Study on fantasy baseball earns Best Paper from Sport Marketing Association

Assistant Professor Joris Drayer recently received an international Best Paper Award from the Sport Marketing Association (SMA) during its 2010 conference in New Orleans.

Drayer’s study on fantasy baseball participation, co-authored with Virginia Commonwealth University’s Brandon Dwyer and Old Dominion University’s Stephen Shapiro, was chosen from 95 submissions worldwide for its significance to SMA membership, methodology and literature review.

Their winning paper, “Segmenting Motivation: An Analysis of Fantasy Baseball Motives and Meditated Sport Consumption,” developed classifications for fantasy baseball participants and explored sport consumption differences based on them. Four types of fantasy baseball participants were found: the hedonist, the opportunist, the moderate and the advocate.

— Chelsea Callison

Philadelphia Marathon pumps $15 million into economy, SIRC research finds

A SIRC survey has found that the 2009 Philadelphia Marathon pumped $15.4 million into the city’s economy and attracted thousands of affluent visitors who are likely to promote future tourism.

In a survey of race participants, Assistant Professors Jeremy Jordan and Emily Sparvero found that almost all respondents would recommend the event, while 65 percent of non-local runners would suggest Philadelphia for vacations.

In 2009, the marathon drew 29,212 visitors, including 13,715 non-Philadelphia residents. The event generated nearly $5.4 million in additional wages for city residents and created 138 part-time or temporary jobs.

SIRC is the exclusive research partner of the Philadelphia Marathon, one of only a few marathons nationwide owned and operated by a municipality. — BLA

STHM helps revitalize tourism in Cape May

STHM faculty and students recently finalized a partnership through which they helped re-shape tourism in Cape May, N.J., the nation’s oldest seashore resort.

The School of Tourism developed a comprehensive tourism strategy and a business plan for a new, $16.5 million convention center, slated to open in May 2012.

The partnership, passed unanimously by City Council, started in September 2009 and extended through March 2011.

Faculty members Florian Zach and Isi Tusiyahidah created a series of visitor surveys to be distributed in Cape May’s hotels, shopping districts and at its festivals, as well as a survey for area residents. Tusiyahidah also conducted a marketing analysis for the area.

As part of the tourism plan, STHM faculty helped Cape May create its first-ever convention and visitors bureau so the city could reach new markets and establish its own marketing strategy.

In the words of Mayor Ed Mahaney, STHM used “a grassroot-driven approach where the community drives the project through a series of questionnaires, interviews and public meetings.”

Students participated in data collection, facilitated discussions during public forums and conducted surveys. When the tourism plan was presented to City Council, students helped Cape May create its first-ever convention center, which opened in May 2012.

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