

Strategic Sports Events Management

BMSM6006

Sports Event Tourism
2022-23

Today...

- Recap last week
- Defining the scope of sport event tourism
- Niche and traditional events
- Emerging trends
- Sport tourism markets – destinations and activities
- Evaluation of sporting events

Categories of Impacts

Masterman (2014) chapter 4. Several spheres of impact:

1. Land regeneration
2. Facilities and services
3. Social regeneration
4. Political development
5. Cultural development
6. Sports development
7. Environmental development
8. Economic development
9. Tourism.

Categories of Impacts

UK Sport (1999):

1. Winning performances
2. Social/ SD impacts
3. Economic benefits.



Welsh Government (2014):

1. **Economic.**
2. International Profile and Reputation.
3. Socio-cultural.
4. Statutory policies e.g. equal opportunities, Welsh Language.



Llywodraeth Cymru
Welsh Government

What is tourism?



What is tourism?

- The travel of non-residents to the destination of their choice (Dietvorst and Asthworth, 1995).
- Characterised by a stay away from home of at least one night (Leiper, 1981).
- Tourist – at least one night
Excursion – less than 24 hours
(World Tourist Organisation, 1981)
- Purposes: pleasure or business?
- WTO lists sport as a subset of leisure-related travel activities.

Sport Tourism

- ❑ Sports-related tourism is a diverse domain.
- ❑ Many definitions of sports tourism as a result.
- ❑ Mutual interests in sport management and tourism management have expanded considerably E.g. WG Events Strategy 2010-2020.

(Hinch & Higham, 2004, Weed and Bull, 2004).

Task: What types of sport tourism exist?
List as many examples as you can.
Scrumblr feedback



Definition:

“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 necessitate travel away from the home work locality,” Standeven and De Knop (1999, p.12).

Sports Tourism Covers:

- Elite sport competition & spectatorship;
- Social and recreational sports;
- Active sport tourism e.g. skiing holiday;
- Sports tours e.g. Lions;
- Heritage/nostalgia sport tourism.

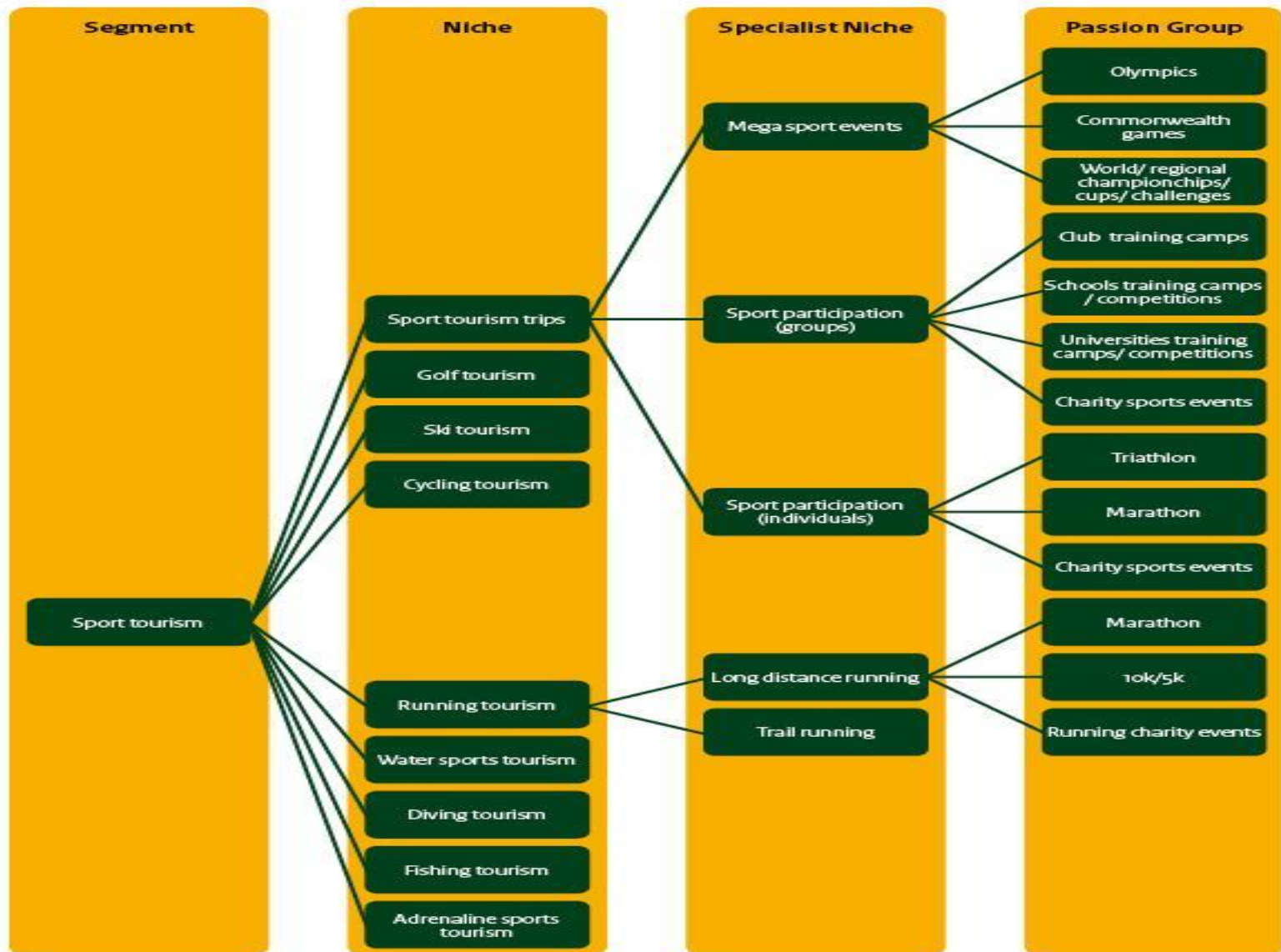
LEISURE TRAVEL	BUSINESS TRAVEL
EVENT SPORT TOURISM e.g. Lions Tours.	SPORT ORGANISATIONS e.g. NGBs
CULTURAL HERITAGE TOURISM e.g. Football Hall of Fame.	SPORT TEAM & INDIVIDUAL TRAVEL Professional, college, youth, adult, senior and disabled markets
FANTASY CAMPS e.g. Michael Jordan Flight School.	EDUCATIONAL TRAVEL e.g. coaching clinics.
SPORT CRUISING	
OUTDOOR ADVENTURE TRAVEL e.g. MTB Wales.	
HEALTH SPA TOURISM	

Neirotti (2015, pp. 39-51.

Alternative Typology: Weed and Bull (2009)

- ❑ Supplementary sports tourism e.g. LC2.
- ❑ Sports Participation Tourism e.g. skiing.
- ❑ Sports Training Tourism e.g. soccer camps.
- ❑ Event Sports Tourism
- ❑ Luxury Sports Tourism e.g. Celtic Manor Golf.

CBI (2020)



*“Few forces in
contemporary society
generate such
significant and
heterogeneous travel
flows as sport,”*

Higham (2005, p. 1).







© AFP via Getty Images



Context

- ❑ Sport-related travel has grown exponentially (Faulkner *et al.*, 1998).
- ❑ Sport-related travel is predicted to continue growing and diversifying (Higham, 2005).
- ❑ Sports tourism represents about 10% of the global expenditure on tourism. Europe was the largest market in the global sport tourism industry in 2018 (CBI, 2020).
- ❑ The global sports tourism market was valued at €1.5 billion in 2018 and was expected to grow to close to €7 billion by 2023, which is an average annual growth rate of 36%, making it the fastest growing tourism market (CBI, 2020).

Why such growth?

Societal change, for example:

- Sport and tourism has been '*democratised*' – restrictions on access & participation have been removed (Standeven and De Knop, 1999).
- Changing social attitudes and values.
- Increased sports/leisure/recreation participation into middle age and beyond.

In addition...

- ❑ Tourism destinations that have been developed or rejuvenated through sport-related tourism initiatives (Weed and Bull, 2004).
- ❑ Sports, sport teams, sport events and sports facilities have become tourism attractions in their own right (Rooney, 1998).
- ❑ Transformation of sports celebrities into cultural, financial and media figures and image creators (Andrews and Jackson, 2002).
- ❑ Sport has become a powerful tool in destination marketing (British Tourist Authority, 2000).

Individual Task

- ☐ You have been given a free ticket / travel / accommodation and spending money to travel to view a sporting event.
- ☐ What sporting event would you go to? You can only name one.

Factors that Influence the Economic Impact of Sport Travel (Neirotti, 2015).

1. Type of sport e.g. demographics of participants.
2. Format and length of the event.
3. Team qualification and elimination process.
4. Level of competition.
5. Novelty and interest in destination.
6. Location of sport event in relation to business district.
7. Supporting infrastructure e.g. other local attractions.

Sports Tourism Destinations?

Kahoot quiz





- ❑ Tourism destinations are places that attract and provide for the needs of visitors.
- ❑ TDs range from purpose-built resorts to entire countries; can range from historic towns, capital cities, provinces, regions to nation states.

Task: How can sport help to develop Swansea Bay as a tourist destination? (20 mins.)



Identify 5 current sports tourism offers and 5 new offers/TD opportunities.

Destination Resources

- Sports venues – stadia, arenas, training facilities, sports science resources, sports medicine facilities (Maier and Weber, 1993).
- Built and/or nature based facilities.
- The tourism infrastructure e.g. accommodation, transport.

Destination Resources

- Proximity to visitor markets and accessibility.
- Political support, policy and planning agencies.
- Finance – capital investment.
- Culture and uniqueness of destinations e.g. Wimbledon, Masters Golf.

The leisure & destination functions of modern stadiums



Stadiums

- ❑ Part of the tourism infrastructure and appeal of a city.
- ❑ Simply – sports events in stadiums, especially high profile ones, attract tourists.
- ❑ Plus... the “landmark buildings, the **‘cathedrals of sport’**, have now become attractions in their own right. Iconic symbols of a city’s vitality,” Stevens (2015, p.206).





OLD TRAFFORD

THEATRE OF DREAMS













© 2013 John Jenkins





© Real Madrid

What roles can stadiums play?
What impacts can they have?
Class discussion

- Can provide the platform for tourism marketing strategies (Neill, 1993).
- Can hold the key to successful bids for major sports events or position themselves as a sports tourist destination (Whitson and Macintosh, 1993)
- Vital for attracting and retaining major league sports teams – ‘hallmark’ teams (USA especially.)
- Construction becomes a tool for stimulating public and private investment aimed at urban development (e.g. Milton Keynes) and regeneration (e.g. Manchester).
- Non-pecuniary benefits e.g. civic pride, profile.

Stadia as the Tourist Attraction

- Stadiums are increasingly attractions in the own right.
- Increasingly incorporate conference and meetings facilities and other methods for attracting casual visitors e.g. stadium tours, halls of fame e.g World of Rugby.
- Mix of developments is increasingly varied – including hotels, cinemas, retail etc.



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

Stadiums, especially those with a multi-purpose capability...
play a fundamental role in creating opportunities to exploit the
interrelationship between sport and tourism (Stevens, 2005: 207)



3 main trends

1. Creation of multi-use destination areas based upon a major stadium of 50,000 plus. E.g. Sport City, Manchester.
2. An investment in the aesthetics of stadia and their settings, as well as the amenities in order to reflect heritage, create visual icons, visitor interest and curiosity etc. E.g. White Heart Lane.
3. Investment to make the stadium itself an attraction, with developments within the fabric of the building that go beyond the expected (e.g. conference suites), such as casinos, theme parks, spa facilities.

Stevens (2005, pp.217- 218)



Case Study: Wales



Case Study: Wales

- Tourism product in Wales is fragmented and made up of predominantly small-scale business units.
- Wales share of tourism arrivals in the UK is low.
- Wales depends heavily on the domestic (UK) market.

- WG has a key role in setting a strategy direction for the industry.
- Est. of Assembly Government in 1999 increased the profile of tourism and the 1999 RWC was an early opportunity to promote Wales as a tourism / sports tourism destination.
- Wales Tourist Board produced national tourism strategy for Wales: Achieving our Potential (2000).

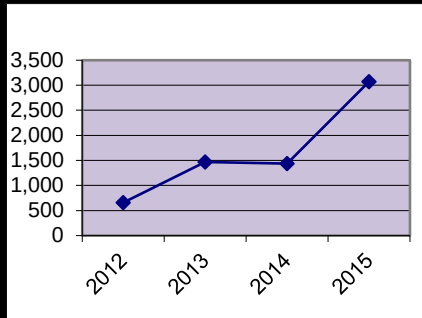
- Perception of Wales overseas lacks a distinctive separate identity (Pride, 2000).
- 1999 RWC seen as a “platform for an image building exercise...to communicate a strong, modern and attractive image of Wales to potential visitors” (Webb, 2005).
- Visit Wales is the WG’s tourism team within the Dept. for Heritage (replaced Wales Tourist Board).

- The mission of Visit Wales is to "maximise tourism's contribution to the economic, social and cultural prosperity of Wales".
- WG's "A Major Events Strategy for Wales 2010-2020" aims to "develop a portfolio of events which enhances Wales' international reputation and the well being of its people and communities."

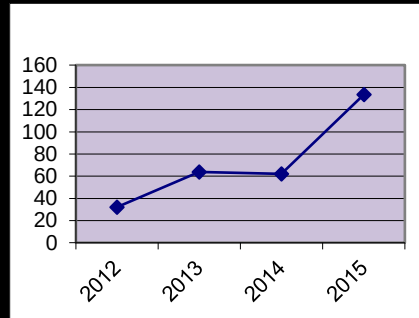
Major Events Strategy 2010-2020

Impact Area	Key Performance Indicators
Economic	- Number of new FTE jobs created in Wales - Number of visitors from outside Wales, and outside peak season - Net additional contribution to the Welsh economy - Other public and private sector investment leveraged - Use of local (Welsh) products and services
Socio-cultural	- Number and diversity of people attending - Number and diversity of participants - Number and diversity of volunteers from Wales recruited/trained/deployed - Provision of core activities in Welsh. Performances in Welsh. Use of bilingual promotional materials, ticketing, signage etc - Outreach programmes and linked mass participation events
Environmental	- Carbon dioxide emissions - Amount of waste produced, amount of waste recycled - Environmental awareness raised - Achieves accreditation under BS 8901 - Environmental impact assessment
Media	- National and international TV coverage - National and international print media coverage - National and international internet coverage

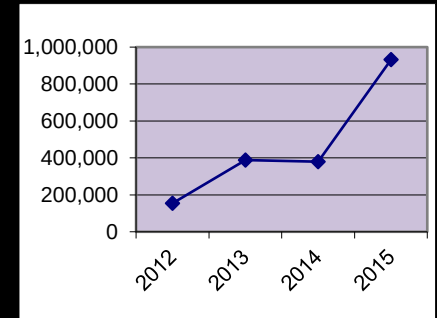
2015 Outputs



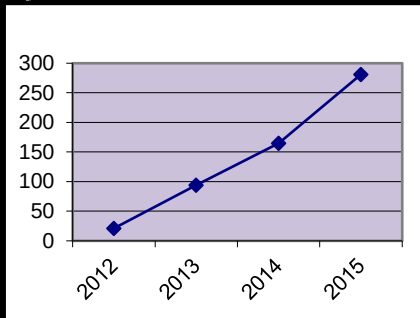
**Jobs Created /
Supported 3,000+**



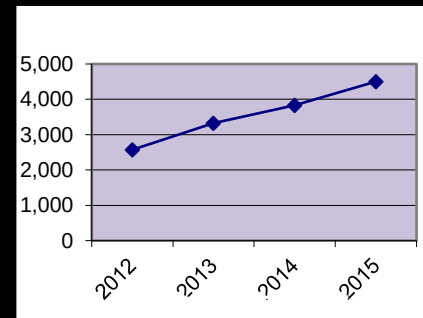
**£132 million
economic impact
(£80m RWC)**



**Non Wales
Visitors 900,000**



**Placements
300**



4,500+

Ashes Tests 2009 & 2015



WALES RALLY GB

- 80,000 visitors
- Economic impact £10 million
- Live TV



2016: Year of Adventure

- Using the theme of adventure to promote Wales as a tourist destination.
- Making good use of Wales' resources: natural and man made.
- Concerted marketing campaign and comprehensive calendar of adventure and outdoor activity themed events and participation opportunities.
- Launched with a pop-up art installation that will move between six of Wales' most EPIC locations
- Adventure ambassadors recruited to help inspire people and raise profile of campaign e.g. Richard Parks.

<https://www.youtube.com/watch?v=L4DDxw-Ls0>

<https://www.youtube.com/watch?v=UOv6qwlandk>

Coffee Break

15 minutes