

## Benefits Of Sports Tourism In Current Scenario

**Dr.Uday Chavan**

Director of Physical Education ,  
BS College , Dharmabad , Nanded Maharashtra India

### Abstract

*The term 'Sports Tourism' basically means tourism that is based on the theme of sports. It refers to a specific travel outside the usual environment for either passive or active involvement in competitive sport. Sport and tourism each contribute a great deal to the global economy and have become an element in the armoury of politicians, planners and economists seeking to regenerate local economies. Sports has been increasingly opened up through commercial providers, institutes for adult education, self-organized forms and travel operators the sport scene has been characterized by increasing competition. Sport and tourism each contribute a great deal to the global economy and have become an element in the armoury of politicians, planners and economists seeking to regenerate local economies. The trend to increase sport touristic experiences and to provide them in faraway, often very different cultures simply increases the importance of addressing both the potential positive and the negative sociocultural impacts of sport tourism.*

### Introduction

Sport tourism refers to the experience of travel to engage in any sporting activities. The sport and tourism emerged in the early to mid- nineteenth century with English competitive sports as a central pillar of modern western sports. The term 'Sports Tourism' basically means tourism that is based on the theme of sports. It refers to a specific travel outside the usual environment for either passive or active involvement in competitive sport. Sport is the primary reason for travel whereas the leisure element may reinforce the overall experience. Sport tourism to expand to a more extensive cross section of the population is the recent advancement. The best example of this new advancement is illustrated by new methods in transportation. With the invention of automobiles and air travel in the past century, individuals have been able to move to various locations to take part in these sport tourism activities. The tourism industry has started to recognize sport tourism, i.e. the experience of travel to engage in or view sport-related activities, as an important market. In order to compete in the growing sport tourism market, it is crucial for communities to develop a profound understanding of the benefits and impacts of sport tourism, of the process of bidding for events, possible sponsorship opportunities and other elements involved in the planning and hosting of a successful sport event.

### Relevance of sports tourism

1. Sport tourism as an attempt to comprehend and appropriate regional specific sports and exercise cultures.
2. The social relationships. Sport tourism in a narrow sense is an interaction, an exchange with locally resident communities, in complete contrast to the compartmentalization within tourist (club) facilities.

3. Sports has been increasingly opened up through commercial providers, institutes for adult education, self-organized forms and travel operators the sport scene has been characterized by increasing competition
4. The commercialization of sport is further associated with a mass media depiction with ever more comprehensive coverage and a supply of service relationships.
5. Sport is consumed in a customer-supplier relationship over-proportional increase of natural sport forms requiring the employment of equipment, the problems of the conflict areas sport – tourism – nature are being moved into the focus of the public.
6. Sport tourism can strengthen national heritage, identity, and community spirit as local people join together to promote their culture.
7. Sport tourism given a chance to opportunity which visitors can come to know foreign people and their culture.
8. Sport tourism regeneration and preservation of cultural related traditions.
9. Sport tourism may Creates economic growth through filled hotels, restaurants and retail establishments.
10. Sport tourism may Creates exposure and enhances a positive image for specific community.
11. Sport tourism may Creates new product related to sports, a new tourism destination.
12. Sport tourism may Provide opportunity to use Maximizes facility in different types of community.
13. Sport tourism may Provide opportunity Builds community relationships and strengthens corporate support.
14. Sport tourism may Provide opportunity to Creates youth welfare.
15. Sport tourism may attract high-yield visitors, especially repeaters.
16. Sport tourism may to generate favourable image for the destination.
17. Sport tourism may Provide opportunity to Develop new infrastructure related to sports .

18. Sport tourism may use the media to extend the normal communications reach.
19. Sport tourism may increase rate of tourism growth or a higher demand plateau.
20. Sport tourism may improve the organizational, marketing, and bidding capability of the community.
21. Sport tourism may secure a financial legacy for management of new sport facilities.
22. Sport tourism may increase community support for sport and sport-events.

**Sport event tourism**

Sports event tourism is a hallmark events of Olympic games and the World Cup championships. The Olympic games held in 2016, world cup cricket, FIFA cup were actively promoted as a sports tourist n. During the build-up to World Cup football 1994, it was estimated that the event would attract 50 million foreign visitors to the United States who would spend 100 billion (U.S.) dollars (Gibson, 1995). The major hallmark events, tournaments sponsored by the BCCI , ICC , IBS Ladies Professional Golf Association, World Tennis Association, and NCAA Men’s Basketball Tournament are also part of this spectator-based sector of sport tourism. Similarly, tourism closely related with professional sport teams of sport tourism.

**Impacts of sport tourism**

Economic, Environmental, and cultural Impacts of sport tourism areas

**Economic impact**

Tourism’s economic impact is one of the most researched but least understood areas of tourism sport tourists has focused on their economic impact upon a host community, although measuring spending patterns is a difficult proposition. Sport and tourism each contribute a great deal to the global economy and have become an element in the armoury of politicians, planners and economists seeking to regenerate local economies.

**Socio-cultural impacts**

The trend to increase sport touristic experiences and to provide them in faraway, often very different cultures simply increases the importance of addressing both the potential positive and the negative sociocultural impacts of sport tourism. Sport tourism can strengthen national heritage, identity, and community spirit as local people join together to promote their culture; Sport tourism can provide a vehicle through which visitors can come to know foreign people and their culture and Sport tourism can instigate the regeneration and preservation of cultural traditions. Whereas, The attraction of more profitable sport touristic employment opportunities can erode traditional communities and adversely affect the

balance of a local economy and Sport tourism can contribute to tensions between hosts and visitors.

**Environmental impacts**

Different aspects of outdoor sports can damage the Environment; there is the use of land, unspoiled acreage, by the infrastructure and the preparation of regions for sport tourist activities, such as the constructing of ski slopes and golf courses. Often, this results in a higher accessibility of formerly unspoiled areas. The construction as well as the use and the maintenance of this equipment can cause environmental inconvenience and damage. There is energy consumption and pollution of vehicles transporting outdoor sports participants to and from their activities.

**Conclusions**

Sports has been increasingly opened up through commercial providers, institutes for adult education, self-organized forms and travel operators the sport scene has been characterized by increasing competition. Sport and tourism each contribute a great deal to the global economy and have become an element in the armoury of politicians, planners and economists seeking to regenerate local economies. The tourism industry has started to recognize sport tourism, i.e. the experience of travel to engage in or view sport-related activities, as an important market. sport tourism market, it is crucial for communities to develop a profound understanding of the benefits and impacts of sport tourism, of the process of bidding for events, possible sponsorship opportunities and other elements involved in the planning and hosting of a successful sport event.

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