

**Impact
Factor
3.025**

ISSN 2349-638x

Refereed And Indexed Journal

**AAYUSHI
INTERNATIONAL
INTERDISCIPLINARY
RESEARCH JOURNAL
(AIIRJ)**

UGC Approved Monthly Journal

VOL-IV

ISSUE-IX

Sept.

2017

Address

• Vikram Nagar, Boudhi Chouk, Latur.
• Tq. Latur, Dis. Latur 413512 (MS.)
• (+91) 9922455749, (+91) 8999250451

Email

• aiirjpramod@gmail.com
• aayushijournal@gmail.com

Website

• www.aiirjournal.com

CHIEF EDITOR – PRAMOD PRAKASHRAO TANDALE

Impact of Sports Tourism

Dr.Yeshwant Patil

PWS College,
Kampti, Nagpur (MS)

Abstract

Sport tourism refers to the experience of travel to engage in any sporting activities. 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.

Introduction

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.

Importance of sports tourism

1. 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.
2. The commercialization of sport is further associated with a mass media depiction with ever more comprehensive coverage and a supply of service relationships.
3. 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.
4. Sport tourism can strengthen national heritage, identity, and community spirit as local people join together to promote their culture.
5. 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

6. Sport tourism given achance to opportunity which visitors can come to know foreign people and their culture.
7. Sport tourism regeneration and preservation of cultural related traditions.
8. Sport tourism may Creates economic growth through filled hotels, restaurants and retail establishments.
9. Sport tourism mat Creates exposure and enhances a positive image for specific community.
10. Sport tourism mayCreates new product related to sports, a new tourism destination.

Impacts of sport tourism

Economic, Environmental, and cultural Impacts of sport tourism areas.

Economic impact

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. Tourism's economic impact is one of the most researched but least understood areas of tourism

Socio-cultural impacts

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.

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.

Conclusions

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. 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.

References

1. Delpy, L. (1988). An overview of sport tourism: Building towards a dimensional framework. Journal of Vacation Marketing, 4, 23-28.
2. Getz, D. (1998). Trends, strategies, and issues in sport-event tourism. Sport Marketing Quarterly, 7(2), 8-13.
3. Gibson, H. (1999). Sport tourism: The rules of the game. Parks and Recreation, June 1999, pp.36-43.
4. Gibson, H. (1998). Active sport tourism: who participates? Leisure Studies, 17, 155-170.
5. Glyptis, S. (1991). Sport ant tourism. In C. Cooper (Ed.), Progress in Tourism, Recreation and Hospitality vol. 3, pp. 165-183. New York: Bellhaven Press.

6. Glyptis, S. (1982). Sport and tourism in Western Europe. London: British Travel Education Trust.
7. Howard, D. (1992). Participation rates in selected sport and fitness activities. Journal of Sport Management, 6, 191-205.
8. Parks, J., Zanger, B. & Quarterman, J. (1998). Contemporary Sport Management. Human Kinetics, Champaign, IL.
9. Standeven, J & De Knop, P. (1999). Sport tourism. Human Kinetics, Champaign, IL. Whitson, D. & Macintosh, D. (1996). The global circus: International sport, tourism, and the marketing of cities. Journal of Sport and Social Issues, August 1996, 278-295.

