



Strategic Sports Events Management

BMSM6006

Lecture 8
Sports Event Tourism
2021-22



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

Teaching Week	Week Commencing	Sessions Details
2	27/09/2021	The Sports Events Industry
3	04/10/2021	Politics, Feasibility and the Bidding Process
4	11/10/2021	The Planning Process
5	18/10/2021	Sports Event Marketing
6	25/10/2021	Sports Event Sponsorship
7	01/11/2021	Financial Planning and Event Implementation
8	08/11/2021	Enterprise Week – No lectures
9	15/11/2021	Impacts and Legacy
10	22/11/2021	Sports Event Tourism
11	29/11/2021	Research and Evaluation
12	06/12/2021	Recap and Case Studies
Christmas Vacation Monday 13th December to Friday 31st December		
	03/01/2022	Revision Lecture – Thursday 6th 2022, 10.00-12.00

Assignment due 26.11.21.



Today...

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



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.**

**REMEMBER
WEEK 6**

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



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

Economic Development

- Critically **important for justifying** the investments made.
- Long-term economic benefits from tourism and future use of facilities more important than achieving a surplus from the event itself.
- Evidence collected for Sydney, Athens and Beijing Olympic Games pointed to only a limited economic impact, possibly because some people would rather avoid the Games.

What is tourism?



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

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.
Discuss in pairs: 15 mins.



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

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).



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

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.

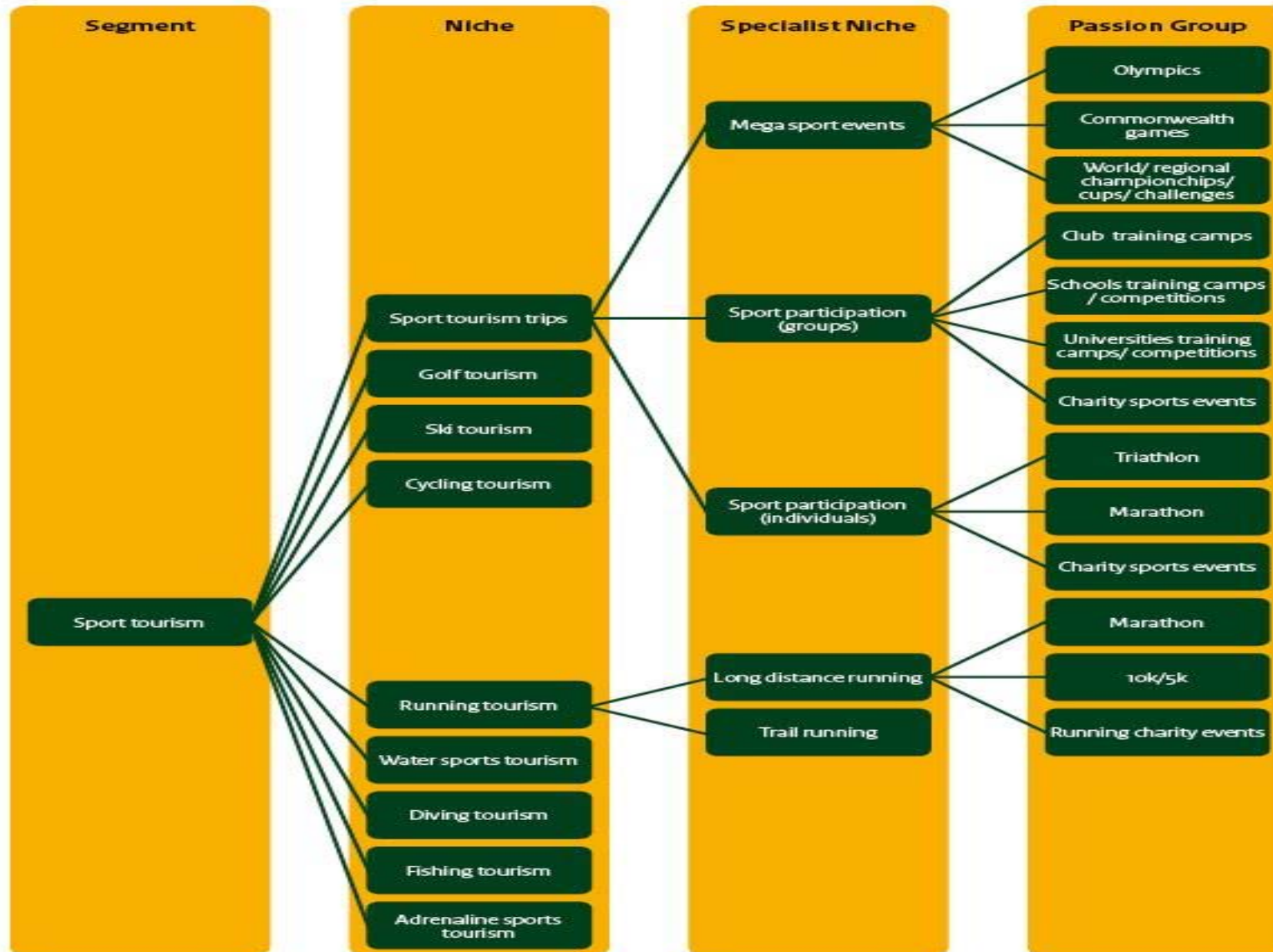


LEISURE TRAVEL	BUSINESS TRAVEL
EVENT SPORT TOURISM e.g. Lions Tours.	SPORT ORGANISATIONS e.g. NGBs
CULTURAL HERITAGE TOURISM e.g. Football Hall of Fame.	SPORT TEAM & INDIVIDUAL TRAVEL Professional, college, youth, adult, senior and disabled markets
FANTASY CAMPS e.g. Michael Jordan Flight School.	EDUCATIONAL 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).



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives





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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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 have 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.

Plus...

- ❑ 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).

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?



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



- ❑ 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? (30 mins.)



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

Task in Pairs



Carry out a SWOT analysis of Swansea as a Sports Tourism Destination.

15 mins.

n.b. internal strengths & weaknesses, external opportunities and threats

Destination Analysis

- ❑ Must take account of both **SUPPLY** (destination resources) and **DEMAND** (visitor demands) to recognise the full development potential of sport tourism (Higham, 2005).
- ❑ Analysis must consider the quality, uniqueness and status of the resources and their tourism market range (Higham, 2005).

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



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

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).



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



OLD TRAFFORD

THEATRE OF DREAMS



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



© Real Madrid



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

What roles can stadiums play?
What impacts can they have?
5 mins.



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

- 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)



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

Case Study: Wales



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

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).

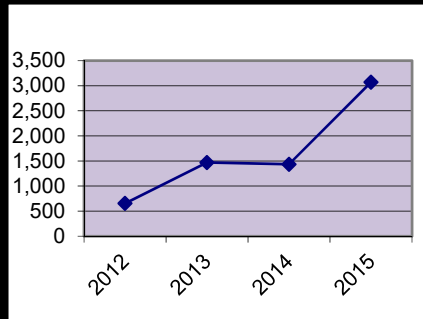
- Perception of Wales overseas lacks a distinctive separate identity (Pride, 2000).
- 1999 RWC seen as a “platform for an image building exercise...to communicate a strong, modern and attractive image of Wales to potential visitors” (Webb, 2005).
- Visit Wales is the WG’s tourism team within the Dept.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

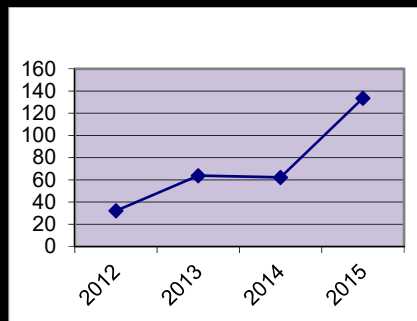
Major Events Strategy 2010-2020

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

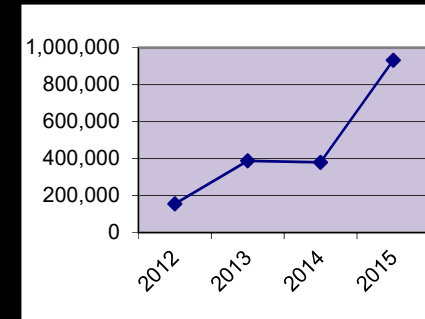
2015 Outputs



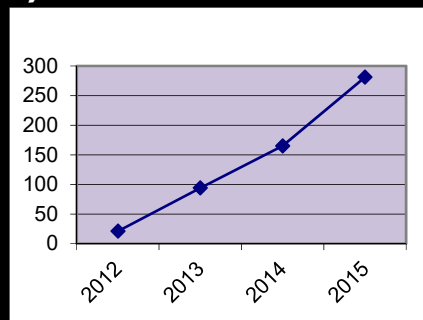
**Jobs Created /
Supported 3,000+**



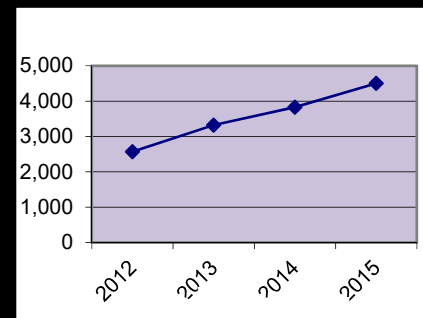
**£132 million
economic impact
(£80m RWC)**



**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>

Independent study task

Reflect on Swansea as sports tourism destination and evaluate it in terms of its resources.

Which resources is it blessed with and which need to be bolstered?



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

Thanks for listening.
Any questions?



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

References

- Andrews, D.L. and Jackson, S.J. (eds.) (2001). *Sports Stars: The Cultural Politics of Global Celebrity*. New York: Routledge.
- Bale, J. (1989). *Sports Geography*. London: E & FN Spon.
- British Tourist Authority (2000). *Sporting Britain: Play it, Love it, Watch it, Live it, Visit*. London: Haymarket Magazines Ltd.
- CBI (2020). *The European market potential for sports tourism* [Online]. Available at: <https://www.cbi.eu/market-information/tourism/sport-tourism/market-potential> [Accessed: 22.11.21].
- Dann, G.M.S. (1981). Tourist Motivation: an appraisal. *Annals of Tourism Research*, 8 (2), 187.
- Dietvorst, A.G.J. and Ashworth, G.J. (1995). *Tourism transformations: an introduction*. In Dietvorst and Ashworth (eds.) *Tourism and Spatial Transformations: Implications for Policy and Planning*. Wallingford: CAB International, pp. 1-13.
- Grix, J. (2012). The politics of sporting mega events: do the benefits justify the budgets? [Online] Posted 05 January 2012 Available at: <https://www.birmingham.ac.uk/news/thebirminghambrief/items/2012/01/05jan12-sportmegaevents.aspx> [Accessed: 20.11.2019].
- Higham, J. (2005). *Sport Tourism Destinations: issues, opportunities and analysis*. Oxford: Elsevier Butterworth-Heinemann.
- Hinch, T.D. and Higham, J.E.S. (2004). *Sport Tourism Development*. Clevedon: Channel View.
- Leiper, N. (1998). Towards a cohesive curriculum for tourism: the case for a distinct discipline. *Annals of Tourism Research* 8 (1), 69-74.
- Maier, J. and Weber, W. (1993). Sport tourism in local and regional planning. *Tourism Recreation Research*, 18 (2), 33-43.
- Neill, W. (1993). Physical planning and image enhancement. *International Journal of Urban and Regional Research* 17 (4).
- Neirotti, L.D. (2005). Sport Tourism Markets. In Higham, J. (ed.) (2005). *Sport Tourism Destinations: issues, opportunities and analysis*. Oxford: Elsevier Butterworth-Heinemann.
- Pride, R. (2000). Brand Wales: 'Natural Revival'. In N. Morgan, A. Pritchard, and R. Prdie, (eds.) *Destination Branding – Creating the Unique Destination Proposition*. Oxford: Butterworth-Heinemann. Pp. 109-124.
- Rooney, J.F. (1988). *Mega Sports Events as Tourist Attractions: A Geographical Analysis*. Paper presented at the Tourism Research: Expanding the Boundaries. Travel and Tourism Research Association, Nineteenth Annual Conference. Montreal, Quebec.
- Standeven, J. and De Knop, P. (1999). *Sport Tourism*. Champaign, IL: Human Kinetics.
- Weed, M. and Bull, C. (2004). *Sports Tourism: Participants, Policy and Providers*. Oxford: Elsevier Butterworth-Heinemann.
- Whitson, D. and Mackintosh, D. (1996). The global circus: international sport, tourism and the marketing of cities. *Journal of Sport and Social Issues*, 23, 278-295.
- World Tourism Organization (1981). *Technical Handbook on the Collection and Presentation of Domestic and International Tourism Statistics*. Madrid: World Tourism Organization.
- Stevens, T. (2005). Sport and urban tourism destinations: the evolving sport, tourism and leisure functions of the modern stadium. In Higham, J. (ed.) (2005). *Sport Tourism Destinations: issues, opportunities and analysis*. Oxford: Elsevier Butterworth-Heinemann.
- Varano, J. (2017). Major sport events: are they worth it? [Online] Posted August 9 2017. Available at: <http://theconversation.com/major-sports-events-are-they-worth-it-80691> [Accessed: 20.11.2019].
- Visit Scotland (2012). Sport Tourism - The Scale of Opportunity from hosting a Mega Event. Available at: http://www.visitscotland.org/research_and_statistics/tourism_sectors/sports_tourism.aspx [Accessed 07.12.2016].

Further reading & research

Journal of Sport and Tourism

<http://etoa.org>

<http://www.visitwales.com/>

<http://www.sport-tourism.com/ENpages/indexEN.htm>

- Sports tourism represents about [10% of the global expenditure on tourism](#). Europe was [the largest market in the global sport tourism industry in 2018](#), according to VynZ research, followed by North America. 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.
- However, due to the COVID-19 pandemic, the European outbound tourism market in general [is expected to shrink](#) by 39% in 2020, but recover almost fully in 2021.