

**University of Florida**  
**SPM 6610 (SEC. 05HA):**  
**Sport Events and Community Development**  
**Spring 2019**  
**FLG 225, Tuesdays, 11:45-2:45**

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**Instructor contact information**

**Name:** Dr. Kaplanidou (or Dr. K)  
**OFFICE HOURS (FLG 190C):** Wednesdays 9:30-1:30 or by appointment.  
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**Course objectives**

- Discriminate between the terms sport event legacies and sport event impacts
- Identify the impacts sport events cause in host and neighboring communities
- Compare and contrast the planning and sport event outcomes for bid phase, event preparation stage, host event phase and post event phases
- Identify community development goals using sport events and the partnerships needed to deliver on legacy planning

**Evaluation scheme**

	<b>% breakdown</b>
<b>Research project 1 (Module 1-week 2-7)—(INDIVIDUAL assignment)</b> Compare and contrast the terms sport event legacy and impacts based on the available academic literature. You will have to search the academic literature for definitions and distinctions (if any) of the two terms. Interview a sport event manager and ask them their perception about what they think are impacts and what legacies of their event on the community. This should be a 15 page paper that will also result in a presentation to the rest of the class. More details in the assignment.	<b>30</b>
<b>Research Project 2 (Module 2-week 8-12) (group assignment)</b> Research the bid files for one mega sport event, one national sport event, and one regional sport event—identify the impacts they present in the bid files and compare and contrast the expected outcomes the event will bring to the community. This should be a 15 page paper that will also result in a presentation to the rest of the class. More details in the assignment.	<b>30</b>
<b>Research Project 3 (Module 3-week 13-16) (group assignment)</b> You will be assigned a mega event to study its bid file and its final report. Identify the positives and negative outcomes of a mega sport event for the host community residents during the bid stage documented in the bid file and the post event stage documented in the final report. What partnerships did you observe are needed for an organizing committee to secure sustainability of positive impacts? How can legacies be evaluated? What solutions would you recommend to turn the negatives into positives? This should be a 15 page paper that will also result in a presentation to the rest of the class. More details in the assignment.	<b>30</b>
<b>Weekly in-class participation</b> (in class assignments (2%), weekly discussion questions (6%) , evaluation of group presentations (2%))	<b>10</b>
<b>Total</b>	<b>100</b>

## Grading Scale

**(There will be no rounding of the grades, no exceptions).** The final grade will be assigned according to the following:

A	= 100-93	C(S)	= 76.99-73
A-	= 92.99-90	C-(U)	= 72.99-70
B+	= 89.99-87	D+	= 69.99-67
B	= 86.99-83	D	= 66.99-63
B-	= 82.99-80	D-	= 62.99-60
C+	= 79.99-77	E	= 59.99-0

## Tentative\* Class schedule

*\*This schedule is tentative and it could be changed based on the pace of the lectures and assignment needs. Changes will be announced in class and the instructor bears no responsibility of announcing these changes individually.*

WEEK- date	Topic	Exercises/assignments	Module	logistics	
1- January 8	Introduction, syllabus overview, expectations				
2-January 15	Defining the terms legacy and impact for sport events—typology of sport events		<b>1. Understanding sport event impacts and legacies for community development</b>		
3- January 22	Costs of hosting sport events for communities	<b>Identify interviewee and literature for project 1</b>			
4- January 29	Benefits from hosting sport events for communities				
5-February 5	<i>Sport Commissions and community development GUEST SPEAKERS—TBC: Mr. Quintana, Ms. Cacciatore-Miller-</i>				Five points of life marathon
6- February 12	The notion of leveraging sport event bidding and hosting, the role of local government for sport event development, spill over impacts				
7- February 19	<b>Research project 1 due</b>	<b>Presentations in class</b>			
8-February 26	Bidding stage		<b>2. Sport event bidding and preparation</b>	Working groups assignments by instructor for Module 2; Oslo 2022 bid file	
<b>9-March 5</b>	<b>SPRING BREAK WEEK—NO CLASS</b>				
10-March 12	Key factors in deciding whether a community should bid for a sport event			Dubai bid intentions for Olympics	
11-March 19	The bidding process; the importance of resident support for the bid; issues dealing with the bid process			Failed bids discussion	
12-March 26	<b>Research project 2 due</b>	<b>Presentations in class</b>			
13-April 2	Preparing for the event- planning and implementing. During the event considerations- event success, media coverage	<b>Guest speaker Linda Reinhart, TBC</b>	<b>3. Sport event hosting, sustainability, partnerships</b>	Working groups assignments by instructor for Module 3	
14-April 9	Post event considerations-legacy and sustainability planning, partnerships	<b>Guest speakers - Ran Zhou, partnership project</b>			
15-April 16	Leveraging	<b>TBC Field trip- Legacy project</b>			
16-April 23	<b>Research project 3 due</b>	<b>Presentations in class</b>			

## Readings

WEEK-date	Topic	Readings
1- January 8	Introduction, syllabus overview, expectations	None
2-January 15	Defining the terms legacy and impact for sport events—typology of sport events	<ol style="list-style-type: none"> <li>1. Preuss, H. (2007). The conceptualization and measurement of mega sport event legacies. <i>Journal of Sport &amp; Tourism</i>, 12(3-4), 207-227.</li> <li>2. Getz, D. (2008). Event tourism: Definition, evolution, and research. <i>Tourism Management</i>, 29, 403-428.</li> <li>3. Gratton, C., &amp; Preuss, H. (2008). Maximizing Olympic impacts by building up legacies. <i>The International Journal of the History of Sport</i>, 25(14), 1922-1938.</li> </ol>
3- January 22	Costs of hosting sport events for communities	<ol style="list-style-type: none"> <li>1. Chien, P. M., Ritchie, B. W., Shipway, R., &amp; Henderson, H. (2011). I am having a dilemma: Factors affecting resident support of event development in the community. <i>Journal of Travel Research</i>. doi: 10.1177/0047287511426336</li> <li>2. Matheson, V. A., &amp; Baade, R. A. (2004). Mega-sporting events in developing nations: Playing the way to prosperity? <i>South African Journal of Economics</i>, 72(5), 1085-1096. doi: 10.1111/j.1813-6982.2004.tb00147.x</li> </ol>
4- January 29	Benefits from hosting sport events for communities	<ol style="list-style-type: none"> <li>1. Kaplanidou, K. (2012). The importance of legacy outcomes for Olympic Games four summer host cities residents' quality of life: 1996-2008. <i>European Sport Management Quarterly</i>, 12(4), 397-433.</li> <li>2. Karadakis, K., &amp; Kaplanidou, K. (2012). Legacy perceptions among host and non-host Olympic games residents: A longitudinal study of the 2010 Vancouver Olympic Games. <i>European Sport Management Quarterly</i>, 12(3), 243-264. doi: 10.1080/16184742.2012.680067</li> <li>3. Misener, L., &amp; Mason, D. S. (2006). Creating community networks: Can sporting events offer meaningful sources of social capital? <i>Managing Leisure</i>, 11(1), 39-56. doi: 10.1080/13606710500445676</li> </ol>
5-February 5	<b>Guest speaker Joleen Cacciatore (TBC), Ricki Quintana, (TBC)</b>	<ol style="list-style-type: none"> <li>1. Taks, M., Social sustainability of non-mega sport events in a global world1. <i>European Journal for Sport and Society</i> 2013, 10 (2), 121-141.</li> </ol>
6- February 12	The notion of leveraging sport event bidding and hosting, the role of local government for sport event development, spill over impacts	<ol style="list-style-type: none"> <li>1. Chalip, L. (2004). Beyond impact: A general model for sport event leverage. In B. W. Ritchie &amp; D. Adair (Eds.), <i>Sport tourism: Interrelationships, impacts and issues</i> (pp. 226-252). Clevedon: UK: Channel View Publications. <a href="#">Chapter available from Google books--click on link</a></li> <li>2. Chalip, L. (2006). Towards social leverage of sport events. <i>Journal of Sport &amp; Tourism</i>, 11(2), 109-127.</li> <li>3. O'Brien, D., &amp; Chalip, L. (2008). Sport events and strategic leveraging: Pushing towards the triple bottom line. In A. Woodside &amp; D. Martin (Eds.), <i>Tourism management: Analysis, behavior and strategy</i> (pp. 318-338). Wallingford, Oxford: CAB International. <a href="#">Chapter available via google books click on link</a></li> <li>4. Tom Bason, Jonathan Grix, (2018) "Planning to fail? Leveraging the Olympic bid", <i>Marketing Intelligence &amp; Planning</i>, Vol. 36 Issue: 1, pp.138-151, <a href="https://doi.org/10.1108/MIP-06-2017-0106">https://doi.org/10.1108/MIP-06-2017-0106</a></li> </ol>
7-February 19	<b>Research project 1 due</b>	Presentations in class
8-February 26	Bidding stage	<ol style="list-style-type: none"> <li>1. Carey, M., Mason, D. S., &amp; Misener, L. (2011). Social responsibility and the competitive bid process for major sporting events. <i>Journal of Sport &amp; Social Issues</i>. doi: 10.1177/0193723511416985</li> <li>2. Swart, K. (2005). Strategic planning - implications for the bidding of sport events in South Africa. <i>Journal of Sport &amp; Tourism</i>, 10(1), 37-46. doi: 10.1080/14775080500101536</li> <li>3. <a href="http://www.gamesbids.com">http://www.gamesbids.com</a></li> </ol>
9-March 5		<b>SPRING BREAK NO CLASSES</b>
10-March 12	Key factors in deciding whether a community should bid for a sport event	<ol style="list-style-type: none"> <li>1. Hans M. Westerbeek, Paul Turner, Lynley Ingerson, (2002) "Key success factors in bidding for hallmark sporting events", <i>International Marketing Review</i>, Vol. 19 Iss: 3, pp.303 - 322</li> <li>2. Hiller, H. H. (2000). Mega-events, urban boosterism and growth strategies: An analysis of the objectives and legitimations of the Cape Town 2004 Olympic bid. <i>International Journal of Urban and Regional Research</i>, 24(2), 449-458. doi: 10.1111/1468-2427.00256</li> <li>3. <a href="http://www.gamesbids.com">http://www.gamesbids.com</a></li> </ol>
11-March 19	The bidding process; the importance of resident support for the bid; Issues dealing with the bid process	<ol style="list-style-type: none"> <li>1. Gursoy, D., &amp; Kendall, K. W. (2006). Hosting mega events: Modeling locals' support. [doi: DOI: 10.1016/j.annals.2006.01.005]. <i>Annals of Tourism Research</i>, 33(3), 603-623.</li> <li>2. Preuss, H., &amp; Solberg, H. A. (2006). Attracting major sporting events: The role of local residents. <i>European Sport Management Quarterly</i>, 6(4), 391-411.</li> <li>3. Hiller, H. H., &amp; Wanner, R. A. (2011). Public opinion in host Olympic cities: The case of the 2010 Vancouver Winter Games. <i>Sociology</i>, 45(5), 883-899. doi: 10.1177/0038038511413414</li> <li>4. <a href="http://www.gamesbids.com">http://www.gamesbids.com</a></li> </ol>

12--March 26	<b>Research project 2 due</b>	<b>Presentations in class</b>
13-April 2	Preparing for the event, planning and implementing	<ol style="list-style-type: none"> <li>1. Leonardsen, D. (2007). Planning of mega events: Experiences and lessons. <i>Planning Theory &amp; Practice</i>, 8(1), 11-30.</li> <li>2. Liu, Y. (2017). Event and Community Development: Planning Legacy for the 2008 European Capital of Culture, Liverpool. <i>Urban Science</i>. 1, (4), 39; doi:10.3390/urbansci1040039</li> <li>3. Final Olympic Games reports for Beijing, Athens, Sydney: <a href="#">Link to official reports from LA84 Foundation</a> <a href="http://www.gamesbids.com">http://www.gamesbids.com</a></li> </ol>
14-April 9	During the event considerations- event success Post event considerations- legacy and sustainability planning	<ol style="list-style-type: none"> <li>1. Final reports of the IOC Coordination Commission for Vancouver, Beijing, and London <a href="http://www.olympic.org/london-2012/documents-reports-studies-publications">http://www.olympic.org/london-2012/documents-reports-studies-publications</a></li> <li>2. <a href="http://www.aroundtherings.com/site/A_47859/Title_Commonwealth-Games-A-Hit-For-The-Most-Part---Media-Watch/292/Articles">http://www.aroundtherings.com/site/A_47859/Title_Commonwealth-Games-A-Hit-For-The-Most-Part---Media-Watch/292/Articles</a></li> <li>3. Kaplanidou, K., Kerwin, S., &amp; Karadakis, K. (2013). Understanding sport event success: Exploring perceptions of sport event consumers and event providers. <i>Journal of Sport &amp; Tourism</i>, DOI: 10.1080/14775085.2013.861358.</li> <li>4. Parent &amp; Smith-Swan: Chapter 15 Legacy and Sustainability. Book title: <i>Managing major sport events: theory and practice</i> <a href="#">Link to google books--open access to chapter</a></li> <li>5. Leopkey, B., &amp; Parent, M. M. (2012). The (neo) institutionalization of legacy and its sustainable governance within the Olympic movement. <i>European Sport Management Quarterly</i>, 12(5), 437-455.</li> <li>6. Spencer Harris &amp; Barrie Houlihan (2016) Implementing the community sport legacy: the limits of partnerships, contracts and performance management, <i>European Sport Management Quarterly</i>, 16:4, 433-458, DOI: 10.1080/16184742.2016.1178315</li> </ol>
15-April 16	Leveraging	FIELD TRIP- TBC  Reading: Katharine Hoskyn, Geoff Dickson, Popi Sotiriadou, (2017) "Leveraging medium-sized sport events to attract club participants", <i>Marketing Intelligence &amp; Planning</i> ,
16- April 23	<b>Research project 3 due</b>	<b>Presentations in class</b>

## **Statement of University's Honesty Policy (use of copyrighted materials and unethical exam behaviors)**

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code." On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

## **Accommodations for Students with Disabilities**

If you require classroom accommodation because of a disability, you must first register with the Dean of Students Office at <http://www.dso.ufl.edu/drc/>. The Dean of Students Office will provide documentation to you, which you then give to the instructor when requesting accommodation. The College is committed to providing reasonable accommodations to assist students in their coursework. If any student has a need for a special accommodation, please let me know within the first week of class to insure any necessary accommodations.

## **Class Demeanor Expected by the Professor (late to class, cell phones)**

You are expected to be on time for your class periods. If you are late for any reason, please respect the instructor and your classmates and make your entrance as quiet as possible. Please turn off all cell phones.

## **Late assignment policy**

Late Assignments will be accepted with a penalty of 10% per calendar day late.

## **Teaching Evaluations**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

## **Attendance policy**

Requirements for class attendance and make-up exams, assignments, and other work in this course is consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

## Campus Resources

Health and Wellness U Matter, We Care: If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392- 1575 so that a team member can reach out to the student. Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161.  
University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

## Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu)  
<https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.  
<http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask> Various ways to receive assistance with respect to using the libraries or finding resources