# SPORTS TOURISM

Sports tourism is one of the fastest growing sectors in tourism. More and more tourists are interested in sport activities during their trips whether sports are the main objective of travel or not. Sport events of various kinds and sizes attract tourists as participants or spectators and destinations try to add local flavours to them to distinguish themselves and provide authentic local experiences. Mega sport events such as

Olympics and World Cups can be a catalyst for tourism development if successfully leveraged in terms of destination branding, infrastructure development and other economic and social benefits.

# SPORT AND TOURISM, TWO DRIVING FORCES AND THE CONFERENCE IN BARCELLONA

► Sport and Tourism are two driving forces for the promotion and sustainable economic development of tourism destinations. To better understand the links between tourism and sport and to increase the awareness of the benefits of their joint contributions, UNWTO and the International Olympic Committee (IOC) jointly organized the First World Conference on Sport and Tourism in Barcelona on 22-23 February 2001. This publication contains the studies prepared for the Conference as well as the speeches delivered there.

# SPORT TOURISM AND HIS CONTRIBUTE TO SDG

- Tourism can contribute to sustainable development and the achievement of the 17 Sustainable Development Goals (SDGs). This overview illustrates how sport tourism can contribute to the SDGs and what needs to be considered when developing sport tourism to ensure its contribution to sustainable development. The comparative strength of sport tourism lies in: Engagement in physical activities; Opportunities for interactions; and High development potential almost anywhere. Thanks to these characteristics, sport tourism can play an important role in achieving various SDGs if developed with

consideration.

# THE UNION OF SPORT AND TOURISM AND THE TACTICS OF TOUR OPERATORS

► Combining tourism and sport is a great economic opportunity, for some time now many tour operators have been taking advantage of sporting events, creating special packages by combining sports, such as marathon and tourism, working to encourage participants to travel or stay in the city of the race. . Therefore, sport would be exploited to expand the tourism market and, on the contrary, to create more attraction towards a specific sporting event or sporting activity.

# HERE YOU ARE TWO VIDEOS OF SPORTS TOURISM

- https://youtu.be/T7Q1XGVujqA
- https://youtu.be/HE0MxgOsiwc