

“Place” and U.S. College Football Bowl Games

Sport Tourism Lecture

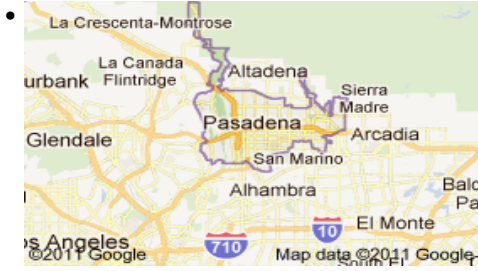
What is “Place”?

- Meaning attached to space (Hinch and Higham, 2003)
- Some experience available at the destinations which cannot be found at home (Cohen, 1996)

Bowl Games attempt to Create a “Place”

- History of the Bowl Games
 - 1902 – Rose Bowl
 - 1933 – Orange Bowl
 - 1935 – Sugar Bowl,
 - 1937 – Cotton Bowl
- 32 current Bowls today
- All created with the same thing in mind – tourism development
- Pasadena vs. Glendale. Which one is a ‘place’

Which "Place" have you heard of?



Marketing Place through Bowl Games

- Creating a "Destination Image" or "Brand Imaging" a destination knowing that you are in competition with other areas trying to do the same thing
- "City of Champions" is _____
- "Home of the Granddaddy of Them All" is _____
- "Home of Touchdown Jesus" is _____
- "Title Town" is _____

Other non-sports Destination Images

- Cowtown is _____
- _____ is the City of Brotherly Love
- Big Apple is _____

Extra Points:

- Home of Worlds largest Pysanka is _____

**“Leveraging” the
Big Money from Sport Tourists**

- Non-local fans said to spend only 41% on game ticket as opposed to 77% by local fans on the entire sporting experience (Shaffer and Davidson, 1985)
- The further sport tourists travel, the more likely it is that they will spend some time at the destination engaging in other types of touristic activities (Nogawa, et al 1996)
- “Brand Name Teams” (Atkin, 2003), or “Hallmark Teams” (Hinch and Higham, 2003) like Michigan, Wisconsin, Florida State, Oklahoma, and Nebraska. Notre Dame is the gold standard

**Case Study I: Economic Impact
of Independence Bowl**

- *In in Shreveport, LA (aka The Poulan/ Weedeater Bowl)*
- *Said to be worth \$15 million to the city (Robbins 2002)*
- *Dying in mid-80’s*
- *Saved itself in 1989 by searching for “hungry school” DESPITE it’s on-field record.*
- *University of Oregon brought 9000 fans with them to Shreveport.*
- *Thus discovered the importance of the type of team and its fans rather than the competitiveness of the team and it’s record.*

**Case Study II: The Periodic
Marketing of the State of Hawaii**

- Doesn’t Hawaii already have a good identification with Place?
- Hawaii Tourism Authority spends \$7.5 million on sport marketing during the winter months (Song, 2003) which includes four golf tournaments, two college football games (Hawaii and Hula), and the Pro Bowl
- Worth up to 40 hours of sports programming on 13 different days broadcast nationally from Hawaii during December/January
- Pro Bowl said to be worth \$20 million to the local economy and generate \$2 million in tax revenues (Song, 2003)

Culture, Place and Identity

- Why do people go to these meaningless games?
- In a sport tourists search for “authenticity”, sports are supposed to be “goal oriented in a sense that sporting situations usually involve an objective for achievement” (Hinch and Higham, 2003)
- Where is the achievement in a 6-6 team advancing to the GMAC Bowl in Mobile, Alabama? Almost half of the Division I teams in the NCAA go to Bowl Games. What’s the big deal? Where is the authenticity?

Culture, Place and Identity

- “Liminoid State of Communitas” (Turner, 1974) and the “culture” of college football in the United States
- 115 Division I Football Teams, many with student sections of over 25,000 for home games.
- Isn’t being a student a liminoid state?
- Large Student Sections at home games = future alumni searching for a return to a liminoid state of communitas.
- Happy Alumni pays the bills and fills the stands at home games and travel with the team to Bowl Games

What is the BCS?

- BCS is short for “Bowl Championship System” which is an oxymoron since only one of the 32 Bowl games is designated as the Championship Game.
- Five of the Bowl Games are designated “BCS Games” with the highest payouts (i.e. \$11 Million) and prime TV spots.

What's the Problem with BCS?

- There are 11 Division I Conferences in the NCAA for football
- Only six get automatic bids to the BCS games and it doesn't matter what teams in other conferences do they will never be allowed to play in the BCS Championship Game (see Tulane 1998, Marshall 1999, Utah 2004, Boise State 2006 & 2009, and TCU 2010 – all undefeated)

Why the BCS is here to stay

- **Big Money to the Schools:** \$185 million paid out to schools through Bowl Game participation last year with another \$2 billion expected to be paid out over next decade.
- **Culture of the Alumni:** 1.4 million in attendance at Bowl Games in 2002/03. College students themselves may start attending while still in school. Their demographic of 17-22 will experience a high level of stimulation and will seek sports oriented vacations to satisfy their need for action. (Douvis, Yusof, & Douvis, 1998). Following graduation a search for a liminoid state of communitas through nostalgia based sport tourism by revisiting periods where sport was attached to place (Hinch and Higham, 2003) creates the Bowl going public.

Why the BCS is here to stay

- **Bowls Marketing as a Place:** Replacing Christ's Alter with a new Alter of Sports (Hinch and Higham, 2003). Is the Fiesta Bowl the new Mecca (i.e. pilgrims traveling to worship)?
- **Schools Marketing as a Place:** Annual survey of top party schools in U.S. (i.e. Florida State) largely based on culture surrounding the football team.
- **Cities desire for identification as a Place:** Boise, Idaho in December? The Humanitarian Bowl makes it happen!
- **The defying of Logic:** Simply put - none of the above will happen with a playoff system therefore the opposition of coaches and University Presidents.

Is this fair? Is this right?

- **Sports perspective** – Yes/No?
- **Tourism perspective** – Yes/No?
- Discussion – what do you think?
