



Review Article

Sport Tourism: A New Educational Concept for Sustainable Development

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Abstract

Sports tourism travels from one region, country, state, etc. to another to see sports competitions or competitors. Although sport tourism is not always popular, the number of people who participated in local sport events has increased dramatically over the past ten years. People now travel far to attend their favourite events and are not curious about what promotes popularity. Sport tourism refers to travel experiences in which you can participate or view sport related activities. It is generally accepted that there are three types of sports trips: sporting events, active sports and perfume sports. The type of sports tourists varies from sport to sport. Most generalized statistics show that most sports tourists are men from 18 to 34 years old and belong to the middle class economic group. A better understanding of your studies will help you to get a more accurate statistical ranking of your class, position and age. For example, cricket and rugby fans are usually older and more disposable than regular football and basketball fans. Other sports are consumers of other sports tourists, but all sports have become increasingly popular in recent years. Sport tourism is not difficult to find. Sport tourism is a journey from one place to another that wants to be an audience of all kinds of sporting events. It is the factor that determines whether you are watching a sporting event or travelling with a different schedule. Sports tourism has been on the rise in recent years, but you have to take into account what sports tourists actually are and why they are popular with sports fans. Not only has it steadily increased every year, it has also become one of the biggest reasons for travel and vacation. It seems that more and more people are willing to use their well-earned holiday that their favourite player can actually see. So what is sport tourism? Although the technological advances of recent years have not had a major impact on the sports industry, it is most obvious to see competition so close and personal from a location that is not considered at home. Because you can buy sports tickets online through various access sites, people have access to multiple sources that were not available ten years ago. People are also more aware of where and when the games and competitions take place, so that you can have more time and money to attend the event. Sport tourism has not only found jobs in the technology industry, but has also increased.

Keyword: *Sports tourism, dramatically, increasingly, understanding*

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Introduction

Sport tourism is a new concept in the world that has grown in the tourism sector. Many countries have an appropriate position with regard to sports tourism and thus contribute directly to the economic prosperity of the country. Therefore, the goal of this research is to compare and explore tourist managers, interested

managers and tourist ideas about the employment and income generation of India made by sports tourists. Tourism starts to recognize sports tourism or travel experiences. Participate in sports activities and view them as an important market. In order to compete in the growing market for sports tourists, it is important that the

community gains an in-depth understanding of the benefits and impact of sport tourism, the event bidding process, sponsorship opportunities and other factors related to planning and hosting a successful sporting event. Sports events include distinctive events such as the Olympic Games and the World Cup football championships. In fact, the 1994 World Cup and the 1996 Olympic Games in Atlanta were actively promoted as tourist attractions. When the 1994 World Cup took place, it was estimated that 50 million foreign tourists flocked to the United States and spent \$ 100 billion (Gibson, 1995).

In addition to these events with main features, tournaments sponsored by the Ladies Professional Golf Association, the World Tennis Association and the NCAA Men's Basketball Tournament are part of a publicly based sporting event. Similarly, professional sports teams and university football-related tourism are part of sports tourism. An often overlooked example of this form of sport tourism is an example of an amateur sport game. Events such as the State High School Championships, Youth Soccer Tournaments and non-profit sports events are examples.(1)

TYPES OF SPORTS TOURISM

Different types of sports tourism:

• Active sports tourism

People who travel to participate in sporting events organize active categories for sports tourism. These participating events can take different forms in different sports. Golf, kayaking, tennis, fishing, snowmobile ringing and surfing are just a few examples of sports where people travel to participate. One researcher calls this type of sports tourism "activity

participants" and "enthusiasts". Participants in activities are individuals who are amateur participants who travel to participate in a competition of their choice, and hobby fanatics are persons who participate in sports-related travel in the form of leisure time.(2)

• Natalia sports tourism

Perfume sport tourism includes trips to popular sports attractions. Visiting various sports halls, such as the Women's College Basketball Hall of Fame in Knoxville, Tennessee, and the Baseball Hall of Fame at Cooperstown, New York, is a good example of a sports facility. There are also sports museums such as the famous NASCAR Museum in Charlotte, North Carolina and the famous sports arenas at Flambeau Field in Green Bay, Wisconsin.(3)

Reasons for the popularity of sports tourism

Since sport tourism has become more popular, various conditions have helped. The most important factors of This growth has contributed to:

1. Economy
2. Technology innovation
3. Attitude and value change

• Economic power

To enable people to participate in any form of sport tourism, they must have the right amount. Today, the abundance of a family has risen to a new level, not only because of the way people work, but also because the types of jobs people employ are drastically changing. Likewise, people increase the amount of free time available for sports tourism activities. In general, office hours have been significantly reduced over the past few centuries

because the number of holidays has increased and the technology has led to many more disposable hours. Ultimately, recent economic changes in most Western societies have increased the time and money available to individuals and motivated them to participate in sports tourism activities.(4)

• **Innovation:**

Equally important is that sports tourism can be extended to a wider part of the population, a recent innovation in technology. The best example of this new technology is described as a new way of transport. With the invention of motorcycle and air travel in the last century, people were able to move to different places to take part in these sports tourism activities.

Moreover, when these new modes of transport were developed, people began asking them to leave their homes. This has led to the development of a large number of hotels, guesthouses and motels. In addition to the growing popularity of sport tourism in transport and accommodation, new innovations in media technology have also helped to develop. Radio and TV became popular after the press.

Finally, innovation in the production of sports equipment has also contributed to the development and popularization of sport. Due to the wide range of technological innovations, the opening of journeys and the appeal of sport have increased enormously, enabling a rapid expansion of sports tourism.

More specifically, greater accessibility, increased availability and ease of participation have led to an increase in the popularity of sport tourism.

• **Political and value change**

In Western society it is generally known that there has been a shift from the values of work ethics to values that emphasize leisure time, hedonism and self-realization. Because of these changes, sports and sports values generally have a greater social impact than ever before. A clear example of this effect is the way sportswear becomes fashionable in non-sporting environments. With this change, there has been rapid growth in commercial fitness clinics that appeal to consumers who are more pleasant, individualistic and outward-looking than most organized sports club members.

Performance and competition are still meaningful for some, but others believe that these characteristics are less desirable and they only want to carry out sports-related activities. In the past, this tendency has reduced the thresholds for participation in sport because there were people who wanted to engage sport independently at their own level.(5)

The Effect Of Sports Tourism

The sports tourism industry mainly penetrates the economic, environmental and cultural sector, but has few limits.

Economic impact

Event Most research on sports tourists focuses on the economic impact on the host community, although it is a difficult proposal to measure spending patterns. The economic impact of tourism is one of the most studied but least understood areas of tourism. Sport and tourism have each made an important contribution to the global economy and have been a factor in the reproduction of the local economy, where politicians, planners and economists are ill. The combination of sports tourism

has a significant economic impact. According to the World Trade Organization (1994), international tourism revenue in the United States rose from \$ 54 million in 1992 to \$ 63.5 billion in 1993.(6)

Poor nutrition

The availability and research of data lags behind the market and it is difficult to measure the general value of sport tourism. And the industry is so broad that doctors and academics have struggled to choose the right configuration. In addition to economic impact, event planners must be aware of other potential effects. Some researchers suggest that event planners make a cautious estimate of the potential benefits (economic impact) of events because the costs for organizing events are often underestimated.

More and more research indicates positive and negative effects on the host community, especially at national and international level. Sport tourism must be seen as an important sector in the economies of many countries. However, the economic benefits of sport tourism must be compensated with the associated costs, which are not limited to the financial costs.

Too often the economic impact of an event cannot be emphasized and accurately measured, but the potential negative impact on the quality of life of a resident is not taken into account. All interests must be seen in the context of cultural and environmental impacts. If sport tourism is developed for economic benefit, irrespective of other influences, there is a very real risk that the actual costs are considerably above the economic value. Events and facilities that extend from the

area to the world can get rid of debts, move houses and jobs, harm the environment, but create thousands of jobs and a lot of income.

Socio-cultural impact

Sport tourism inevitably has an impact on the economy. Tourists are influenced by the impact on the receiving population and in any case some owners influence visitors. The trend to increase and give away sports tourism experiences, often in very different cultures, simply increases the importance of dealing with both the potential positive and the negative socio-cultural impact of sport tourism.(7)

Potential positive effect

1. Sport tourism can strengthen ethnic heritage, identity and community spirit, since local residents together promote culture.
2. Sport tourism can offer visitors the opportunity to get acquainted with their culture with foreigners.
3. Sport tourism can promote the reproduction and preservation of cultural traditions.

Potential negative effect

1. The attractiveness of more profitable opportunities for sports tourism can be eroded.
2. It has a negative effect on the balance in the community.
3. Sport tourism can contribute to cultural identity and loss of legacy.
4. Sport tourism can transform cultural experiences that are suitable for tourism.
5. Sport tourism can lead to people with disabilities during the event.
6. Excessive violence can be related to sports tourism.

7. Sport tourism can resolve conflicts between owners and visitors.

Environmental impact

The problem of the impact of sport tourism on natural resources is becoming increasingly relevant as the popularity of this kind of holidays increases. Different aspects of outdoor sports can damage the environment. First of all, activities and activists themselves can have a negative impact.

- Mountain bikers can damage plants and soil.
- The sound and light of speed boats and rally cars can liberate animals.
- Camps, hikers and water sports enthusiasts can throw waste to parks and rivers.
- Boat anchors, melds and hands can damage corals underwater.

There is also land, uncorrupted area use per area and infrastructure for sports tourism activities such as ski runs and golf course constructions. This often leads to a higher accessibility of previously undamaged areas. Another aspect is the equipment needed for sports practice. Use and maintenance of this equipment (e.g. boats) may cause discomfort and damage to the environment. There is also the energy consumption and pollution of vehicles that bring people outside to their activities.

Peripheral activities such as eating or drinking before the end of a major activity or during the week contribute significantly to the pressures on the environment and often require extra infrastructure, transport facilities and services. Finally, social conflicts between recreational enthusiasts and local residents and other sports groups

can have a negative impact on the environment by putting pressure on specific areas.

Benefits of sport tourism

- Sport is an investment in the tourism sector.
- Economic growth is achieved through full hotel, restaurant and shops.
- Give a positive image to the community and activate exposure.
- Create a new tourist destination.
- Maximize the use of facilities in your community.
- Establish community relations and strengthen business support.
- Create a program for youth opportunities / entertainment.
- Attract high-yield visitors, especially repeaters.
- Make a favourable image for your destination.
- Develop new infrastructure.
- Use the media to increase your normal communication range.
- Create higher tourism growth rates or higher demand plots.
- Improve the organization, marketing and bidding opportunities of your community.
- Secured financial heritage for new sports facilities management.
- Expand community support for sports and sport events..

Conclusion:

Sport tourism is a relatively new and ever-growing industry in the tourism sector that focuses on the goals of developing countries. It is also assumed that sport tourism projects must reconstruct national and urban communities from a socio-economic point of view. Sport tourism improves the quality of life of individuals

through tourist attractions and brings economic benefits for the community. Sport tourism is defined as a temporary movement, such as leisure time and viewing animals in a popular situation. Nowadays, sports and tourism are engaged in important economic activities in developed and developing countries. According to estimates by the World Tourism Organization, in 2010 43% of jobs worldwide will be related to the tourism sector.

The study also shows that the interest in sport does not vary significantly with the level of education. But education is likely to create a fan with a high interest. Because these people are generally more inclined to read more, they can be interpreted as more about sports. Studies show that people over 55 are less frequently admitted to the fan level above medium / low.

The marketing concept states that the key to achieving organizational objectives is determining the needs and requirements of the target market and achieving the desired satisfaction more effectively than the competitors. You can plan events and services as you know more about sports tourists, where they come from, their motives and expectations for visits. An intensive market analysis and research into the taste, preferences and attitudes of people is now the backbone.

Market planning

Market research is a tool to listen to customers. Organizations need to understand what sports tourists need, think about and ask questions before they offer new events. That is why a large part of the marketing research is close to the customer, so that the organization

understands the customer's position and requirements. Marketing sporting events require knowledge of potential sports tourists, which types of services are available and the knowledge that is expected to escape the experience itself. To keep in touch with the market, you need to regularly evaluate your customers, your needs and your competitors.

Just as a company first has to define a competitive environment, an organization that plans a sporting event must decide who the right target group is and which services and products the public is looking for. Marketing is the process by which these products are delivered to meet the fundamentally identified needs.

Sport marketing research focuses on the information needed to identify the source of future plans, problems or problems, to develop solutions and to make decisions about product development or improvement, pricing and promotion strategies.

That is why the designed type of study is based on the necessary information. Persons whose information is required depend on the type of information they want. There are two potential groups that can collect information.

If you need a general understanding of sports enthusiasts, information from the more general sample of the general public can be the best alternative. If the interest and attributes of a fan are required for a particular sporting event, you must have a person access to a similar event. For more information about conducting surveys on sporting events, see the e-booklet "Surveys" published by the National Institute for Tourism and e-commerce.

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