



Sports Tourism: Its Impact and Raising New Avenues

Dr. Vinod Chahal

Associate Professor of Physical Education

Pt. CLS Govt. College, Karnal

Email: professor0005@gmail.com

Abstract:

Sports tourism is a new buzz word in the global tourism market, with more people traveling around the world to participate in or watch sporting events. This paper examines the impact of sports tourism on the economy, environment, and society, as well as the openings it presents for the development of new tourism products and services.

In addition to the traditional sports tourism events, such as attending live sporting events or participating in sports tournaments, new avenues are arising in adventure sports tourism, and virtual sports events.

Overall, sports tourism has the potential to contribute immensely to the growth of the tourism industry while providing new avenues for businesses and entrepreneurs. However, careful planning and sustainable tourism practices are necessary to ensure that the benefits are maximized while minimizing the negative impacts on the surroundings, and human health.

Introduction

Sports tourism is a rapidly growing industry that combines the love of sports with the experience of travel. It involves traveling to a destination specifically to participate in or view sporting events, and it has a significant impact on the economy, job opportunities, and cultural exchange. There are different types of sports tourism, including active sports tourism, passive sports tourism, nostalgia sports tourism, sport event tourism, hard and soft sports tourism, and celebrity and nostalgia sport tourism.

Sports tourism has a positive impact on the local economy. Sporting events attract visitors who spend money on lodging, food, transportation and other related services. This influx of visitors can generate significant revenue for businesses in the host city or region. In addition, the creation of sports facilities and infrastructure can provide employment opportunities and contribute to the local economy.

Sports tourism also promotes cultural exchange. Sporting events bring people from different cultures and backgrounds together. This exchange of thoughts and experiences can lead to a better understanding and appreciation of other cultures. Sporting events can also promote tourism to less developed areas and help spread the financial benefits of tourism to a wider audience. There are many opportunities to create new opportunities in sports tourism. One of these areas is the development of sports infrastructure such as stadiums and training facilities. These facilities can attract athletes and sports teams from around the world to generate income and boost local economies. Another focus is promoting sporting events and festivals such as marathons, triathlons and cycling.

Types of Sports Tourism:-

(A) Active sports tourism:

It involves traveling to participate in a chosen sport and contains a major part of the tourism experience other than leisure or recreational activities. For example, a person might travel to Hawaii to participate in a surfing competition.

(B) Passive Sports Tourism:

Traveling for the purpose of playing sports but not actively participating in the games. In fact, passive tourists can contribute more to sports than active sports tourists. Normally passive tourists visit sports tourism destinations as fans to support their teams.

(C) Nostalgic Sports Tourism:

Nostalgic sports tourism involves travel to places related to sports or owned by athletes. This includes visits to the Games/Players Museum, Sports Halls of Fame, or sports venues.

Wimbledon tennis courts, Panathinaikos Stadium in Greece, where the first modern Olympic Games were held in 1896.

(D) Sports Event Tourism:

Sports and event tourism refers to visitors to a city to see an event. The two events that attract the most tourists worldwide are the Olympics and the World Cup. The event is held every four years in different cities around the world.

Sports tourism in the United States is more focused on annual events. The main event of the National Football League is the Super Bowl, played each year in a different city at the end of the year.

(E) Hard and Soft Sports Tourism:

The “strict” definition of sports tourism refers to the number of people participating in competitive sporting events. Typically, these events are what motivates visitors to the event. Regional competitions such as the Grand Prix and NASCAR Sprint Cup Series can be called tough sports tourism.

The “soft” definition of sports tourism is travel by tourists to engage in recreational sporting activities or to engage in leisure activities. Hiking, skiing, running and canoeing can be considered soft sport tourism. Perhaps the most common form of soft sports tourism involves golf associated with European and American destinations. Many people are interested in playing world-class courses and take great pride in crossing these destinations off their to-do lists.

(F) Celebrity and nostalgia sport tourism:

Celebrity and nostalgia sport tourism involves visits to the sports halls of fame and venue and meeting sports personalities in a vacation basis. Celebrity and nostalgia sport tourism is a growing trend in the travel industry. This type of tourism involves visiting destinations associated with famous athletes or iconic sports moments, evoking a sense of nostalgia and admiration for sports heroes and their achievements.

Celebrities and sports icons have a significant impact on popular culture, and their fans are willing to travel long distances to experience places and events that hold special meaning for them. For example, fans of Michael Jordan might visit the United Center in Chicago to relive his glory days with the Chicago Bulls. Similarly, fans of the Green Bay Packers might visit Lambeau Field to pay homage to legendary quarterback Brett Favre.

The appeal of celebrity and nostalgia sport tourism is not limited to professional sports. Fans of amateur sports can also participate in this trend. For example, visitors to Augusta, Georgia, can play a round of golf at the Augusta National Golf Club, home of the Masters Tournament, or attend the NCAA Final Four basketball tournament in various locations around the United States.

The economic impact of celebrity and nostalgia sport tourism is significant, with local businesses benefiting from increased tourism and revenue. For example, during the annual Pro Football Hall of Fame induction ceremony in Canton, Ohio, local hotels, restaurants, and shops experience a surge in business.

Social and Economic Impacts of Sports Tourism

Tourism is the backbone of the economy of almost each country of the world. It affects the social & economic lives of communities and proves to be a life support system for many destinations. During the previous decade, tourism has been a major contributor to the increased economic power & activity throughout the world. Sports tourism is a growing industry that has significant social and economic impacts on host communities. Sports tourism involves traveling to participate in, watch, or support sports events or activities, such as attending a major league game or participating in a marathon. Here are some of the social and economic impacts of sports tourism

Social Impacts of Tourism

1. National Integration

Tourism can play a vital role in strengthening social bonding in various communities in country. No other activity has the ability for breaking & removing the social frictions and barriers of caste & creed, motivation

linguistic groups to communicate with one another and promoter inter & intra-regional understanding. National Youth Games & Khelo India games by the Union Government provides an opportunity to mix the players and spectators with one another and appreciate the social and cultural diversity of the country.

2. International Understanding & World Peace

Tourism can be used as an instrument for National & International understanding and world peace. Through sports tourism people can achieve better understanding and appreciate the culture, history, geography, social, political, educational, and economic systems of other countries. Sports Tourism gives an opportunity to express and explain the philosophy and principals a communities, religion & society and hence ensures the feeling of brotherhood and equality.

3. Improved Infrastructure

Tourism brings advanced & improved infrastructure in the region. It provides better services and infrastructure in the form of power, water, health, telecommunication, rail, road and air connectivity, increase the services of banking & insurance and new national & international investments viz. Foreign Direct Investment, all serve to enhance & improve the lifestyle of communities of sporting Region.

4. Building Community Pride

Hosting sporting events can boost community pride and create a sense of unity among residents. Local residents can also have the opportunity to volunteer, which fosters a sense of community involvement.

5. Cultural Exchange

Sports tourism can bring visitors from diverse backgrounds, promoting cultural exchange and understanding.

6. Enhancing the Quality of Life

The facilities and infrastructure developed for sports tourism can benefit local residents by improving the quality of life in the community. For example, new parks or recreation centers can provide additional spaces for residents to enjoy.

7. **Bring Sense of National & Community Pride:** Sports Tourism fosters National pride & integrity among locals. Well maintained tourist infrastructure & facilities reflects the sensitivity of local population towards natural & cultural environment and respect for tourist.

Economic Impacts of Sports Tourism

Sports Tourism bring massive economic benefits to the host country, especially in developing countries, one of the main region to promote itself as a tourist destinations. The economic benefits of tourism are generally measured at local, regional and national level.

1. Foreign Exchange Earning

The expenditure done by the tourist on buying various services & facilities and the import & export of tourism related goods generate income to the nations. According to United Nations World Tourism Organization (UNWTO) ‘an important indicator of the role of international tourism is its

generation of foreign exchange earnings. Tourism is one of the top five exports categories for as many as 83 percent of countries and is main source of foreign exchange for atleast 38 percent of countries’. (Source: Ministry of Tourism , Government of India). Sports tourism will be the significant contributor to the economic gains in next 10 years.

2. Contribution to the Government Revenues

The revenue generation emanating from international tourism is roughly 1.5 trillion USD annually Kozhokulov, S., Chen, X., Yang, D., Issanova, G., Samarkhanov, K., and Aliyeva, S. (2019). Tourism generates revenues to the government in the form of taxes (income, service, transportation, Import, Excise tax etc) and entry fee charged from tourist on visiting a historical sports monument & building, The government run handicraft emporium at destinations, duty free shops, hotels, coach services etc which increases the government revenues.

3. Employment Generation

Tourism is labour - intensive & service Industry. It has the capacity to create employment for large number of people depending on different levels of education & skills, from unskilled to managerial levels. Sports tourism industry largely depends on human workforce rather than machines like in other manufacturing industries. Sports tourism provides employment to primary, secondary & tertiary sectors of the economy through direct, indirect and induced employment.

4. Development of Regional Infrastructure

One of the characteristics of underdevelopment is deficiency in infrastructure. Sports tourism development in region is possible, by providing the best and varied accommodation, transportation, shopping, communication network and other recreational services & activities to the tourist. It encourages the government and private entrepreneurs to invest & develop necessary facilities & service for the sports loving tourists and take economic gains. It results to economic and entrepreneurial development of the area. At the same time, the tourist services & amenities will also be utilized by the local community residents.

5. Job Creation

Sports tourism creates employment opportunities across a variety of sectors, including hospitality, retail, and transportation.

6. Increased Revenue

Sports tourism generates revenue for local businesses, including hotels, restaurants, and shops. This can have a significant impact on the local economy, particularly in areas where tourism is the primary industry.

7. Infrastructure Development

Hosting major sporting events often requires significant infrastructure development, such as the construction of new stadiums or the expansion of existing transportation networks. This investment in infrastructure can benefit the community in the long term by improving transportation and enhancing the local tourism industry.

8. Brand Exposure

Hosting major sporting events can increase a community's exposure and create a positive image, which can lead to increased tourism in the future.

Future of adventure sports in boosting Indian economy:

Adventure travel has been newest trend in tourism economy. Adventure travel is truly a novel way to experience new places with the rising awareness among people to explore new places and option available globally people have become more inclined to experience new places.

India is blessed with a variety of diverse geographic landscapes from rivers to beaches to mountains etc. This makes it a perfect location for a variety of adventure sports. Tracking and rafting thrives amidst Himalayan peaks and the numerous rivers that run through the area. Bungy jumping in Rishikesh has catapulted Rishikesh to the status of adventure capital of India.

Effect of pandemic on adventure sports market:

The outbreak of coronavirus was a big blow to the thriving market, the pandemic induced lockdown, social distance, standards, a halt to foreign travel proved to be great challenges for the segment. All these factors contribute to the drop in the revenue for the industry

Impact of sports tourism on Indian Economy:

Government is now acknowledged the benefits of creating a conducive environment to grow adventure sport. Goa tourism development corporation (GTDC) has been actually promoting their latest addition 'Bungy Jumping' over mayem in north Goa such location that are hotspot to extreme sport event gain significantly from sports tourism they open not only work opportunities but also add to new experience for visitors.

Future of adventure sports with the increase interest of people in such activity the government is driven to promote the same thereby leading to growth in adventure sports the rising use of social media has attracted travelers to the area. Travel and videos blogging have enhanced the interest of people which sharing of their thrilling experience adventure sports is expected to become extremely popular. Man longs to connect by nature and adventure sports is a way to refresh and be ready for fast paced future.

Conclusion:

Sports tourism has emerged as a significant to global tourism industry with its potential to generate substantial revenue and rating new job opportunities. The impact of sport tourism on the economy is significant as it promotes tourism Infrastructure development and employment opportunity sports tourism not only attract foreign tourist but also promotes domestic tourism which in turn benefit local economy. The development of sports infrastructure and facility is essential for hosting sporting event and in also attracts tourist interested in sports.

Additionally sports tourism can also promote community development and improve the quality of life of local resident. By developing sports facility and infrastructure sports tourism can contribute to the overall development of region including the provision of better health facility and education.

Furthermore it has the potential to create new avenues for growth and innovation use of technology including virtual reality and mobile application. The overall potential benefits of

sports tourism are vast ranging economic growth, job creation, community development, and new avenue for innovation. To reap the full benefits of sports tourism it is crucial for policy makers, businesses, and communities to work together.

References

1. Hinch, T.D. ; Higham, J. Sports tourism: A framework for research, *International Journal of Tourism Research* 2001,3, 45-58
2. Kozhokulov, S., Chen, X., Yang, D., Issanova, G., Samarkhanov, K., and Aliyeva, S. (2019). Assessment of Tourism Impact on the Socio-Economic Spheres of the Issyk-Kul Region (Kyrgyzstan). *Sustainability*, 11, 3886; doi:10.3390/su11143886
3. Gammon, Sean; Robinson, Tom (2003). "Sport and Tourism: A Conceptual Framework". *Journal of Sport Tourism*. **8** (1): 21–26. doi:10.1080/14775080306236. S2CID 145201170.
4. Gibson, Heather J. (1 April 1998). "Active Sport Tourism: Who Participates?". *Leisure Studies*. **17** (2): 155–170. doi:10.1080/026143698375213.