

Sport tourism and destination planning

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SHORT PAPER

INTRODUCTION

The globalization of the economy has placed sports tourism in the most relevant contemporary mass phenomenon. The events and the practice of sports amalgamate the show, the industry and marketing. In one hand, there are spectators of sports events in the stadiums, those who watch them either at home or in public places, the video game fans, in the other hand, there are practitioners of the different activities, and those who travel to places where they are celebrated, or sport events have elapsed. Finally, they are shaping a new culture of healthy living, a new model of playful life and community living: active citizenship (Sport England, 1999), generating numerous businesses. Sport has become a

determining factor in the offer of tourist destinations. This facilitates the differentiation and at the same time be more competitive in the international framework.

In the middle of the digital revolution, innovation has reached this growing sector, applying Big Data and algorithms to customer analysis; to urbanism and the design of the facilities where tests are carried out; to infrastructures, services and materials; to training, food and nutritional products of athletes, to health and rehabilitation; to the organization and management of events; to services, channels, media and video games; and to the analysis of the profitability generated by these events.

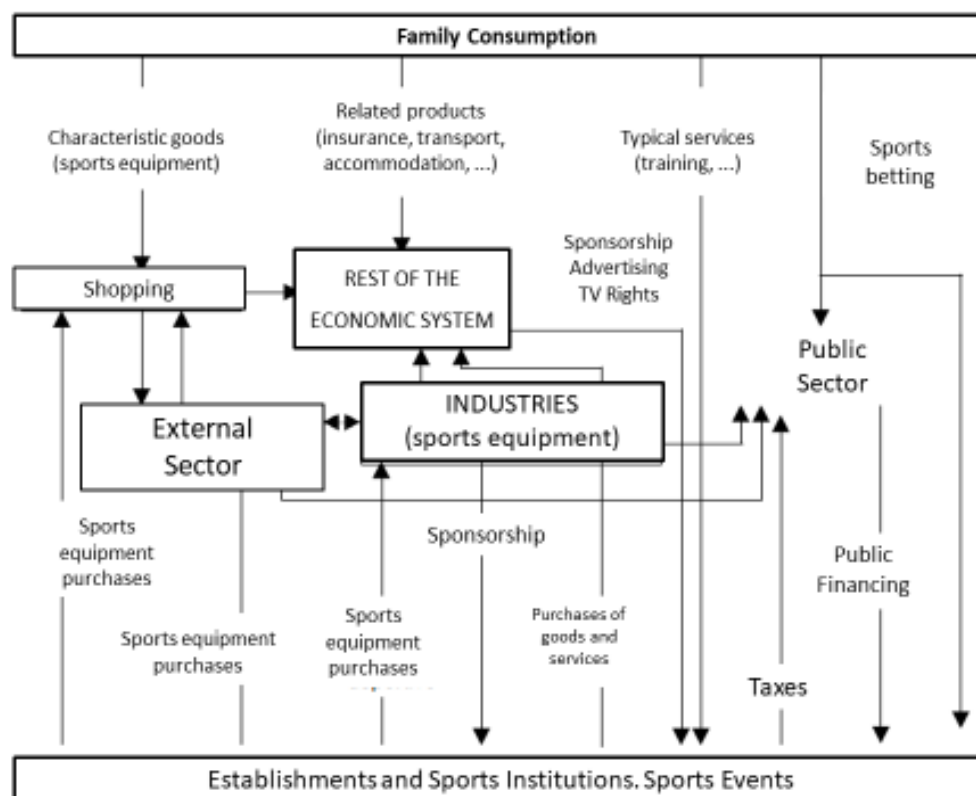


Figure 1. Flows generated by sports activities. Source: adapted from Pedrosa, Salvador, 2003

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In this way, it has become one of the main drivers of destinations' economic development, contributing to increasing the percentage of tourists and becoming a determinant element of the brand image of the destination. The multiplier effect of sport reaches 1.22% in the EU countries, accounting for 1.76% of the EU Gross Value Added (GVA) comparable to agriculture, forestry and fisheries combined, and representing 2.12% of the total employment of the Union (EU, 2014).

This trend already accounts for 25% of the income of the tourism sector worldwide. In the United States, the 46.5 billion dollars that sport managed in 2005, it almost doubled in 2017, (Witmann, 2018). In Spain, in 2016, 10.1 million

foreign tourists traveled to this country for sport reasons, spending an average of 1.194 euros, 22.5% more than ten years ago (Egatur, 2017).

The spectacle, participation and nostalgia sport events-subsequent visits generate flows of all kinds, namely the consumer goods-sports equipment, tickets, fees, travel, accommodation and stay, visits to the city, and other type of services. They are related to the event organization, clinics, high performance centers, sports betting, and sponsorships, advertising and TV rights (Pedrosa, 2003). Furthermore, the revenue generated by attending to such events, is a contribution to the tax framework, pays for building and maintaining stadiums and the organization itself.

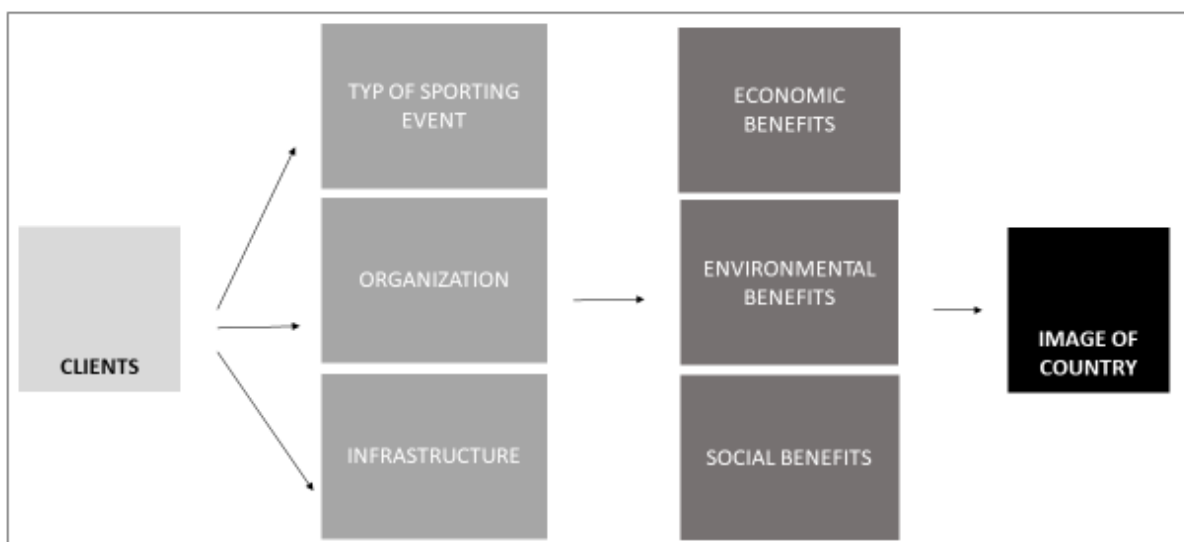


Figure 2. Sport Tourism at the service of a destination

RESULTS

Between 2014 and 2017, the number of Europeans who say they never practice sports went from 42 to 46%, a negative trend occurring since 2009 (European Commission, 2018).

However, in the last Eurobarometer, some minor changes to worse. Remains highly sustained, being the countries exporting tourists and the athletes dedicate more time and economical resources (European Commission, 2018). In addition, remarkable results are expected in the medium and long term, being favorable to sports practice because of transnational initiatives that are being carried out

under community impulse (European Commission, 2018).

As benchmarking, it must be affirmed that the flow of tourists increases in search of places to practice sports. In the case of Spain, one of the tourism leading countries of the world market, 10.6 million foreign tourists practiced some sport during their stay in Spain, generating an expense of 114 euros a day. That means 1.207 euros spent per person during their total stay, 69 euros less than the average located at 1.138 euros (Egatur, 2018). The preferred activities were hiking, mountaineering, water sports, golf and popular marathons.

We distinguish six segments of sport tourism customers (Newland & Aicher, 2018):

1. Attendees to live shows and in person to any type of sporting event, from the world soccer championships or any other specialty of any category, to the most minor tournament
2. Those who follow the celebration of events through the television - at home, in the club or in any establishment ad hoc, radio broadcasting, written media, and streaming
3. Videogame players, at home
4. Athletes who perform at an event individually, professionally or amateurly.
5. Athletes who participate in an event collectively as a club
6. Travelers who visit the places where an event was held in both the first and second groups.

Sport events can have large dimensions (Olympic Games, world championships, World Police and Firefighting Games, etc., Formule-1, etc.) moving thousands of people; medium-sized, mobilizing hundreds of people, and small-sized ones, whose proportion is quite minor.

Identifying the target, among European practitioners it is found that:

- The market remains constant, very similar to the last ten years, but the practice of sports increases. In addition, we expect spectacular results in the medium and long term favorable to it, thanks to the EU guidelines. The target countries are still the Scandinavians, Portugal, Switzerland, Germany and, despite the decline in activity, Spain and Austria
- The daily expenditure of sport tourism is higher than the average spending of holiday tourists in a percentage close to 6%
- The segments for Madeira are groups 4 - Athletes who perform at an event individually, professionally or amateurly- and 5 -Athletes who participate in an event collectively as a club -
- The dimension of sport events is preferentially medium and small

Types of sporting events

The International Olympic Committee accepts a total of 66 sports activities, distributed among those of summer sports (28), winter sports (7) and other sports recognized by that body (31).

There is a border between the sports accepted by the International Olympic Committee and tourism. These are activities related to walking, running, fitness, opening training, corporate wellness, spinning, and aerobics, associated with urban life, outdoors, adventure, and discovery, that fit perfectly with the main demands of sports activity of Europeans when they travel, as quiet sports activities. We would say that sports activity has become a sport on demand for each group or person, at any time of the day.

ORGANIZATION

Although a very important part of medium and small sporting events has been done so far thanks to the voluntarism of a few, the management by clubs, associations and the various public administrations advances throughout Europe towards a complete stage professionalization, especially when the development of this activity involves attracting tourists in an increasingly competitive environment.

To develop an event and properly use spaces, an organizing team with the appropriate administrative services is required. Whether it's a sport club or individual sportsmen, the organizing team requires:

- Economic resources. Three sources of financing appear: private brands, through advertising, sponsorship and contracts with media for retransmission; public administrations; and the exploitation of the activity itself and the different spaces, based on ticketing, memberships, concessions, exclusivities and rights over merchandising products. These three sources guarantee the profitability of the event. Each one of the financiers looks for the profitability adapted to their interests: economic, social and environmental;
- Adequate spaces for the celebration of events whether private or public. Both the

enclosures and the outdoor spaces are immersed in a profound process of urban reorganization;

- Methodologies and tools in the management processes, in customer loyalty, in marketing information systems, SIM, in the management of brands
- Contacts with athletes, with federations, with referees, with brands and sponsors, with local assistants, visitors and tourists;
- Offline and online media interested in generating consumable content by broad audiences, which generate audiences and economic flows that provide enough resources to adequately remunerate the entire circuit;
- Public-private management, which is usually the most competitive, since it balances the search for economic, social and environmental benefits;
- Sports management, which is one of the specialties on the rise in academic education. Manage this series of elements to obtain the key factors of success of the events. Fortunately, this course, the University of Madeira has started a degree in Hotel Management that facilitates the training of students in tourism, which will allow in the medium term to have talent prepared to expand to this field of tourism.

The availability of numerous natural spaces valued in Madeira, such as those of the *levadas* and mountains, and of sports facilities makes Madeira an ideal place to encourage this type of market, sport tourism.

NECESSARY INFRASTRUCTURE

Game Sports events require sports opportunities, equipment, services and complementary products (Heinemann, 1988). Regarding opportunities, we must mention sports facilities; means of transport and roads; parking, facilities for supplies and evacuation; sports environments, such as home-club and social premises; points of sale of sports clothing and accessories. In terms of equipment, sportswear, accessories, food, medical and rehabilitation services, repair, computer equipment and other auxiliary means. Regarding

the provision of services, learning of the sports discipline; training; advice on programs; sports events. As for complementary products, shows and sporting events, sports, travel, insurance, betting, video games.

In this sense, the tourist offer of Madeira is sufficiently complete to undertake this new market, although it will have to adjust the lodging, the restoration, the intermediation, the transport, the tourist activities, the shopping to the growth of the future demand of sport tourism. Additionally, expand the services around the *Levadas* and the mountain to complete a product with high added value.

ECONOMIC, SOCIAL AND ENVIRONMENTAL BENEFITS

The positive impact of sport events is the income, the improvement of the infrastructures and their maintenance, the transport service created, the pride and sense of belonging, the volunteer and the active participation of the community, and the image that is generated in the off and online media. The negative impacts are the overcrowding, the increase of robberies and criminality, traffic congestion and displacements, the increase of garbage (Barker, Page & Meyer, 2002) and the medical and safety problems that are generated.

Apart from seeking the balance of the economic results of the accounts of each event, the sports policy should tend to improve the social aspects - that is, improvement of the salaries of the people, creation of new jobs, of the green spaces at the service of the population, of the community sport practice, of the general level of life, of innovation- and environmental of the destination. In this way, green events are planned to encourage attendees and participants to adopt pro-environmental behaviors (Hyoung, Nelson & Kim, 2015).

Well, it is difficult to establish the measurement to know the real impact of a sports event. Most tangible aspects are auditable, but intangibles are much more complicated.

The measurement problems that are presented are of a conceptual nature - depending on the understanding of sports spending in relation to entertainment, recreation, tourism-;

statistical - low level of practice data, clothing and exclusive materials, sports spending, the breakdown within national statistical services between entertainment, leisure and culture-; and methodologies - incidence of sport in industry and distribution in national accounting (Pedrosa & Salvador, 2003).

In the face of megalomania in the construction of spaces for sport, rationality is imposed, enabling those infrastructures and ad hoc services for each project. Sport tourism cooperates to the sustainability of the territory and heritage and cooperates with slow tourism, a new way of traveling more relaxed and with a much smaller ecological footprint.

BRAND IMAGE OF COUNTRIES

The brand image of a country or a tourist destination is an umbrella that protects all those elements that constitute it. Sport tourism is one

of the ones that can bring more value and infuse a special mark. In this way, the vision of Madeira offering itself as slow tourism can generate an attraction of tourists interested in a different way of traveling differentiated from the massive sun and beach tourism, which marries the contemporary play mentality and has a higher disposition to pay more.

The idea is to develop a public-private management for spaces where not only social conditions of the population are improved, but the environmental wealth of the island is preserved.

It is necessary to associate the perceived value of quality, of emotional response, of price, of experience to the reputation of destiny and this will produce fidelity.

The brand image of Madeira would increase its value if this input relative to sports tourism is added



Figure 3. Sport tourism attribute incorporated to the Madeira brand

In search of the clear differentiation regarding the sun and beach offer of most European islands, sport tourism is associated with the concepts of sustainability and slow tourism, within the most advanced trends of the new way of traveling.

CONCLUSIONS

From the explanations of this paper the following conclusions can be drawn:

- a) Sport has become a determining factor in the offer of tourist destinations. Thanks to this, they move towards differentiation and toward greater international competitiveness
- b) The data provided in this paper indicates that there is an important sport tourism market in Europe, mainly in Scandinavia and in the traditional emitting countries of tourists to Madeira

- c) This is a target that is willing to perform quiet sports activities such as walking, running, fitness, outdoors, opening training, adventure or discovery
- d) This target spends 6% more than when traveling for other tourist activities
- e) Madeira can grow in the sport segment of medium and small events both in individual activities and clubs, and both among neophytes and intermediaries. The fundamental reasons are the available natural spaces, such as the *levadas*, the mountain. And above all the association of the tourist image to sustainability and slow tourism
- f) It requires adjusting the offer of tourist and para-tourist services and infrastructure to the evolution of the new demand
- g) In the digitization phase of the sector in which the world tourism market lives, Madeira can take advantage of the opportunity to promote digital transformation in the field of sport tourism.

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Conflict of interests:

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