On behalf of the faculty and staff of the School of Hospitality, Sport and Tourism Management (SHSTM), I would like to welcome you to the first edition of the T-Letter. The SHSTM is engaged in a number of extraordinary activities and this publication will allow us to share some of our achievements and current endeavors with you.

Since the start of 2013, many changes have occurred with the old Sport & Fitness Management (SFM) program. The faculty in the Sport & Fitness Management program have always been dedicated to enhancing the program’s curriculum to better prepare students for their future careers. While evaluating the program’s curriculum, the faculty began to discuss the relationship between the hospitality, sport and tourism industries and the emergence of academic programs focusing on these disciplines. Capitalizing on the natural synergies among these three related industry management disciplines, the faculty proposed the creation of a new Bachelor of Science in Hospitality, Sport and Tourism Management (BS-HSTM). The new program was embraced and supported by Troy University to the extent that the SHSTM was created as a new academic unit within the College of Health and Human Services. In August 2013, the SHSTM became an official academic unit at Troy University.

The SHSTM offers undergraduate and graduate degree options in both traditional and fully online formats. The curriculum of the new BS-HSTM requires students to take a common core of classes and select between three undergraduate concentrations: Hospitality Management; Sport Management; and Tourism Management. The HSTM program benefits students as the three areas of study are explored throughout the degree program, providing students with a more thorough depiction of the similarities, differences, and potential synergistic connections of businesses, organizations and careers within these industries. The Master of Science in Sport & Fitness Management (MS-SFM) also moved to the SHSTM. The MS-SFM continues to offer three concentration areas: Athletic Administration; Coaching; and Exercise Science.

With the creation of the SHSTM, we are experiencing growth in terms of students and faculty. All three concentration areas have seen an increase in enrollment and interest on the Troy Campus and eTroy. Over the past year, we also added four new faculty members to the SHSTM, increasing our total number of full-time faculty members to 12. These faculty members have extensive knowledge and practical experience in related industries and are recognized for their expertise in a variety of research disciplines.

I would be remiss if I did not mention the exceptional students we have in the SHSTM. Students in the program have completed internships with numerous intercollegiate athletics department, professional sport organizations, and other public and private organizations. Many of these students have obtained employment with these organizations, while others have opted to continue their education in graduate school.

The School of Hospitality, Sport and Tourism Management is excited about the future of our programs. We will continue to challenge ourselves and adapt to changes in higher education and the hospitality, sport, and tourism industries. Our primary focus is and will always be our students and alumni.

Respectfully,

Anthony W. Dixon, Ph.D., MBA
The Bachelor of Science in Hospitality, Sport and Tourism Management provides students with knowledge and skills to engage in the practice of management in a variety of settings. Students in the program receive an exceptional education, engage in service learning experiences and are prepared for their careers through exposure to related industries.

The goal of the program is to create an integrated academic learning environment for analyzing and resolving the challenges in the deliverance and business of related industries. The program’s 12 full-time faculty members are well known for their expertise in a variety of research areas, including economic impact, economic valuation, marketing, human resource management, facility management, organizational behavior, event management, legal aspects and tourism development and planning. Students benefit from the faculty’s knowledge, research and practical experience.

Troy University’s HSTM faculty have the extensive knowledge, practical experience and dedication to serve as both mentors and educators for student achievement.

The total experience within the School of Hospitality, Sport and Tourism Management facilitates students to have an exceptional fundamental education, exposure to working professionals, and internships. As a result, students are provided a competitive advantage in a job market that is projected to double in the next decade.

The School of Hospitality, Sport and Tourism Management prepares students for a variety of positions in the hospitality, sport and tourism industries. The faculty and staff are committed to providing support for student achievement. Students can enter the hospitality, sport and tourism industries with exceptional knowledge, professional preparation, and the confidence to assume leadership positions.

The focus of the undergraduate program is to provide a comprehensive educational experience and to train students for entry into the sport management, leisure services, and/or tourism and hospitality occupations at the professional level.

Students in these programs will:

- Develop strong communication skills necessary for success;
- Analyze data to plan, develop and sustain effective and efficient programs, facilities and services;
- Apply critical thinking skills;
- Function in a variety of leadership capacities in diverse sport, entertainment or tourism related settings.

The program offers three undergraduate concentrations:

1. Hospitality Management, which prepares students for careers in hotels, restaurants, resorts, conference centers, casinos, retail businesses and other entertainment-related businesses.

2. Sport Management, which prepares students for careers as program directors, marketing and promotion directors, event managers, facilities directors, compliance directors, athletics directors, sport retail managers and other related positions within interscholastic, intercollegiate, professional or recreational sports. TROY’s Sport Management Program is among a select few that are nationally accredited by the Commission on Sport Management Accreditation (COSMA).

3. Tourism Management, which prepares students for careers in convention and visitors’ bureaus, chambers of commerce, resorts, tourism associations, destination marketing organizations, conference centers, national and state parks, theme parks, historic sites and other tourism related businesses.
The Troy University School of Hospitality, Sport and Tourism Management hosts an annual golf tournament. The event’s objective is to create a fun and exciting charitable golf tournament in order to benefit the Miracle League of Troy. It is our mission to promote, support, and contribute to the Miracle League Foundation. The proceeds from this charitable event will allow the Troy Miracle League to provide young children with disabilities the facilities to allow them to participate in the sport of baseball.

Dr. Mathner: “Students can add value to their resume to be more marketable.”

Dalton Bennett (Junior): “Never thought there would be so much planning involved to organize an event like this.”

Jon Anderson (Class of 2011): “This project was a great learning experience.”

The 2013 Miracle League Golf Tournament

The Children’s Health Field Day is organized by Troy University's School of Hospitality, Sport and Tourism Management to help inform children and parents about how to live an active, healthy, and fun lifestyle. The event was divided into three different sections: education zone, fitness zone, and fun zone. Activities included: football toss, relay race, obstacle courses, bounce houses, face painting, and health education. Everyone had a great time and a better understanding of how to live an active, healthy lifestyle!

Dr. Dixon: “This is about educating children and parents on an active and healthy lifestyle.”

The 2013 Nick Costes 5k Run

The Nick Costes 5k Run is hosted by the School of Hospitality, Sport, and Tourism Management’s event management class. This event honors Nick Costes, a 1956 Olympic Marathon runner and former Troy University professor, and raises money for the school and student scholarships. The 5k race was for all participants of any fitness level. There was also a one mile fun run for kids ages 6–10, which was held after the award ceremony.

Nicole Wells-Anik: “My fiancée and I decided to get healthy, so we started to train 3 weeks prior to the event.”

Members of the National Guard taking a picture at the Nick Costes 5k Run finish line.
Troy University Students visit the Super Bowl

From January 31st to February 2nd 2013, a group of 19 Sport Management students and 2 faculty members from Troy University traveled to the Super Bowl XLVII in New Orleans, Louisiana. Dr. J. Michael Martinez (HSTM Global Campus Coordinator/Assistant Professor), traveled with the group and was kind enough to find some time to talk with us about the Super Bowl experience.

T-Letter: How did you get the opportunity to go to the Super Bowl?

We were aware of this opportunity because in the past, the University of Tennessee would take students to work the Super Bowl. One of the student interns from Mississippi State University who was in charge of volunteers was looking for schools in the southeast. We received the initial information and reached out to students here at Troy to see who would be interested in working. We were only expecting to have five or six students, but ended up with a group of nineteen students and two faculty members. Because of the large number of students, we had to limit this opportunity to sport management students only.

Who financed your trip?

There was no outside funding. Students were able to negotiate lower housing costs. Every student contributed $200 to transportation and lodging and was responsible for their meals. Two vans were rented for transportation.

What was the main purpose of the trip?

The purpose of the trip was to give students another experience to put on their resume. A big venue like the Super Bowl would help students set themselves apart from other people. The trip also incorporated a service learning component in that students were able to participate in community service by rebuilding one of the community parks in the New Orleans’ area that was severely damaged by Hurricane Katrina.

Would you go again?

Yes we would definitely go again. It was stressful because it was our first time going and we didn’t know what to expect, but it was a very good experience for everyone who attended. We also were able to tour the Mobile Bay Bears baseball facility which gave students a chance to see the inside of a professional sports facility. Being in the atmosphere of the Super Bowl helped students to understand the hospitality, sport, and tourism aspects of the business.
The 9th annual Southern Sport Management Conference (SSMC) was held on April 10th-12th, 2013 on Troy University’s Campus. The SSMC is a part of the Southern Sport Management Association (SSMA). The Sport Management Club at Troy is one of two student chapters of the SSMA. SSMC began here at Troy and has taken place on our campus every year. The 2013 conference was the largest ever held with over 150 people in attendance. This event has been very positive for the department and Troy University, as it attracts sport management faculty, students, and practitioners. One of the last sessions of the conference was a Young Professionals Session where students were able to speak with practitioners who were in their shoes a few years ago and are now working in the industry. The conference concluded with an academic poster session and a graduate student presentation competition. The SSMC is geared towards two main areas, student development and sport management faculty. The student development portion involves bringing practitioners and award winners to speak to students by giving them insight of what to expect as future practitioners. It also gives students an avenue to network and find potential jobs. In addition, graduate level students enrolled in the sport marketing course obtain experience through their participation in planning and organizing the conference. For the faculty, academic presentations were given to help them stay updated on recent research in the field. Every year the conference selects Lifetime Award winners in the field of academia and sport industry. The sport management professor selected was David Stotlar from the University of Northern Colorado, who is one of the leading researchers in the sport management field. The practitioner, Kent Blankenship, was the former Athletics Director at Troy University and is now the executive director of the Alabama Sports Council. In 2014, for the first time ever, the SSMC will be held at a site other than Troy University. It will take place in Nashville, TN and hosted by both Belmont University and Middle Tennessee State University.
Santiago Pinzon

Santiago Pinzon joined the Lake Erie College administrative team as the Assistant Athletics Director for Internal Operations/ Director of Compliance in August 2013. Pinzon directs and oversees the areas of compliance, athletics academic services, and assists with department budget reconciliation for 23 varsity sports teams while serving as a liaison between several college departments. In his primary role, he works to ensure the Storm teams, along with faculty, staff and boosters, operate within institutional, Great Lakes Intercollegiate Athletic Conference (GLIAC) and NCAA rules and regulations. After asking him how the Troy University SFM program helped him, he replied “The professors of the SFM program have been instrumental to my success as an athletics administrator. The professors are very knowledgeable about the industry and they truly care about the success of their students. The SFM program can be challenging, but if the student is willing to invest time and effort they will gain valuable tools to succeed in the future.”

The Cali, Colombia native earned his bachelor’s degree from North Georgia College in 2010 in marketing and a Master of Science degree in Sport and Fitness Management from Troy in 2013.

Austin Moser

Austin Moser, a current Sport and Fitness Management graduate student at Troy University, interned at the Naval Academy Athletic Association in Annapolis, Maryland. He received the internship position by looking online and sending in a resume and cover letter. After a phone interview he was offered the position. The main duties and responsibilities he was in charge of included managing databases for ticket sales and being the point of contact for the men’s basketball kid’s clinic. For football he managed the outer perimeter tailgate area which allowed him to interact with fans. Some skills he gained included learning how to interact with fans on game day, Photoshop skills, and how to connect with fans through events. Challenges included being far away from home and having to learn how to become a self-starter and more proactive.

The Crestview, Florida, native earned his bachelor’s degree from Troy University in 2012 in Sport and Fitness Management.
Faculty Introduction

Dr. Anthony Dixon, Interim Director/ Assistant Professor

Dr. Anthony Dixon earned his doctoral degree from Clemson University in Parks, Recreation and Tourism Management with an emphasis in sport, tourism, and economic development. Dr. Dixon earned his Master of Business Administration from East Carolina University with an emphasis in Strategic Management and Marketing in 2002. Dr. Dixon teaches sport finance, event management, research methods, and entrepreneurship.

**Research Interests** – Economic impacts; Economic valuation; Economic development through sport and tourism; Participant and spectator preferences; Sport and tourism consumption

Dr. Fred Green, Graduate Program Coord./ Associate Professor

Dr. Fred Green received a Ph.D. in Physical Education with a specialization in Sport Administration from the Florida State University and a Master of Education from Frostburg State (Maryland). He teaches classes in marketing, facility management, administration, current issues, organizational behavior, leadership and sport psychology. Prior to his work as a professor, he was a recreation director in Southwest Florida and coached basketball for several years.

**Research Interests** – Fan attendance; College football rivalries; History and geography of sport in United States

Dr. Robert Mathner, Undergraduate Program Coord./ Associate Prof.

Dr. Robert Mathner received a Ph.D. in Physical Education with a specialization in Sport Administration from the Florida State University and a Master of Exercise and Sport Sciences from the University of Florida. He teaches in the areas of sport governance and policy, sport event management, sport administration, sport ethics, and sport organizational behavior and leadership. His prior work experience includes working at UCF, Syracuse, University of Montana, Florida State University, and Atlanta Braves.

**Research Interests** – Sports wagering; Sportsmanship

Dr. Michael J. Martinez, Global Campus Coordinator/ Assistant Prof.

Dr. Michael Martinez received a Ph.D. in Human Performance, with a specialization in Leisure and Sport Management from Middle Tennessee State University and a M.S. in Public Relations from The University of Southern Mississippi. He teaches in the areas of sport marketing and communication, and also has taught sections of current issues in sport, research methods and statistics. Prior to entering academia, he worked for eight years as a media relations and marketing practitioner, serving as the Director of Marketing for The USM Foundation, an Assistant Media Relations Director for The University of Southern Mississippi Athletics Department.

**Research Interests** – External relations of college athletics; Branding and consumer interest; Internal marketing within organizations; Social media practices

Dr. Christina Martin, CHHS Coord. of Assessments/ Assistant Prof.

Dr. Christina Martin received a Ph.D. in Human Performance and Recreation with an Emphasis in Administration and Teaching from the University of Southern Mississippi and a M.S. in Sport Administration from Mississippi State University. Dr. Martin has taught various sport management courses including: Economics, Entrepreneurship, Event Management, Legal Aspects, Sport Communication, and Sport Marketing. Dr. Martin also serves as a member on the Board of Commissioners for the Commission on Sport Management Accreditation (COSMA).

**Research Interests** – Sport marketing and communication; Sport management pedagogy; Legal aspects of sport
Faculty Introduction

Dr. Michael S. Carroll, Assistant Professor (eTroy)

Dr. Carroll received a Master’s in Exercise & Sport Sciences from the University of Florida in 2004 and his Ph.D. in Human Performance (concentration in Sport Management) from the University of Florida in 2009. He has taught courses in legal issues in sport, sport governance, research methods, facility management, social and ethical issues in sport, and critical issues in sport. He has experience working in the Ticket Office at the University of Florida and with the Hula Bowl in Maui, Hawaii. 

Research Interests – Legal issues in sport and recreation; Risk management; sport-related hazing and bullying; legal issues regarding the NCAA and student-athletes; disability sport

Dr. Packianathan Chelladurai, Distinguished Professor (eTroy)

Dr. Chelladurai received a B.Com., D.P.E.D. from the University of Madras; an M.A. in Physical Education from the University of Western Ontario; and an M.A.Sc. and Ph.D. in Management Science from the University of Waterloo in Canada. Dr. Chelladurai is among the few international scholars offering Olympic Solidarity’s Executive Masters in Sport Organizations Management (MEMOS). He specializes in organizational theory and organizational behavior in the context of sport and teaches courses in organizational behavior and human resource management. 

Research Interests – Leadership; Organizational effectiveness; Group dynamics

Dr. Marlene A. Dixon, Professor (eTroy)

Dr. Marlene Dixon received a B.A. from Trinity University, an M.Ed. in Sport Administration from The University of Texas at Austin, and a Ph.D. in Sport Management from The Ohio State University. Dr. Dixon is a research fellow in the North American Society for Sport Management, serves on several sport management journal review boards, and currently serves as the case study editor for Sport Management Education Journal. She specializes in sport finance, human resource management, and work-family interactions, and teaches a variety of courses at the undergraduate and graduate levels. 

Research Interests – Sport & Life Quality; Human Resource Management; Work-Family Balance; Intercollegiate Athletics

Dr. Ping He, Assistant Professor

Dr. Ping He joined Troy University in 2008. She received her Ph.D. degree in hospitality and tourism management from Virginia Tech in May 2008 and M.S. degree in hospitality and tourism management from UMASS Amherst in May 2004. She has taught face-to-face, online and hybrid courses in the areas of general management and hospitality and tourism management. Over the years, she has become very enthusiastic and passionate about helping students develop interests in learning. 

Research Interests – Service Quality; Affective Commitment; Job Satisfaction; Employee Empowerment; etc.

Dr. Patrick Holladay, Assistant Professor (eTroy)

Dr. Holladay earned his Ph.D. from Clemson University in Parks, Recreation & Tourism Management with an emphasis in Travel & Tourism; a M.S. from Eastern Kentucky University in Biological Sciences with an emphasis in Applied Ecology; and a B.S. from Clemson University in Aquaculture, Fisheries & Wildlife Biology with an emphasis in Wildlife Biology. He teaches in the area of tourism management and has conducted tourism and ecological based research in Eastern Europe, Central America, the Caribbean and across the United States. 

Research Interests – Sustainable tourism; Community development; Resilience of social-ecological systems; Network analysis; Recreation ecology
Faculty Introduction

Dr. Min Kil Kim, Assistant Professor (eTroy)
Dr. Min Kil Kim received a Ph.D. and a M.S. in sport management from the University of Florida and B.S. in Marketing from the University of Alabama. He teaches in the areas of sport marketing, sport finance, sport administration, sport communication, statistics, and research methods. 
Research Interests - Sport consumer behavior; Cross-cultural study; Service quality; Martial arts; Sport event planning; Sport branding

Dr. Win (Gi-Yong) Koo, Associate Professor
Dr. Win Koo earned his doctoral degree from the University of Arkansas in Recreation and Sport Management with an emphasis in Sport Marketing and Statistics. Dr. Koo received a M.S. in Physical Education with an emphasis in Sport Management and a B.S. in Sports & Leisure Studies from Yonsei University in Seoul, Korea. He teaches sport marketing, sport finance, research methods, and statistics while his research interests include the various aspects of marketing and consumer behavior in sports. 
Research Interests - Sport sponsorship/endorsement effect derived from the consumer schematic information process; Understanding the psychological basis of sport consumer behavior; Effects of service marketing on the consumer decision making process

Dr. John Miller, Professor
Dr. John Miller received a Ph.D. in Sport Administration from the University of New Mexico and a Masters degree in Sport Psychology from the University of Minnesota. He has taught courses in legal aspects of sport, sport event management, sport facilities planning and management, and financial aspects of sport. His prior work experience includes being an intercollegiate head swimming coach and track coach, university associate athletics director for facilities, and sales associate for Professional Sports Publications (PSP). 
Research Interests – Legal and risk management in sport and recreation; Sport marketing and promotion; Sport management pedagogy; Issues in student internships.

Dr. Kate Price-Howard, Assistant Professor (eTroy)
Dr. Price received her Ph.D. in Parks, Recreation, and Tourism from the University of Utah, Master’s and Bachelor’s in Parks and Recreation Administration, with an emphasis and certification in Therapeutic Recreation, from Florida International University. She teaches courses in Leisure and Society, Parks, Recreation, & Tourism Management, Commercial Recreation and Tourism, Recreation Programming and Leadership, and Leisure Behavior and Human Diversity. Her work experience includes recreation positions onboard cruise ships, summer camps, psychiatric units, nursing homes, and has served as the Director of Recreation for several Florida resorts. 
Research Interests – Visitors’ intentions to return; Tourism disaster resilience; wage and salary studies in commercial recreation/hospitality industry.

Laura Tucker, Administrative Assistant
Laura Tucker is a 2012 graduate of Troy University receiving a bachelor’s degree in Business Administration with a concentration in Marketing. She is a 2008 graduate of Enterprise High School where she was involved in numerous string band competitions on a state and national level through The National FFA organization. She currently resides in Honoraville, Alabama with her husband and is a member of Danielville Baptist church where she sings in the choir and teaches Sunday school. Laura is a proud alumna of the Iota Kappa chapter of Chi Omega sorority at Troy University.
The mission of the School of HSTM is to prepare undergraduate students to become future leaders and scholars in the hospitality, sport and tourism industries by providing exemplary integrative and experiential academic preparation in a collaborative environment, to conduct seminal and applied research that impacts the hospitality, sport and tourism industries on a local, national, and global level, and to provide professional and community service.

Learning Today, Leading Tomorrow.

Contact Information

Carroll, Dr. Michael S., Assistant Professor (eTroy, Orlando, FL) 407-219-5993
Chelladurai, Dr. Packianathan, Distinguished Professor (eTroy) 519-433-5887
Dixon, Dr. Anthony W., Interim Director/Assistant Professor 334-808-6424
Dixon, Dr. Marlene A., Professor (eTroy, San Antonio, TX) 832-418-9122
Green, Dr. Fred, Graduate Program Coordinator/Associate Professor 334-670-3764
He, Dr. Ping, Assistant Professor 334-808-6204
Holladay, Dr. Patrick J., Assistant Professor (eTroy, Brunswick, GA) 912-262-2511
Kim, Dr. Min Kil, Assistant Professor (eTroy, Atlanta, GA) 770-730-0033x5128
Koo, Dr. Win, Associate Professor 334-670-5763
Martin, Dr. Christina, CHHS Coordinator of Assessments/Assistant Professor 334-808-6400
Martinez, Dr. J. Michael, Global Campus Coordinator (eTroy, Phenix City, AL) 334-448-5165
Mathner, Dr. Robert P., Undergraduate Program Coordinator/Associate Professor 334-670-3811
Price Howard, Dr. Kate, Assistant Professor (eTroy, Ft. Walton Beach, FL) 850-301-2156
Tucker, Laura, Administrative Assistant 334-670-3827