



Sport Tourism and its Subtypes, Benefits of Expanding Sport Tourism

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Abstract: Sport tourism is booming year by year all over the world. Most countries are taking a risk to invest millions of dollars to develop tourism. Especially, sport tourism is being regarded as one of the key features to develop the economy of a country. We can see this as an example of Qatar, the country that is trying to boost the development of sport tourism by creating new infrastructure of sport tourism by 2022 in order to hold FIFA World Cup. This article includes the up to date information that is going to explain the term of sport tourism and its types. While gathering the adequate information, I have searched and utilized the works of well-known scholars, teachers and journalists in the field of tourism, especially in sport tourism. Among them, I can show Valeriya Radomskaya, who is the professor of James Cook University. I would like to say thanks to all scholars for their handful articles and hope that this article will also be useful for the students and amateurs in the field of tourism.

Keywords: Sport Event Tourism, Active Sport Tourism, Nostalgia Sport Tourism, WTO and IOC media announcements, The Olympic Games.

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Introduction

Sports tourism is a huge industry. The multi-million dollar global industry of sport tourism entails much more than just participating in a game of sport; as we have already established, it is all about the sport. As a result of this article, you will learn about the various sorts of sports tourism, as well as their positive aspects.

The term "sports tourism" refers to the practice of traveling from one place to another in order to participate in a sporting event. A lot of people think that sports tourism is only about going to a sporting event and viewing it from the stands. The opposite, in fact, is true. There is a lot more to it than that in the world of sports. For example, you could attend a yoga teacher training course or a badminton tournament while on your trip as part of your sports tourism itinerary. Attractions like a Formula One race or a Premier League football game count as part of the category of sports tourism.

Sport tourism can be broken down into four distinct categories. Types like these are called¹:

- Sport Event Tourism
- Active Sport Tourism
- Nostalgia Sport Tourism
- Passive sports tourism

The number of individuals traveling to out-of-town sporting events has expanded dramatically over the last decade, despite the fact that sports tourism has not always been popular. The fast rise in popularity is understandable given that people are willing to travel great distances to attend their favorite events.

Definitions of sports-related tourism

Although it has been around for a long time, the concept of sport tourism is relatively new. Many academic papers have been written on the topic of sports tourism, especially when it comes to major athletic events like the World Cup or the Olympics. The word sports tourism has been defined by several academics and sports tourism stakeholders. This includes travel to participate in or observe sports activity, for recreation or competition, as well as to observe sport at the grassroots or elite level and travel to visit a sports destination such as a sporting museum, for example.

"The phenomena of sports tourism is conceptualized by Weed and Bull (2004)," they write. People, activity and place combine to create a distinct societal, economic, and cultural phenomenon. (2003) Neirotti stated that sports and tourism; while managing and operating large-scale sporting events is important, so is providing sports tourists with services and experiences tailored to their individual needs. Gammon and Robinson (2003) go on to say that it is difficult to describe the sports tourism business as a whole and that multiple definitions should be used for different types of sports tourism.

Statistics on sports tourism

Today, sport is regarded as the world's most popular social activity. The world's largest industry, tourism, is expected to overtake oil and gas by the middle of the next century. Sports tourism is enormous business, and it doesn't take a genius to figure it out. In recent years, the sports tourism business has risen significantly. By 2021, it is predicted that the sports tourism business would be valued \$5.72 trillion, up from \$1.41 trillion in 2016. This represents a 41% increase in just four years!

In terms of overall tourism, sports tourism accounts for a sizable chunk. Sports-related tourism accounts for as much as a quarter of all global tourism, according to some estimates².

WTO and IOC media announcements from 2004, which announced their commitment to strengthening their collaborations on collaboration in the sports-and-tourism domain, further emphasize sports tourism's importance. Both tourism and sport are important factors for growth, spurring investment in infrastructure projects such as airports, highways, stadiums, sporting facilities, and restaurant ventures that can be enjoyed by local residents and tourists alike. Aside from the sporting event, sports tourism has a far-reaching economic and social influence.

¹ Derek Van Rheenen, Ricardo Melo, Claude Sobry, *A Comparative Method of Analysing Small Scale Sport Tourism Events: Half Marathons, Small Scale Sport Tourism Events*

² Алиева М. (2020). *Science and Education Studies. Архив научных исследований*, (13).

Locals and tourists alike benefit from the wide range of social and economic opportunities it affords.

Sport tourism can be divided into a variety of subcategories.

Four types of sports tourism exist: sports event tourism, nostalgic sports tourism, sports tourism involving participation in sports, and sports tourism involving a spectator's perspective. Here are some instances of each form of tourism, along with a brief description of what it is.

Sport Event Tourism

Spectacular sporting events are the focus of sports event tourism. As a general rule, the most important sporting events tend to be the largest and most well-known. The Olympics and football World Cup are two of the most popular sporting events in the world, drawing millions of visitors to the host city. Smaller events, such as the Henley Regatta in the United Kingdom or a national tennis competition also function as sport event tourism.

Amateur sporting events are a good example of sport event tourism that is often overlooked. A few examples include inter-regional school contests, youth sports leagues, and non-profit community sport activities. Wimbledon When it comes to professional tennis, Wimbledon, sometimes referred to as "The Championships," is the grand old dame. A famous athletic event, Wimbledon is frequently associated with the upper class, when fans sip sparkling champagne and Pimms and dressed in their best frocks.

Every year since 1877, the All England Club in Wimbledon, a suburb of London, has played host to the Wimbledon Tennis Championships. Tennis matches in the United States are unique in that they are played on outdoor grass courts, as opposed to the hard courts found in other regions of the world.

There are four major tennis events in the world: The Australian Open, the French Open, and the US Open. Wimbledon is one of these tournaments. Every year, the event concludes at the end of June or the beginning of July. Football World Cup³ The FIFA World Cup is an international football competition conducted every four years that features the best national teams from around the world. FIFA, the world's governing body of football, was founded in 1904 in Zurich, Switzerland. Football is played only by men's teams, which boast the world's best footballers.

Teams must first make it through the qualification stage, which takes place over the prior threeyear time period.. After this, 32 teams, including the automatically qualifying host nation, compete in the tournament. In general, the World Cup competition lasts around a month. The Olympic Games Inspired by the ancient Greeks, the modern Olympic Games have been running since 1896.

Despite this, the games have been around for far longer than this. The Olympics is undoubtedly the most famous and the most popular international sporting event. It covers both summer and winter sports competitions which take place every four years. Like many other big sporting events, the Olympics are hosted in a different place each time. The Olympics features thousands of participants from around the world who compete in a range of various sports, from tramp lining to running. Over 200 nations compete in the tournament.

Nostalgia sports tourism

Nostalgia sport tourism comprises travelling to famous sport-related tourist spots. Nostalgia sports tourism may celebrate sports of the past or the present. It may include visiting museums or exhibitions, visiting sporting hall of fames or visiting sporting venues.

³ Svante Andersson, Linnea Bengtsson, Åsa Svensson, *Mega-sport football events' influence on destination images: A study of the of 2016 UEFA European Football Championship in France, the 2018 FIFA World Cup in Russia, and the 2022 FIFA World*

The nostalgia sports tourist does not need to be actively participating in sport or to be spectating. They may simply want to learn more or to recollect. Here are some examples of popular nostalgia sport tourism attractions. Calgary Olympic Park People who visited Calgary Olympic Park on travels through Canada with a newborn and loved it! WinSport's Canada Olympic Park (COP), (previously known as Paskapoo Ski Hill) was one of the venues used in the 1988 Winter Olympics. Nowadays, it is open to the general public and well renowned for its ski jumping, bobsleigh and luge.

Active sports tourism

Active sports tourism is when a person travels to actively participate in their chosen sport, or when they travel for other reasons, but taking part in sport is a significant component of their tourism experience.

Active sports tourists can be separated into three classifications: The amateur sports tourist; the hobbyist sports tourist and the professional sports tourist. There are a huge range of active sports that a visitor may choose to get involved with around the world. But there are also many different activities that you may get involved in as a sports tourist!

- ✓ *Scuba diving in the Galapagos is an unforgettable experience.*
- ✓ *Swimming at the Great Barrier Reef*
- ✓ *Playing tennis in Morocco*
- ✓ *In Spain, studying archery.*
- ✓ *Traveling to France to run*
- ✓ *Cycling in Amsterdam*
- ✓ *Practicing yoga in the beautiful island of Bali*
- ✓ *Learning tai chi in China*
- ✓ *Kayaking in Vietnam*
- ✓ *Australian cruising on a boat*
- ✓ *Argentina is a great place to go skiing.*
- ✓ *Costa Rica is a great place to go surfing.*
- ✓ *Playing baseball in Boston*
- ✓ *Rio de Janeiro's hand gliding scene*
- ✓ *Fishing in The Gambia*
- ✓ *Thailand is a great place for rock climbing.*
- ✓ *Horse riding in Ecuador*
- ✓ *Taking a stroll through Jeju Island*

Passive sports tourism

Lastly, it is crucial to acknowledge that whilst sport is intrinsically active, not all persons who participate or who are engaged with the sport are themselves active. In fact, non-participating spectators can make a greater impact on the sport than active participants! A passive sports tourist is a person who is not actively participating in the sport. They are spectators or fans. Passive sports tourism involves tourists observing sport being played. This could take place at a large athletic event (qualifying this also as sports event tourism), or they could simply be supporting a family member or friend. Most passive sports tourists are fans.

Benefits of sport tourism

There are numerous advantages to sports tourism, as there are to other forms of tourism. Whilst the most evident is likely the economic gain of tourism, there are also beneficial social impacts as well as environmental impacts. I'll give you a few examples below:

Tourists flock to the area because of its sports scene. Sports tourism generates economic growth with tourists reserving hotel rooms, eating in restaurants and opening money in local stores. Sports tourism helps to create awareness and enhances a positive image for the local community. Many sports tourism infrastructures and facilities can also be used by members of the host community. To foster a sense of belonging, sports tourism is flourishing.

Sports tourism has the ability to attract high-yield visitors and repeat visitors. It can provide opportunities to create new infrastructure in the area. Promote your vacation spot through your local media contacts.

Sports tourism can enhance overall tourist numbers. Money gained from sports tourism can be reinvested into the local economy. Sports tourism offers work for local people. Sports tourism which focuses on the natural environment may result in improved environmental management and preservation. Whilst there are many beneficial consequences of sports tourism, however, it is also vital that there are a number of negative impacts too. Aspects such as environmental degradation when gold courses, employing foreign rather than local people for major sporting events and locals who feel that their cultural norms are being overlooked (such as not covering your shoulders in the Middle East, for example), are just a few examples of negative impacts of sports tourism.

Concluding remarks on sports tourism

It is apparent that sports tourism is enormous business. There is a sizable market for sports tourism, regardless of whether it is active, nostalgic, or passive. There is a sizable market for sports tourism worldwide. Sports tourism, like any other sort of tourism, must be carefully managed to maintain its long-term viability.

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