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CHALLENGES AND OPPORTUNITIES IN SPORTS TOURISM

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ABSTRACT

Tourism means displacement, individual has to travel using any type of transportation he can even travel on foot. The term sports tourism means exploring things by the means of sports, it is tourism based on the theme of sports. Sport is the primary reason for the travel or for the displacement that individual goes through. It also refers to the experiences of travel one gets while engaged in sports or viewing sport related activities. The defining factor is whether or not the person is traveling to see a sports competition or traveling with another agenda. Generally there are three types of sports tourism: Sport event tourism, Active sport tourism, Nostalgia sport tourism. This collection of essays provides an understanding of concepts and theories that have been, or have the potential to be, applied to the study and practice of sport tourism To get a better understanding of examining sports tourism and its challenges and opportunities in Kashmir the present article investigates the places that can be brought on to the sports tourism map and will also investigate the challenges and their solutions.



KEYWORDS : *Tourism , experiences of travel , Active sport tourism, Nostalgia sport tourism.*

INTRODUCTION

The sports tourism signifies adventure, and forms a most interesting subject to discuss. It means travelling from one place to another (new city, state or country) to watch or participate in the sports event. Sports Tourism is defined as that type, which includes all forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business/commercial reasons that necessitates travel away from home and work locality".(Standeven and De Knop (1999)) Sports Tourism has become a major part of tourism industry & has become socio-economic phenomena worldwide. Major sports events and activities are organized to attract tourist and athletes towards the tourist destinations leading to economic development of the region and also for re-imagining the destination and to gain international recognition. This Industry has spread its position wider than before as a multi-dimensional phenomenon in many countries with large investments, found its benefits and effects as an important source of social, economic & political situations Provement (G.,Mousavi . R., Assadi H., Goudarzi M., Sajjadi N. 2012). Sport tourism is definitely, important developed part of tourism industry and as an element of the world multibillion businesses with creating 4.5 billions of dollars for tourism industry and global tours.(van deer zee E,2011) e association Of

international events and world tourism organizations has reported that tendency toward sport in most of recent years has continued and increased.

Sports Tourism is a fast growing sector worldwide. Sports tourism is worth \$US800bn constituting +10% of the international travel and tourism receipts. In some destinations, sports tourism accounts for 25% of all tourism receipts rising to as much as 55% in Australia and parts of New Zealand. (UNWTO 2016). Sports Tourism is gaining popularity and becoming a fast growing sector of the global travel industry. The sports fans are travelling to far places to attend or participate in their favorite sporting event. The increase of sports tournaments, other sporting activities in the world and increase in multimedia coverage of international sports tournaments have enhanced the popularity of Sports tourism. The Sports Tourism industry includes planning a trip for the sports fans so that they could enjoy the experience of watching or playing their favorite sport along with exploring the new city, state or the country. The tourism main focus is to plan a trip for their customers in such a way that they could visit as many places as they could and explore the city. But the Sports tourism focuses on planning a trip for the sports fans so that they could have the best sporting experience either by playing sports like hiking, skiing etc. or watching Cricket World Cup, Football World Cup games.

SPORTS TOURISM: OPPORTUNITIES

Tourism and travel have grown to become not only one of India's, but also one of the world's most significant industries. The World Tourism Organization predicts that global international tourism, which in 1999 generated, directly and indirectly, 11% of global GDP, will expand by 4.1 per cent per year over the next two decades. Based on these predictions, tourism is destined to continue playing a vital role in country's economic and social development. Accompanying the growth in tourism has been a significant expansion in the worldwide sport and recreation industry. These industries come together in the sports tourism sector, and with the emergence of "niche" markets as a major factor in tourism development, the potential for growth in the sector is considerable. Apart from economic factors, notably increases in disposable income, there is a range of other factors influencing the future growth. These include: continuing increases in the number of sporting events and accompanying media exposure; increased professionalism in sport and consequent demand for training camps; the growth of mass participation events such as Masters Games; and the growth in "manufactured" events both made for television and made specifically to help promote tourism to a region. The hosting of the 2010 commonwealth games then ICC 2011 cricket world cup and now FIFA U/ 17 football world cup also provides INDIA with a unique opportunity. Apart from showcasing India to the world, both as a tourism destination and as a country with the ability to successfully stage major sporting events, these events will leave a legacy of expertise in a range of sports-tourism related fields as well as a legacy of world-class sporting venues. The challenge for sports tourism development is to take advantage of all the opportunities this. Sports tourism opportunities, and especially the tourism benefits, are sometimes lost or not maximized because the linkages between the sports and tourism sectors are not well established. Sporting activities, especially events, have historically been organized by sporting organizations for purely sporting purposes. Maximizing the tourism potential of the events has often not been a major consideration for the organizer, representing a potential failure of the market. Further, many sporting organizations rely on volunteers, and may not have well developed business or organizational skills or experience. Both of these factors can lead to lost tourism opportunities.

To overcome this, better linkages need to be established between the sporting and tourism groups at all levels regional, state/territory and national. Regional "sports tourism clusters" provide a model for building these linkages at the local level. Similar groupings at state and national levels would also be beneficial. While the State and Territory events units are working to improve linkages, there may be a role for the Commonwealth to disseminate information and take on a coordination and facilitation role at the national level.

SPORTS TOURISM: CHALLENGES

The issue of the impact of sport tourism on natural resources is becoming more pertinent as the popularity of this type of vacation increases. Different aspects of outdoor sports can damage the environment. In the first place the activities and sportiest themselves can have a negative influence:

Mountain bikers can damage plants and soil. The noise and light from speedboats and rally cars can rout animals. Campers, hikers, and boaters can dump rubbish in parks and streams. Boat anchors and divers feet and hands can damage underwater coral. Furthermore, 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. Another aspect is the equipment necessary for practicing a sport. The construction as well as the use and the maintenance of this equipment (e.g., boats) can cause environmental inconvenience and damage. In addition, there is energy consumption and pollution of vehicles transporting outdoor sports participants to and from their activities. Peripheral activities like car parking and eating and drinking after or during the main activities add significantly to the pressure on the environment, often resulting in a need for extra infrastructure, transport facilities, and services. Finally, the social conflicts between recreation enthusiasts and the local population and between different sport groups can have negative effects on the environment by concentrating pressure into certain areas. Sport tourism inevitably affects more than the economy; tourists by their presence impact on the host population at least in some regards, hosts have an effect on their visitors. 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 socio cultural impacts of sport tourism. The attraction of more profitable sport touristic employment opportunities can erode traditional communities and adversely affect the balance of a local economy. Sport tourism can contribute to the loss of cultural identity and heritage. Sport tourism can bring about modifications to cultural experiences to accommodate tourism. It can lead to crowd disorder at events. Excessive can be related to sport tourism. It can contribute to tensions between hosts and visitors. The ability of cities or regions to host successful sports tourism activities and events depends on there being adequate infrastructure in place. This includes sporting facilities, accommodation, air, road and rail transport networks both to and within the region, and other tourism related facilities such as restaurants, retail outlets and entertainment venues. While the focus of event organisers tends to be on the actual sporting infrastructure, the existence of adequate sporting facilities does not necessarily mean that an event can be held at that location. Accordingly, a strategic approach which considers the adequacy and availability of all relevant infrastructures needs to be adopted when planning sporting events and activities. Sporting facilities are expensive to provide. For this reason, their funding has almost always been the domain of governments local, State and Territory and Commonwealth. This can lead to distortions in the provision of facilities, with priorities sometimes influenced by factors other than the perceived benefits to a community. Arguably, this has led to an over-investment in sporting facilities in some areas, and consequent excess capacity. This excess capacity represents a genuine opportunity for sports tourism development significant benefits can be gained through better facilities utilisation, without the need for further costly investment.

The relationship between facilities and the hosting of events is complex. Investment in facilities can rarely be justified on the basis of being used only for major sporting events. Also, it cannot be assumed that the mere Provision of high quality sporting facilities will guarantee a region or a state a flow of major sports tourism opportunities. It is ultimately then incumbent upon a region itself to attract facilities funding, possibly through the hosting Of a "catalytic" event, and thereafter to "sell" those facilities effectively to event organisers to help ensure their sustainable use. Cost-effectiveness is a key consideration in attracting facilities funding. It may be that the costs associated with the construction and maintenance of national or international standard facilities simply cannot be justified for community use alone or even taking into consideration increased use associated with the hosting of national or international events. The commercial viability of facilities can be further reduced when accompanying accommodation and transport infrastructure is inadequate for the hosting of major events. More recently there has been a trend towards the construction of multi-purpose facilities which can be utilized for a variety of community and entertainment functions as well as the holding of a variety of sporting activities and events. This kind of facility can prove more cost effective than traditional facilities dedicated to a narrow focus on a particular sport or range of sports. When considering facilities investment, it is also important - both for governments and private investors - to consider the regional facilities environment so as to avoid duplication and maximise the synergies with

complementary facilities in nearby regions. The development of regional sporting "hubs" for particular sports can also help reduce the risk of constructing sports specific facilities which are economically unsustainable. More generally, a strategy by governments and sporting organizations of "sharing" State or national events around regional Australia would help justify the financial investment in regional facilities as well as help ensure a more even distribution of the economic benefits associated with sporting events.

CONCLUSION

The strong linkages between sport and tourism are well recognised, and the literature contains many studies devoted to the topic, however, to date there has been no consensus on a definition of sports tourism, and a wide range of definitions have been adopted by different parties. From the above literature it is clear that there is a vast potential for sports tourism specially adventure sports. There are number of untapped destinations which have tremendous potential if exploited .Development of such type of tourism will definitely bring change in the tourism sector. Tourism flow itself brings development for the region /destination, automatically we found change in overall settings of that area. Directly or indirectly tourism plays important role in bringing socio-economy change for that area. Tourism acts as a catalyst in the development of backward and far flung regions of a particular area. Development of tourism will lead to the progress in rural / backward regions (Smith- Stephen, 1989). Tourism and development of infrastructure are interrelated sectors in the sense that better infrastructure, will provide the way for more tourism related activities. Lack of infrastructure is among the main causes of underdevelopment of tourism (A. K. Bhatia, 1978).There is need for infrastructure development like hotels ,restaurants, sanitary, first aid, proper human resource development at most of the Far-flung tourist destinations for facilitation of tourists specially for foreigners. The government's role in developing these is pivotal in sanctioning the funds that would be required to develop infrastructure & superstructure at these destinations. Public private partnership is the only way that can solve infrastructure related problems at these sites.

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