



## Boosting Sports Tourism – Collateral promotion of sporting events

*Krishnaiah. J., Physical Education Director, Sri Kuvempu first Grade College, Kengal, Channapattana Taluk, Ramanagara District, Karnataka State*

**Abstract** ;Sports tourism is a concept which is attracting countries because it generates lots of income & boosts the economy. Today due to economic liberalization policies people are becoming more flexible & their mobility has increased several folds. Hence they would like to travel at leisure & visit countries of their choice habitually If the destination they are visiting is of peculiar culture & legacy it adds to the amplification in the volume of visitors. This nature of exploration has given rise to advent of adventure sports. Sports have been now linked with tourism. Attracting tourists along with sporting events has given rise to exploration of new tourist destinations & new sporting events. This paper explores the issues behind sports tourism & examines the considerations behind promotion of sport tourism & the pros & cons of such promotion.

**Key Words:** sports tourism, linking sports with adventure, sports policy, tourism policy, lacuna in promotion, shortfalls of sports tourism

*“Sport has the power to inspire educate & unite people of all ages all backgrounds & all abilities”- MO Farah - play athlete ambassador*

### Introduction

Sports tourism is a concept is attracting countries because it generates lots of income cricket for examples attracts innumerable people travelling 1000s of miles to witness cricket /soccer/ tennis / Moto cross /grand prix / baseball etc . sports fans all over the world travel to cheer up their team’s performances. (Gibson H – sports tourism 2009). Due to Increased media exposure , Escalation in the profile of the game , Live TV coverage Sports events have become a great vocational idea these days as they offer comfort vacation recreation & touring experience to an unknown destinations. *Sports tourism means*

*visiting a touring destination to enjoy a sporting event.* Sports tourism is a 400 billion market with wide spread market It is expanding at a fast rate across the globe there have been several countries which have become prosperous economically . Countries have found several sport events to attract tourists alongside landscape development . (Gibson H – sports tourism 2009) Majority of the developing countries have caught on the idea & are preparing grounds for sports tourism development. Sports tourism is a concept is attracting countries because it generates lots of income cricket for examples attracts innumerable people travelling 1000s of miles to witness cricket soccer fans



all over the world travel to cheer up their team's performances. (Gibson H – sports tourism 2009)

1. Investments have expanded
2. Country budgetary allocation have been expanded
3. New avenues of revenue have been opened up
4. New collaborative sponsored sporting events are being organized
5. Sponsorships of sports has been given anew touch
6. Marketability has expanded
7. Time to evaluate sports tourism as a concept of greater funding has been made policy makers to take sport tourism seriously.
8. Sports tourism can be linked with Adventure sports & tourism / Eco sports & tourism / Medical sports & tourism etc

### Promotional Benefits

sports & tourism can be jointly merged to make sports a popular inclusive community empowerment participatory event

1. sports & tourism can build voluntary participation of the community
2. Sports is a marketable event hence it leads to expansion of local markets
3. Hotel business / accommodations / residential apartments / recreational facilities / parks / restaurants / sea or coastal amenities , food business / reception of foreign visitors ,

shopping of fans , etc will be expanded

4. The sports culture will be linked to local culture & hence tourism gets a boost
5. As Sports linked with tourism becomes popular hence visitors come again & again
6. Tourist sports destinations are discovered to attract tourists
7. Special local sports will become global sports events

### Need for Expansion

1. Today due to economic liberalization policies people are becoming more flexible & their mobility has increased several folds. Hence they visit countries of their choice often. This nature of exploration has given rise to advent of adventure sports. Sports has been now linked with tourism
2. Extreme sports , fast sports adventure sports have been more popular with young people( Delphi – sports tourism building towards a dimensional framework journal of vacation marketing- 2003).
3. Sports tourism has become a part of alternative tourism
4. There is a change in travel motives. People across the globe are taking vacations , study tours , business trips , vocational tours , etc on a large scale ( Delphi – sports tourism building towards a dimensional framework journal of vacation marketing- 2003).
5. Spas, resorts , cuisines , restaurants , hotels have thus been expanded beyond limits.



6. Tourism has become a leisure time activity & people are spending great amount of money on traveling.
7. Tourism has come to depict a life style today which is a combination of different & varied thinkings.
8. Hence needs of the visitors are taken care of . government & nonprofit organizations spend money on crating facilities for visitors.
9. Governments across the globe have taken several daunting steps to emerge as a tourist destination with provision for several entertainment options for visitors.
10. Winter sporting destinations / Autumn sporting destinations / Summer sporting destinations have become popular in western countries

### **Benefits of Sports Tourism**

1. It helps urbanization
2. It augments economic activity
3. It attracts budgetary allocation
4. It enhances building hotels hospitality counters . It helps for the expansion of economy as hotels restaurants accommodations parlors swimming pools etc come up
5. Language specially English becomes the communication media
6. Dress , fashion , apparels, residential preferences healthy food cuisine dietary preferences etc change along with sport tourism

### **Shortfalls of Sports Tourism**

1. As the countries across the globe have come to know the avenues of income with the promotion of sports tourism, they are promoting sports tourism recklessly (The report of the ministry of tourism 2013).
2. Without eco consideration several destinations have been ear marked as sport tourism spots where local inhabitants are evacuated forcibly which is a clear violation of human rights( Stand even – sports tourism - 1999).
3. Sports tourism is leading to emergence of a conglomerated culture because such spots attract people from across the globe. The local ethnic & cultural values are discarded in an eagerness to attract foreign visitors.
4. Racial, ethnic & socio -cultural tendencies of a given sports tourism destination are always at stake because governments prefer foreign tourists at the cost of local people( The report of the ministry of tourism 2013)
5. Sometimes players are over playing the game as sporting organizations force players to play this affects the player's performances negatively.
6. Sometimes sporting events are organized with an intention of economic boost & this leads to over budgetary allocations to facilitate sporting events ( Stand even – sports tourism -1999).



7. Global challenges of terrorism . violence ethnic violence , clashes between sporting organizations , natural calamities change sin diplomatic relations straining of political relationships becomes a cause of cancellation deferment or avoidance of a sporting event . such cases add to the wastage expenditure

8. Sporting events attract all types of fans & followers hence an event may turn into a frenzied & crazy hyperactive spectators turning aggressive this will affects the ethos of sports.( Delphi – sports tourism building towards a dimensional framework journal of vacation marketing- 2003

9. In the name of attracting supporter to players several added attractions in the name of spas , health resorts ,casinos , massage parlors , gaming centers, video parlors , game hubs , recreational parks , theme parks , fantasy parks, pubs , bars , movie hubs, etc spring up which are a bane to the society & leaves a very wrong message to the local young minds ( Stand even – sports tourism -1999).

10. Sometimes the visitors do not go back after the sporting event is finished they stay back & engage in non-social activities which causes lots of trouble. ( Stand even – sports tourism -1999).

11. Governments are promoting the sports as well as tourism sometimes players & their fans do not take the sport seriously they may make it as an vacation retreat this obstructs the player's

performance & the holiday mood of the whole sports organization affects the game altogether. ( The report of the ministry of tourism 2013)

**Conclusion:** Sports tourism has become part of policy making of the governments across the globe. The governments are extending support to sports linked tourism or tourism linked sporting activities on a large scale India with its cultural plurality can become a best destination of sporting tourism. But this should be cautiously planned. But Government should come up with an integrated sports tourism policy linking local economy with local geography.

### References

1. Gammon, Sean; Robinson, Tom (2003). "Sport and Tourism: A Conceptual Frame work". Journal of Sport Tourism **8** (1): 21–26.
2. Keith & glen -Sports tourism as an economy module - 2012
3. Sports tourism alliances for a better future 2013
4. Stephen Ross D – developing sports tourism 2001
5. Gibson H – sports tourism -parks & recreation 2009
6. Delphi – sports tourism building towards a dimensional framework journal of vacation marketing- 2003
7. Stand even – sports tourism -1999 human kinetics press