Dr. Shannon Xu — HSTM Faculty Addition

Dr. Shannon Xu is the newest member of the HSTM team at Troy University. After finishing her undergraduate degree in her native country of China, Dr. Xu completed her Master’s degree in Tourism from the University of Missouri and her Doctoral degree from North Carolina State University. In addition to Dr. Xu’s educational foundation, she brings practical experiences from working in the tourism industry. She has traveled all over the U.S., as well as 12 countries in Europe, Asia, and Central America. In her spare time Dr. Xu enjoys kayaking and Zumba.

What are some of your responsibilities as an assistant professor at TROY?

Dr. Xu is in her first years as an assistant professor in the School of HSTM. In the fall semester Dr. Xu was responsible for teaching four courses. Aside from instructing students in the classroom, Dr. Xu is happy to discuss students coursework or academic progress, as well as issues that affect their everyday lives (e.g. career advice, professional development concerns, academic directions or other areas of student interest). In addition, she collaborates with colleagues on tourism related research projects.

Why were you drawn to the tourism industry?

Tourism is a huge service industry that provides a wide variety of career opportunities and generates many positive impacts on both tourists and tourism destinations. Dr. Xu loves traveling. She believes a career in the tourism field conveys a meaning. As an interdisciplinary field, tourism provides the platform to work with people coming from different areas of expertise and different cultures. Thus a career in tourism can be challenging, yet fun. As she learned more about this field, she felt that much work is needed in tourism in terms of planning and development in order for it to sustain.

How do you feel about TROY University and the School of HSTM?

Dr. Xu really loves the community and family feel of Troy University. The small classroom setup at TROY greatly enhances the communication between faculty and students. She has enjoyed getting to know each of her students in class, and looks forward to meeting more students from the School of HSTM. Dr. Xu feels that the School of HSTM has a great collegial environment. She has received tremendous help and valuable advice from colleagues and has really enjoyed working with them.
Dr. Anthony Dixon in Vietnam

Dr. Anthony Dixon and Dr. Patrick Holliday traveled to Vietnam for a research project funded by Troy University. They visited the city of Danang, the third largest city in Vietnam, where tourism is rapidly expanding. The city of Danang is interested in becoming an international tourism destination and at the same time they are concerned with developing the industry in a sustainable manner. Drs. Dixon and Holliday identified this as a unique opportunity to examine how a tourism industry changes and expands in a developing country. The purpose of the initial research project was to conduct a resource audit and obtain opinions of Danang’s tourism industry from various stakeholders. The professors visited different areas of the region to assess the available resources and conducted interviews with key stakeholders in the hospitality and tourism industry. Currently, the two are preparing to conduct a survey with a co-investigator in Danang to explore and investigate residents’ attitude toward tourism development. Drs. Dixon and Holliday are hoping to travel back to Danang in the near future to conduct a survey of tourists in the region. Dr. Dixon explained the trip helped to build international relationships within the tourism and hospitality industries, and with international universities. In addition, Dr. Dixon plans to develop a study aboard trip to Danang sometime in the future. The grant from Troy University was a great way to help develop professor’s world view and to bring international experience back to TROY. They are looking forward to more opportunities like this in the future.
Every year The TROY University School of Hospitality, Sport and Tourism Management offers a class where students are given the opportunity to plan, organize, lead, and evaluate three events. This includes the chance to procure sponsorships, handle event operations, and essentially manage a variety of events that benefits local charities and raise funds for the HSTM scholarship program. Upper-level students use the class to gain experiences in event management and are assigned to different committees to ensure success of these events. HSTM faculty members oversee the tasks and responsibilities of students, their committees, and the events.

**9th Annual HSTM Charity Golf Tournament - March 28th**

HSTM Students organizes a fun and challenging charity golf tournament. Proceeds from the 2015 tournament were donated to local elementary schools in Troy and the HSTM scholarship fund. This year's event is March 28th and will be at the Troy Country Club. The proceeds will be donated to the Boys & Girls Club of Pike County and the HSTM scholarship fund.

**CHILDREN'S HEALTH FIELD DAY - TBA**

The Children's Health Field Day is organized by TROY University's School of HSTM to promote healthy, active, fun filled lifestyles for children and their parents. Activities will include: football toss, relay race, obstacle courses, bouncy houses, face painting, and health education. Participants will have a great time and a better understanding of how to live an active, healthy lifestyle!

**HSTM Banquet - April 23rd**

The inaugural Hospitality, Sport, & Tourism Management year-end banquet has entered the planning stages. Students from the Event Management class are generating ideas to celebrate students and faculty in the department as well as to bring everyone together in a fun and exciting atmosphere. This event is an opportunity to combine each unique aspect of the department in a setting outside of the classroom. Stay tuned for more information about this incredible new event!

For more information on the events and how to become a participant or a sponsor please visit www.hstmprojects.com
The doctoral program in Sport Management is the only Ph.D. program offered primarily online in the United States. The program concentrates on developing students’ ability to generate research, critical thinking, and teaching skills necessary to be successful in the sport industry and on the path to higher education. The coursework in the Ph.D. program provides an interdisciplinary approach to the study of sport management that is intended to build upon each student’s interests. Through areas of specialized coursework and doctoral seminars taught by graduate sport management faculty members, the program offers flexibility for students to analyze a wide variety of opportunities and interests within the discipline of sport management (i.e., organizational management, finance, legal aspects, and marketing).

Presently, there are 11 doctoral candidates in the program; Arden Anderson, James Baldwin, Leilani Brandes, Danielle D’Darcy, Patti Donahue, Melinda Gilbert, Doyeop Kim, J.C. Rinck, Sara Shoffner, Shane Tatum, and Sara Vogt. Although several reside in the Troy area, many are located throughout the United States and globally. It is important to note that several of the doctoral students, along with their faculty advisors, have submitted proposal abstracts to national conferences as well as research studies to highly recognized academic sport management journals. It is exciting that these submissions are occurring before the doctoral students have reached the middle of their first semester at Troy!
Where Are They Now?

What brought you to Troy University?
Hayden is a native of Troy, Alabama. He said, “I grew up down the street and always knew he would be a Trojan.”

What are your responsibilities while working with New Orleans Pelicans and Saints?
Hayden is currently working for the front office of the New Orleans Pelicans and the New Orleans Saints. He is involved in developing new business for both organizations through ticket sales and customizing the customer experience. His clients range from CEO’s with major companies, to small income families looking to build lifelong memories.

How did you land your current job?
Hayden’s goal was always to be a part of a major league sports team. He worked his way up from selling tickets for a minor league hockey team in South Carolina, to being able to work selling tickets for the New Orleans Pelicans and the Saints.

What advice would you give students?
Have an open mind toward every experience and any opportunity that may present itself to you. Always look for chances to gain experience and something to put on a resume. The sports industry is extremely competitive and every year there are more and more people trying to get into it. What sets you apart and how do you plan on marketing yourself?

What brought you to Troy University?
Locke first learned of Troy University when attending a local college and career expo during his high school studies. After researching what Troy had to offer he decided to visit the school himself. Once on campus, Corry fell in love with the school and campus atmosphere.

What are your responsibilities at Ocala/Marion County Sports Commission?
Locke is a Sports Marketing Specialist for the Ocala/Marion County Sports Commission in Ocala, FL. A premier destination for any and all sporting events, Locke helps attract new and reoccurring tournaments or events to the area. By highlighting their list of facilities and advantages to hosting in his community, Locke is able to encourage the rights holders to host their events in his county. He is able to travel all over the country and meet face to face with all different governing bodies.

How did you land your current job?
While at Troy, Locke was always interested in working in college athletics administration. After graduation, he was offered a job in parks and recreation in the athletics division. This opportunity was both a chance to have a steady source of income and it offered him valuable experience and networking opportunities. Just over a year later, he had established led him into his current role as a Sports Marketing Specialist for Ocala/Marion County Sports Commis-
Where Are They Now?

Caleb Carbine
Account Executive
Troy Sports Properties/
Rockbridge Sports Group

What are your responsibilities with Troy Sports Properties?
Caleb is an account executive for Troy Sports Properties, which is a subdivision of Rockbridge Sports Group. The company manages all of the multi-media rights for Troy athletics. Caleb’s responsibilities include sponsorship sales as well as client services. He also manages and helps operate the Troy Sports Radio Network for all of the sports broadcasts.

What advice would you give current Sport Management students?
The best advice was to volunteer and try to gain experience in as many sports related work environments as possible. Each job in the sports industry is different in it’s own way, and being happy on a daily basis is about finding a job that fits your personality. Also, do not be afraid to ask questions. If you are interested in a certain area make sure to ask someone in that field how they acquired that position. Do your own research!

What is your advice for students who have recently graduated?
Caleb advises students to not be afraid to try something that is out of their usual comfort zone. Although he didn’t think he would like sales, he has found it to be a great learning opportunity. He has found it be a different experience but feels that it can be one that could possibly transition into a position where he can work more on the developmental side of collegiate sports.

Kyle Wilborn
Assistant Director of Championships
– Sun Belt Conference

What brought you to Troy University?
Kyle came to Troy University from Newnan, Georgia as a student-athlete on the football team. He received a Bachelor of Political science degree as well as a Master’s degree in Sport Administration. While completing his Master’s degree, Kyle was a graduate assistant for the football program and worked with event management staff.

What are your responsibilities with the Sun Belt Conference?
Kyle is currently the Assistant Director of Championships at the Sun Belt Conference headquarters. His responsibilities include championship administration, game management, overseeing officials, banquet planning, as well as the management of merchandise, promotions and community initiatives.

How did you land this position?
As a graduate assistant, Kyle participated in an internship with the Sun Belt Conference RISE Program. This program provided a valuable opportunity for students at the Sun Belt member institutions to gain experience in either the sports management industry or the sports journalism field. After graduation, Kyle was offered this position.

What advice do you have for current students?
Kyle recommends gaining as much experience as possible, not only volunteering with programs within the School of HSTM, but also within the community. More importantly, make the best of your time with these opportunities. Set yourself apart from everyone else and make a positive, memorable impression. Secondly, build your professional network. Step outside your comfort zone and make an effort to know the individuals you work with. Lastly, connect with your professors.
What brought you to Troy University?
Erika came to Troy from Huntington College, where she played college soccer for two years. She is currently pursuing her Bachelor’s degree in Hospitality, Sport and Tourism Management with a concentration in Sport Management. She plans to pursue a career as a Sports Information Director. She is the former president of the Sport Management Club at Troy University.

What is the Sport Management Club?
The Sport Management Club is a club for HSTM/SFM students. The club provides opportunities for students in this field to volunteer in the community and to raise awareness of sport management. The club was created during the 2012-2013 school year and is currently in its fourth year of operation.

What do you like about the Sport Management club?
The Sports Management Club is student based, giving them the freedom to choose what to do. An example of opportunities included fundraising events that provided the opportunity for members to travel to events such as a sports management conference where students had the opportunity to network with sport managers and others. This club allows students to interact with their classmates and to create friendships.

The Sport Management Club continues to build opportunities for the members that are associated. Members are able to get an inside look into the professional and collegiate sporting industry, as well as, meet professionals that have those particular positions. The professionals are able to give advice and insight to what helped them get where they are today. The club members also plan fundraising opportunities throughout the year in order to give us the ability to attend special events such as the Southern Sport Management Conference. Overall, the Sport Management Club is an organization that strives for the development of the community and is eager to get involved through service.

Hospitality and Tourism Club

The Hospitality and Tourism Club was established by students in the fall of 2015. While it's designed for HSTM majors, it's open to any students interested in these industries. Some of the goals of the club include: starting a chapter of Eta Sigma Delta Honor Society, bringing in industry speakers, and finding internship and career opportunities. For more information, or if you would like to get involved, contact Dr. Lynsey Madison at lamadison@troy.edu
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.

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