

National Association of Sports Commissions

Professional Association, Destination Marketing
Organization

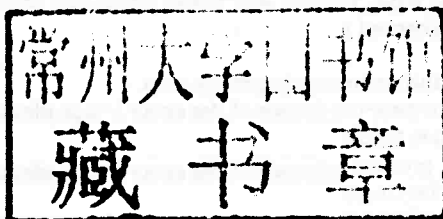
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Website: www.bookmarketservice.com

Published in 2011

Printed in: U.S.A., U.K., Germany. This book was not produced in Mauritius.

ISBN: 978-613-6-11932-8

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National Association of Sports Commissions

National Association of Sports Commissions (NASC) is a professional organization representing sports commissions and convention and visitor bureaus (CVBs), sporting event owners and vendors and suppliers to the sport industry, specifically sports tourism segment of the industry. It was founded in 1992 to raise the level of professionalism and participation in the sports event travel industry.

As the United States' largest resource for leaders and executives in the sports event travel industry, National Association of Sports Commissions represents over 1,200 professionals from more than 500 sports event organizations.

They provide members with professional development and networking opportunities as well as sports event travel resources.

They maintain online event databases and resource centers, an accreditation program for sports event executives (Certified Sport Event Executive Program), and an information network to share best practices with industry peers. Curriculum of the CSEE program includes: sports marketing and sales, strategic planning, sporting event management (sport management), the event bid process, technology, and revenue generation (i.e. sponsorship, fundraising).

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2. About NASC ^[2], sportscommissions.org. 2010. Retrieved 2010-03-19.

External links

- National Association of Sports Commissions official website ^[3]

References

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- [2] <http://www.sportscommissions.org/About-Us>
- [3] <http://www.sportscommissions.org>

Professional association

A **professional association** (also called a **professional body**, **professional organization**, or **professional society**) is usually a non-profit organization seeking to further a particular profession, the interests of individuals engaged in that profession, and the public interest.

The roles of these professional associations have been variously defined: "A group of people in a learned occupation who are entrusted with maintaining control or oversight of the legitimate practice of the occupation;"^[1] also a body acting "to safeguard the public interest;"^[2] organizations which "represent the interest of the professional practitioners," and so "act to maintain their own privileged and powerful position as a controlling body."^[2]

Such bodies generally strive to achieve a balance between these two often conflicting mandates. Though professional bodies often act to protect the public by maintaining and enforcing standards of training and ethics in their profession, they often also act like a cartel or a labor union (trade union) for the members of the profession, though this description is commonly rejected by the body concerned.

Therefore, in certain dispute situations the balance between these two aims may get tipped more in favor of protecting and defending the professionals than in protecting the public. An example can be used to illustrate this. In a dispute between a lawyer and his/her client or between a patient and his/her doctor, the Law Society of England and Wales or the General Medical Council will inevitably find itself plunged into a conflict of interest in (a) its wish to defend the interests of the client, while also (b) wishing to defend the interests, status and privileges of the professional. It is clearly a tough call for it do both.

Many professional bodies are involved in the development and monitoring of professional educational programs, and the updating of skills, and thus perform professional certification to indicate that a person possesses qualifications in the subject area. Sometimes membership of a professional body is synonymous with certification, though not always. Membership of a professional body, as a legal requirement, can in some professions form the primary formal basis for gaining entry to and setting up practice within the profession; *see licensure*.

Many professional bodies also act as learned societies for the academic disciplines underlying their professions.

Legal functions

In countries where the law entitles defendants to a jury by their peers, the general public may not be considered sufficiently knowledgeable in a field of practice to act as a peer in some legal cases. For example, the Professional associations do not always concern themselves with licensure or the equivalent or government regulations. In the United States, journalists seek to avoid government involvement in their work or "official" definitions.

Inter-professional associations

Inter-professional associations have been defined as private organizations, recognized by the State, that group together participants from all stages of the same agricultural commodity chain (*filière* in French), with the objectives of elaborating policies, guaranteeing equity among the members, facilitating the improvement of the performance of the chain and defending the interests of the members.^{[3] [4]} There are around sixty such associations in France and several in Francophone countries of Africa. A particular feature of inter-professional associations is that the membership is made up of associations that represent the individual chain professions. This is in contrast, for example, to commodity associations in the United States where membership is largely of individuals and companies. Many developing countries have few or no associations that cover an entire commodity chain and there would appear scope for the development of such organizations to promote improved liaison with governments.^[5]

Business Organization

In the United States, **PA** (Professional Association), used in conjunction with a business name is a corporation formed by professionals such as lawyers, dentists, and medical doctors. In the past, the so-called "learned professions" were not allowed to operate as corporations. But most states have now enacted a professional corporation or association act that allows professionals to practice under corporate rules provided that all shareholders are members of the profession. A PA is attractive to professionals because it provides some of the tax advantages and liability protections of a business corporation.^[6]

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- [5] Shepherd, Andrew W., Cadilhon, J-J and Galvez, Eva, 2009 (<ftp://ftp.fao.org/docrep/fao/012/i0945e/i0945e00.pdf>) *Commodity Associations - A tool for supply chain development?* FAO, Rome
- [6] Fletcher, 1A *Cyclopedia of the Law of Private Corporations* §§97, 112.1 (1987).

External links

- List of Professional bodies in Australia (http://ozres.com/uni/australian_professional_bodies.php)
- List of Professional bodies in Canada (<http://www.cicic.ca/en/profess.aspx?sortcode=2.19.21.21>)
- List of Professional bodies in Ireland (http://www.qualifax.ie/Links/Professional_Associations_Ire.htm)

Destination marketing organization

A **destination marketing organization** or **convention and visitor bureau** promotes a town, city, region, or country in order to increase the number of visitors. It promotes the development and marketing of a destination, focusing on convention sales, tourism marketing, and services.

Such organizations promote economic development of a destination by increasing visits from tourists and business travelers, which generates overnight lodging for a destination, visits to restaurants, and shopping revenues. Convention and visitor bureaus are the most important tourism marketing organizations in their respective tourist destinations, as they are directly responsible for marketing the destination brand through travel and tourism "product awareness" to visitors. DMOs produce billions of dollars in direct and indirect revenue and taxes for their destinations' economies with their marketing and sales expertise.^[1]

Destination marketing organizations are often called travel, convention, visitors, or tourism bureaux, welcome centers, information centers and more. Regardless of the name, these organizations offer many services to the traveling public.

Australia

The Association of Australian Convention Bureaux (AACB) consists of 15 city and regional bureaux, dedicated to marketing their specific region as business events destinations to intrastate, interstate, and international markets. The bureaux also promote Australia as a whole.

Germany

The German Convention Bureau (GCB) represents the interests of the German tourism industry. The GCB markets Germany as a destination for conventions, meetings, events and incentives, both on a national and international level and is the place to contact for anybody planning an event in Germany.

Korea

Korea Tourism Organization (KTO) is a statutory organization of the Republic of Korea (South Korea), under the Ministry of Culture and Tourism and is commissioned to promote tourism in South Korea.

Italy

The VR Convention Bureau^[2] (VR CB) is a non-profit organization that markets tourism in North East Italy, as a meetings and conventions destination.

United States

In the United States, convention and visitor bureaus (CVBs), financed through bed taxes or their members, perform destination marketing. Every U.S. state and almost every larger city and county has its own CVB.

Organization

Although many government and chamber of commerce bodies also market destinations to visitors and meeting planners, most U.S. convention and visitors bureaus (CVBs) are independent non-profit organizations.

Services

Typically, a convention and visitors bureau provides information about a destination's lodging, dining, attractions, events, museums, arts and culture, history and recreation. Some even provide bus services, insider tips, top ten attraction and activity lists, blogs, photos, forums, free things to do, season-specific activity suggestions and more. The organization works with tourists and meeting planners to provide valuable information on their local area. Their goal is to help make a visitor's trip or a conference attendees' meeting a much more enjoyable and rewarding experience. In many locations, they work closely with a convention center that will offer large spaces for larger meetings, trade shows, and conventions than can be accommodated in a single hotel. Usually, these organizations also have a local office where one can find maps, brochures, travel professionals, local insight, visitors guides, souvenirs and more.

Marketing initiatives

A convention and visitor bureau's marketing initiatives are typically achieved through the following: trade association marketplaces, web pages, advertising, distribution of promotional and collateral material, direct sales, hosting familiarization tours for journalists and travel industry personnel, and sponsoring other hospitality functions. The target decision maker of these marketing initiatives is not typically a resident in the community. Most often, if visitors are going to spend the night in a hotel, they reside at least 100 miles away. Thus, the marketing activity usually takes place or is directed outside the convention and visitors bureau's community. Convention and visitors bureaus in larger destinations often will market nationally and globally, while smaller cities may focus just on their state or region.^[3]

Puerto Rico

The Puerto Rico Convention Bureau (PRCB) is a non-profit organization that markets tourism in Puerto Rico, as a meetings and conventions destination.

Scandinavia

TravelG8 and Travelgate.net, Destination Marketing anno 1994, promotes all major countries looking for Scandinavian travellers. Scandinavia & Nordic countries (Sweden, Norway, Denmark, Finland and Iceland) is the third largest market in Europe.

- Travelgate.net - The Gateway to The World ^[4]
- TravelG8 - Show Yourself ^[5]

Notes

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- Destination Marketing Association International official website (<http://www.destinationmarketing.org/index.asp>)

Sport industry

Sport industry is the manufacturing of sport related goods, services, and ideas through the combination of sport activities with business, mass media, and politics. Unlike sport, which emphasizes participation of both players and spectators, sport industry aims at maximizing its economic profits and social effects. To achieve these goals, business, media, and politics cooperate on the basis of interdependence.

Media representation acts as a bridge linking business and politics in sport industry. On the one hand, as Neil Blain (2002) claims, media representation of sport produces the marketing initiatives that facilitate consumption of sport related commodities. On the other hand, sport is a friendly agent of liberal capitalism. Star athletes and sport events actually divert people's attention from social problems and shape personal identities according to political interests (Marquee 1999; Rivenburgh 2002). In this context, business, mass media, and politics have developed an intimate relationship in the arena of sport industry.

Due to its wide involvement in society, sport industry, therefore, is of great significance on both macro and micro levels. Specifically, sport industry is the catalyst in economy and an active ingredient in personal identity formation.

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-

Sports tourism

Sports, or more correctly, Sport Tourism refers to travel which involves either viewing or participating in a sporting event^[1] staying apart from their usual environment. Sport Tourism is the fastest growing sector in the global travel industry and equates to \$600 Billion a year.

Classification of Sport Tourism

There are several classifications on sport tourism. Gammon and Robinson suggested that the sports tourism are defined as *Hard Sports Tourism* and *Soft Sports Tourism*,^[2] while Gibson suggested that there are three types of sports tourism included *Sports Event Tourism*, *Celebrity and Nostalgia Sport Tourism* and *Active Sport Tourism*.^[3]

Hard and soft Sport Tourism

Hard definition of sport tourism refers to the quantity of people participating at a competitive sport events. Normally these kinds of events are the motivation that attract visitors visits the events. Olympic Games, FIFA World Cup, F1 Grand Prix and regional events such as NASCAR Sprint Cup Series could be described as Hard Sports Tourism.

Soft definition are relatively the tourists travel for participating on recreational sporting, or signing up for an leisure interests. Hiking, Skiing and Canoeing can be described as the Soft Sports Tourism.

===Sport Events Tourism===^[4] A good example of this would be during the Olympics. Each Olympic host city receives an immense amount of tourism.^[5] ===Celebrity and Nostalgia Sport Tourism===Celebrity and Nostalgia Sport Tourism involves in two areas including *visits to the sports halls of fame and venue* and *meeting famous sports personalities in a vacation basis*.^[6] ===Active Sport Tourism===**Active Sport Tourism** refers to those who participate in the sports or events.^[7] </ref>

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External links

- <http://www.sporttourismexpo.com> - The Global Market Place for Sport Tourism
- Sports Travel Company in India (<http://www.sanver.travel/sports-travel/>)

Sport

A **sport** is an organized, competitive, entertaining, and skillful activity requiring commitment, strategy, and fair play, in which a winner can be defined by objective means. Generally speaking, a sport is a game based in physical athleticism. Activities such as board games and card games are sometimes classified as "mind sports," but strictly speaking "sport" by itself refers to some physical activity. Non-competitive activities may also qualify, for example though jogging or playing catch are usually classified as forms of recreation, they may also be informally called "sports" due to their similarity to competitive games.



Sport in childhood. Association football ("soccer"), shown above, is a team sport which also provides opportunities to nurture social interaction skills.

Sports are governed by a set of rules or customs. Physical events such as scoring goals or crossing a line first often define the result of a sport. However, the degree of skill and performance in some sports such as diving, dressage and figure skating is judged according to well-defined criteria. This is in contrast with other judged activities such as beauty pageants and body building, where skill does not have to be shown and the criteria are not as well defined.

Records are kept and updated for most sports at the highest levels, while failures and accomplishments are widely announced in sport news. Sports are most often played just for fun or for the simple fact that people need exercise to stay in good physical condition. However, professional sport is a major source of entertainment.

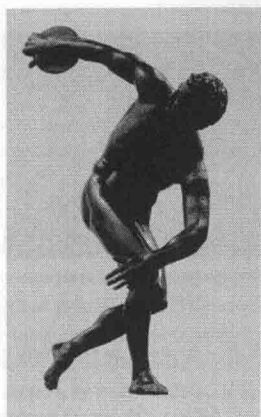
While practices may vary, sports participants are expected to display good sportsmanship, and observe standards of conduct such as being respectful of opponents and officials, and congratulating the winner when losing.

Etymology and meaning

"Sport" comes from the Old French *desport* meaning "leisure". American English uses the term "sports" to refer to this general type of recreational activity, whereas other regional dialects use the singular "sport". The Persian word for sport is based on the root *bord*, meaning "winning". The Chinese term for sport, *tiyu* (体育; 體育) connotes physical training. The modern Greek term for sport is Αθλητισμός (*athlitismos*), directly cognate with the English terms "athlete" and "athleticism".

The oldest definition of *sport* in English (1300) is of anything humans find amusing or entertaining.^[1] Other meanings include gambling and events staged for the purpose of gambling; hunting; and games and diversions, including ones that require exercise.^[2] Roget's defines the noun sport as an "activity engaged in for relaxation and amusement" with synonyms including diversion and recreation.^[3]

History



Roman bronze reduction of Myron's
Discobolos, 2nd century AD

There are artifacts and structures that suggest that the Chinese engaged in sporting activities as early as 2000 BC.^[4] Gymnastics appears to have been a popular sport in China's ancient past. Monuments to the Pharaohs indicate that a number of sports, including swimming and fishing, were well-developed and regulated several thousands of years ago in ancient Egypt.^[5] Other Egyptian sports included javelin throwing, high jump, and wrestling. Ancient Persian sports such as the traditional Iranian martial art of Zourkhaneh had a close connection to the warfare skills.^[6] Among other sports that originate in ancient Persia are polo and jousting.

A wide range of sports were already established by the time of Ancient Greece and the military culture and the development of sports in Greece influenced one another considerably. Sports became such a prominent part of their culture that the Greeks created the Olympic Games, which in ancient times were held every four years in a small village in the Peloponnesus called Olympia.^[7]

Sports have been increasingly organized and regulated from the time of the ancient Olympics up to the present century. Industrialization has brought

increased leisure time to the citizens of developed and developing countries, leading to more time for citizens to attend and follow spectator sports, greater participation in athletic activities, and increased accessibility. These trends continued with the advent of mass media and global communication. Professionalism became prevalent, further adding to the increase in sport's popularity, as sports fans began following the exploits of professional athletes through radio, television, and the internet—all while enjoying the exercise and competition associated with amateur participation in sports.

In the New Millennium, new sports have been going further from the physical aspect to the mental or psychological aspect of competing. Electronic sports organizations are becoming more and more popular.

Sportsmanship

Sportsmanship is an attitude that strives for fair play, courtesy toward teammates and opponents, ethical behaviour and integrity, and grace in victory or defeat.^{[8] [9] [10]}

Sportsmanship expresses an aspiration or ethos that the activity will be enjoyed for its own sake. The well-known sentiment by sports journalist Grantland Rice, that it's "not that you won or lost but how you played the game", and the modern Olympic creed expressed by its founder Pierre de Coubertin: "The most important thing... is not winning but taking part" are typical expressions of this sentiment.

Violence in sports involves crossing the line between fair competition and intentional aggressive violence. Athletes, coaches, fans, and parents sometimes unleash violent behaviour on people or property, in misguided shows of loyalty, dominance, anger, or celebration. Rioting or hooliganism are common and ongoing problems at national and international sporting contests.



Motorized sports have appeared since the advent of the modern age.

Professional sports

Politics

At times, sports and politics can have a large amount of influence on each other.

When apartheid was the official policy in South Africa, many sports people, particularly in rugby union, adopted the conscientious approach that they should not appear in competitive sports there. Some feel this was an effective contribution to the eventual demolition of the policy of apartheid, others feel that it may have prolonged and reinforced its worst effects.^[11]

The 1936 Summer Olympics held in Berlin was an illustration, perhaps best recognised in retrospect, where an ideology was developing which used the event to strengthen its spread through propaganda.

In the history of Ireland, Gaelic sports were connected with cultural nationalism. Until the mid 20th century a person could have been banned from playing Gaelic football, hurling, or other sports administered by the Gaelic Athletic Association (GAA) if she/he played or supported football, or other games seen to be of British origin. Until recently the GAA continued to ban the playing of football and rugby union at Gaelic venues. This ban is still enforced, but was modified to allow football and rugby to be played in Croke Park while Lansdowne Road was redeveloped into Aviva Stadium. Until recently, under Rule 21, the GAA also banned members of the British security forces and members of the RUC from playing Gaelic games, but the advent of the Good Friday Agreement in 1998 led to the eventual removal of the ban.

Nationalism is often evident in the pursuit of sports, or in its reporting: people compete in national teams, or commentators and audiences can adopt a partisan view. On occasion, such tensions can lead to violent confrontation among players or spectators within and beyond the sporting venue, as in the Football War. These trends are seen by many as contrary to the fundamental ethos of sports being carried on for its own sake and for the enjoyment of its participants.



Modern sports have complex rules and are highly organized.

Physical art

Sports have many affinities with art. For example, figure skating, drum corps, skateboarding, artistic gymnastics, dancesport, and Tai chi can be considered artistic spectacles. Similarly, there are other activities that have elements of sport and art in their execution, such as bodybuilding, free running, martial arts, professional wrestling, performance art, yoga, dressage, and culinary arts. Perhaps the best example is bull-fighting, which in Spain is reported in the arts pages of newspapers.

All sports involve physical and mental activities that are pursued for more than simply utilitarian reasons. For instance, running, when done as a sport, occurs for reasons beyond simply moving from one place to another. Value is gained from this activity when it is conducted simply for its own sake. This is similar to the concept of aesthetic value, which is seeing something over and above the strictly functional value coming from an object's normal use. For instance, an aesthetically pleasing car is one which doesn't just get from A to B, but which impresses with its grace, poise, and charisma. In the same way, a sporting performance such as jumping doesn't just impress as being an effective way to avoid obstacles. It impresses because of the ability, skill, and style that is demonstrated in its performance.

Art and sports were clearly linked at the time of Ancient Greece, when gymnastics and calisthenics invoked admiration and aesthetic appreciation for the physical build, prowess and *arete* displayed by participants. The modern term *art* as skill, is related to this ancient Greek term *arete*. The closeness of art and sport in these times was revealed by the nature of the Olympic Games, which were celebrations of both sporting and artistic achievements, poetry, sculpture and architectures.

Technology

Technology has an important role in sports, whether applied to an athlete's health, the athlete's technique, or equipment's characteristics.

- **Equipment** - As sports have grown more competitive, the need for better equipment has arisen. Golf clubs, bicycles, American football helmets, tennis racquets, baseball and cricket bats, footballs, hockey skates, and other equipment have all seen considerable changes when new technologies have been applied.
- **Health** - Ranging from nutrition to the treatment of injuries, as the knowledge of the human body has deepened over time, an athlete's potential has been increased. Athletes are now able to play to an older age, recover more quickly from injuries, and train more effectively than previous generations of athletes.
- **Instruction** - Advancing technology created new opportunities for research into sports. It is now possible to analyse aspects of sports that were previously out of the reach of comprehension. Being able to use motion capture to capture an athlete's movement, or advanced computer simulations to model physical scenarios has greatly increased an athlete's ability to understand what they are doing and how they can improve themselves.



Gymnastics