

Sport Tourism

Sport Tourism:

New Challenges in a Globalized World

Edited by

Ricardo Melo and Claude Sobry

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CONTRIBUTORS

Alexander Hodeck, Faculty of Sport Science, Leipzig University, Germany, e-mail: hodeck@uni-leipzig.de

Alexander Hodeck studied Sport Management at Leipzig University. Since 2009, he has been working in the Department of Sport Management and Sport Economy at Leipzig as a research assistant. His work concentrates on sport tourism and sport marketing. He finished his dissertation on sport tourism in highland destinations in 2015. Alexander Hodeck belongs to the dvs and the AK Sportökonomie in Germany, as well as the International Society of Social Studies in Sports (ISSSS). His research specializes in the destination choice of active sport tourists and the segmentation of sport tourists. He has also looked into the passive sport tourism of minor sport events. In addition, he is closely associated with the German sport system as the Vice President of two sport federations.

Ana Cristina Portugal, Coimbra Education School, Polytechnic Institute of Coimbra, Portugal, e-mail: anacristinaportugal@gmail.com

Ana Cristina Portugal is Professor of Basic and Secondary Education. She graduated in Languages and Modern Literatures from the Faculty of Humanities at the University of Coimbra, having obtained a postgraduate qualification in marketing from IPAM, and a Master's degree in Inland Tourism and Education for Sustainability, from Coimbra Education School at the Polytechnic Institute of Coimbra.

Andreia Moura, Coimbra Education School, Polytechnic Institute of Coimbra, Portugal, e-mail: andreiamoura@esec.pt

Andreia Moura graduated in Tourism from the Coimbra Education School (ESEC), Polytechnic Institute of Coimbra, Portugal, in 2005. After some years working as a tourism and hospitality analyst and advisor, she started teaching undergraduate and postgraduate tourism students at ESEC. In 2015, she finished her PhD in Tourism at Aveiro University, which focused specifically on accessible tourism. She has participated in a number of research projects in the field and is the author of several articles on accessible tourism and strategic tourism management and planning. She is member of the Governance, Competitiveness and Public Policies GOVCOPP

Research Unit at Aveiro University. Andreia Moura has been developing her professional skills in the field of tourism for the last ten years in terms of research, consultancy and lecturing, and is currently responsible for a tourism spin-off service in research, project management, entertainment and events, which is called ESECTour and is located at ESEC.

Angel Barajas, University of Vigo, Spain, e-mail: abarajas@uvigo.es

Ángel Barajas completed his PhD in Business Administration at the University of Navarra. He is an associate professor in the Department of Financial Economics and Accountancy at the University of Vigo, Spain, and a leading researcher at the International Laboratory of Intangible-driven Economy (National Research University Higher School of Economics, Perm, Russia).

Claude Sobry, University of Lille, France, email: claud.sobry@univ-lille2.fr

Claude Sobry is PhD, Professor at the University of Lille. As an economist, he was one of the very first to defend a PhD about sport economy in France. After ten years at the Faculty of Economic Sciences in Lille, he went on to work at the Faculty of Sport and Physical Education, also at Lille. He has published papers and books on macroeconomics, sport economics, sport governance and sport tourism. He created a sport management Master's degree at Lille, led a research laboratory for ten years and has collaborated with the European Commission to develop the sport tourism side of the economy of sport. He now travels a lot for teaching, and to participate in conferences in numerous countries. He is always pleased to be able to meet and connect with people from a range of places and organizations, in order to further knowledge and understanding through a scientific approach. Claude Sobry is founder and President of the International Research Network In Sport Tourism (IRNIST).

Derek Van Rheenen, University of California, Berkeley, United States of America, email: dvr@berkeley.edu

Derek Van Rheenen is the Faculty Director of the Cultural Studies of Sport in Education M.A. Program and Executive Director of the Athletic Study Center at the University of California, Berkeley. Prior to earning his Ph.D. in Cultural Studies from U.C. Berkeley, Van Rheenen played college and professional soccer in the United States. His research interests include social theory, the connections between sport, identity and culture, the role of intercollegiate athletics in American higher education and sport

tourism. Van Rheenen belongs to the International Research Network In Sport Tourism (IRNIST).

Elsa Sacramento Pereira, School of Education and Communication, University of Algarve, Portugal, email: elsapereira@sapo.pt

Professor at the School of Education and Communication at the University of Algarve; PhD in Sport Sciences; Master's degree in Sport Management from the Faculty of Human Kinetics (FMH), University of Lisbon (UTL); member of the Research Centre for Spatial and Organizational Dynamics (CIEO) at the University of Algarve; member of the Portuguese Olympic Forum. Research interests: strategic management in sports, sports and the development of the communities, sports and tourism, sport events.

Eugénia Lima Devile, Coimbra Education School, Polytechnic Institute of Coimbra, Portugal, e-mail: eugenia@esec.pt

Eugénia Lima Devile has been a lecturer at Coimbra Education School, Polytechnic Institute of Coimbra, since 1996, and the Director of the tourism degree since 2014. She completed her Master's degree in Management Information in 2003. She is a researcher at the Research Unit on Governance, Competitiveness and Public Policy at the University of Aveiro. In 2014, she finished her PhD in Tourism, which specifically examined accessible tourism, at the University of Aveiro. Eugénia is the author of several published papers in national and international scientific journals, and has spoken at scientific meetings in the field of tourism, especially in the field of accessible tourism. She is a member of the Advisory Board of *Lousã Municipal Provedoria* for Persons with Disabilities. She integrates Subcommittee 8 - Accessible Tourism, under the Technical Committee 144 (Portuguese Commission for Standardization in the field of Tourism).

Fabien Wille, University of Lille, France, email: f.wille@wanadoo.fr

Fabien Wille is University Professor at STAPS, Lille University, Law and Health, and director of Team 2, Responsibility and Sport Actors Strategy and Education, Unit of Multidisciplinary Research, "Sport, Health & Society", URePSSS (EA 7369). Topics of research: social sciences. Keywords: sport, media, diversity and discrimination. He is coordinator of the ANR (National Agency of Research) project, 2015 generic "RSJ-Medis". Responsible Journalist: Media, Diversity and Sport, filed under the AAP 2015 Challenge 8 Innovative Societies, integrative and adaptive. No. of decision: ANR-15-CE26-0006-01. Collaborative research project with PACTE (UMR 5194 CNRS / UPMF-IEP / UJF - University of

Grenoble-Stendhal), CRAPE (UMR 6051 - University of Rennes 1), Praxiling (UMR 5267 CNRS - University of Montpellier III), GERIICO Lille3 University and URePSSS (EA 7369 Lille University).

Francisco Campos, Coimbra Education School, Polytechnic Institute of Coimbra, Portugal, e-mail: francicampos@gmail.com

Francisco Campos has been an assistant professor at the Coimbra Education School, Polytechnic Institute of Coimbra, since 2007. He graduated in Sports (fitness variant), at the Sport Sciences School of Rio Maior (ESDRM). He holds a Master's degree in Sport and Exercise Psychology, and finished his PhD in Sport Sciences at the University of Trás-os-Montes and Alto Douro (UTAD), in 2015. His research interests focus on the field of fitness (the quality of fitness services and the quality of instructors in fitness group activities). Francisco Campos belongs to the Applied Sport Sciences Research Unit (ASSERT).

Francisco Silva, Estoril Higher Institute for Tourism and Hotel Studies, Portugal, e-mail: francisco.silva@eshte.pt

Francisco Silva is a professor at the Estoril Higher Institute for Tourism and Hospitality Studies (ESHTE), a member of the coordination board of the Master's programme in tourism, and the Course Director of Leisure and Recreation Tourism Management. He has a PhD in Geography, having specialized in urban and regional planning (IGOT - UL), holds a specialist degree in travel and leisure (ESHTE), is a Master of Science and Geographic Information Systems (ISEGI-UNL), and has a degree in Geography (FL-UL). His professional activity has been quite varied, having been a photojournalist, a consultant in tourism, and an instructor and coach for several adventure activities, including mountain climbing, canyoning and rope work courses. Francisco was the President of the non-profit *Associação Desportos de Aventura Desnível* from 1994 until 2008, and is currently the coordinator of the canyoning section, as well as a trainer in adventure sports. He is the author of several articles and books on tourism and adventure sport and geography.

Gregor Hovemann, Faculty of Sport Science, Leipzig University, Germany, e-mail: hovemann@uni-leipzig.de

Gregor Hovemann is Full-Professor (W3) for Sport Management and Sport Economy at Leipzig University. His research is focused on socio-economic analysis in sport as financial management and the management of resources of sport organizations, European aspects of sports management, and the regulation of league sports. He studied sports at the German Sports

University (DSHS) in Cologne, as well as economy at the University of Cologne, and international studies at Cologne (CEMS) and Paris, at the Ecole des Hautes Etudes Commerciales. He finished his PhD in 2003 at the German Sports University (DSHS) in Cologne. Prof. Dr. Hovemann is a board member of the AK Sportökonomie and a reviewer for the journal, *Sciamus*. He has published in several national and international journals, especially on regulation in professional football.

Gustavo Pires, Faculty of Human Kinetics, University of Lisbon, e-mail: gpires@fmh.ulisboa.pt

Gustavo Pires has a PhD in Sport Sciences, is a full professor at the Faculty of Human Kinetics, University of Lisbon, and is the President of the Portuguese Olympic Forum (www.forumolimpico.org). Research interests: Olympic studies, strategic management in sports, public policies and development of sport.

Jesyca Salgado-Barandela, University of Vigo, Spain, e-mail: j.salgado@uvigo.es

Jesyca Salgado-Barandela is a postdoctoral researcher in the Faculty of Business Sciences and Tourism, University of Vigo. Her research focuses on an area of growing interest: the economic impact of sport and sport tourism.

John Saunders, School of Exercise Science, Australian Catholic University, Australia, e-mail: john.saunders@acu.edu.au

John Saunders is currently an associate professor in the School of Exercise Science at the Australian Catholic University at Brisbane. He holds degrees from the universities of Oxford, Loughborough, Hull and Queensland in English Literature, Education, Physical Education and Business Management. He has taught at universities in the UK, Singapore and Australia, has served on the National Coaching Panel of the Australian Rugby Union, been National Coach and Director of Coaching Development for the Singapore Rugby Union, and Director of the Victorian Institute of Sport. He has also been on the executive committees of the International Council for Health, Physical Education and Recreation (ICHPER_SD), the International Council for Sports Science and Physical Education (ICSSPE), and the Australian Council for Health, Physical Education and Recreation (ACHPER). John is currently Editor-in-Chief for *International Sports Studies* and a member of the International Research Network In Sport Tourism (IRNIST).

Joris Vincent, University of Lille, France, email: joris.vincent@univ-lille2.fr

Joris Vincent is a lecturer at the University of Lille (France). He is a specialist on the history of French rugby. He has recently published “Des chômeurs au rugby. Notes provisoires sur le marché du travail des rugbymen professionnels français”, in *Revue Française de Socio Économie*, 13, 151-170, and, “The quest for a successful career change amongst elite athletes in France: a case study of a French rugby player” in *Leisure Studies*, 28(2), 173-188. He is currently working on the topic of responsibility in sport.

Luís M. Cunha, Faculty of Human Kinetics, University of Lisbon, Portugal, e-mail: luismcunha@fmh.ulisboa.pt

Luís M. Cunha is Professor (PhD) of Science in Sport, Sport Management, in the Faculty of Human Kinetics at the University of Lisbon, Portugal. He completed his degree in Physical Education at ISEF's Technical University of Lisbon, in 1986. He completed a Master's in City and Regional Planning at the Technical University of Lisbon in December 1994, and a PhD in Human Motricity at the Faculty of Human Kinetics in Lisbon in 1998, specializing in sport management. He has published two books and several peer-reviewed articles. He is also a scientific advisor on the subject of sport facilities, and a member of scientific groups of development, innovation and entrepreneurship in sports. His main research interests are the development of sports, sport and territory, geography of sports, ocean sport politics management, spaces and sports facilities, and sport and environment (ocean sports, sport and tourism and sport policies).

Margarida Mascarenhas, Faculty of Human Kinetics, University of Lisbon, Portugal, e-mail: margaridab@fmh.ulisboa.pt

Margarida Mascarenhas has a PhD in Sports Sciences from the Faculty of Human Kinetics (FMH), University of Lisbon (UL), and a Master's in Industrial Management and Strategy (1998). She is a professor at the FMH, UL, a board member of the Portuguese Association of Sports Management, the Vice-President of the Portuguese Olympic Forum, and a member of the Sports Development Study Center, FMH, UL. Research interests: strategic and financial management in sports; sports and the development of the communities; sports and tourism; sport events; eco-sustainable sports.

Maria do Céu Almeida, Estoril Higher Institute for Tourism and Hotel Studies, Portugal, e-mail: teixeira.almeida@eshte.pt

Maria do Céu Almeida has a PhD in Civil and Environmental Engineering from Imperial College of Science, Technology and Medicine, University of London, and a Master's in Operations Research and Systems Engineering, from the Technical University of Lisbon, IST. Maria also holds a degree (*Licenciatura*, 5-year course) in Civil Engineering and a specialist degree in travel and leisure. She is a senior researcher at the National Laboratory of Civil Engineering, and a lecturer in risk management on the Leisure and Recreation Tourism Management course and on the Master's in Tourism at Estoril Higher Institute for Tourism and Hospitality Studies (ESHTE). She works in tourism areas, especially in nature tourism planning, risk management and sustainability issues, and is an instructor in nature and adventure activities, including mountain climbing, canyoning and rope work courses. Since 2000, Maria has been the Vice-President of the Assembly of the *Associação Desportos de Aventura Desnível*, and is the coordinator of their risk management training.

Patricio Sanchez-Fernandez, University of Vigo, Spain, e-mail: patricio@uvigo.es

Patricio Sanchez-Fernandez has a PhD in Economics and a postgraduate diploma in Marketing and Enterprise Skills. He is an associate professor in the Department of Finance and Accountancy at the University of Vigo, where he has been teaching since 2000. He has also been a research fellow in the Instituto Galego de Estatística (IGE). Currently, he is the Vice Managing Director of GEN (Governance and Economics Research Network), at the University of Vigo.

Ricardo Gomes, Coimbra Education School, Polytechnic Institute of Coimbra, Portugal, e-mail: ringomes@esec.pt

Ricardo Gomes is an assistant professor at Coimbra Education School, Polytechnic Institute of Coimbra. He graduated in Sports Sciences (Sport Management), from the Faculty of Human Kinetics, Technical University of Lisbon, in 2005, and completed a Master's degree in Sport Management at the Faculty of Human Kinetics, University of Lisbon, in 2014. His current research interests are centred on sport management, sport development, sport tourism and nautical sports.

Ricardo Melo, Coimbra Education School, Polytechnic Institute of Coimbra, Portugal, e-mail: ricardo.es.melo@gmail.com

Ricardo Melo has been an assistant professor at the Coimbra Education School, Polytechnic Institute of Coimbra, since 2007, and is currently the Coordinator of the Master's degree in Education and Leisure. He graduated in Sports, Sports Recreation and Leisure, from the Sport Sciences School of Rio Maior (ESDRM), and holds a postgraduate qualification in Cultural Animation and Mediation from the University of Porto. He completed his PhD in Tourism, Leisure and Culture, specializing in Leisure and Sport, at the University of Coimbra in 2014. His research interests include nature sports and sustainable local development and, more recently, the impact of sport tourism events. Ricardo Melo belongs to the Applied Sport Sciences Research Unit (ASSERT) and is the Secretary for the International Research Network In Sport Tourism (IRNIST).

Rui Machado Gomes, University of Coimbra, Portugal, e-mail: ramgomes@gmail.com

Rui Machado Gomes has a PhD in Education Sciences/Sociology of Education and is Professor of Sociology of Education, History of Education, Sociology of Leisure and Epistemology. He is a senior researcher at the Centre for Social Studies at Coimbra University, Portugal and the coordinator of the PhD in Tourism, Leisure and Culture, as well as of the Master's in the Teaching of Physical Education. His research interests include the social studies of education, leisure and culture. He was Principal Investigator for the projects *Time, spaces and practices of sport leisure* (2000-2002) and *Youth cultures and sport leisure* (2005-2006), which were both funded by the Portuguese Sport Institute, and *Sport for equality* (2004-2005), funded by the Directorate General for Education and Culture. Specializing in comparative studies, he has extensive experience in quantitative and qualitative methodologies applied to the analysis of politics and policies of education and leisure. He is author or co-author of ten books and more than 50 papers on these topics in national and international journals. His recent books include, *Brain Drain-Portraits of Portuguese highly-skilled emigrants* (Coord., 2015, Bertrand Editors), *From periphery to core countries* (Coord., 2015, Coimbra University Press), *Olhares sobre o lazer* (Ed., 2007, CEB) and *Lugares do lazer* (Ed., 2005, IDP).

Sorina Cernaianu, Faculty of Physical Education and Sport, University of Craiova, Romania, e-mail: s_cernaianu@yahoo.com

Sorina Cernaianu is an associate professor at the Faculty of Physical Education and Sport, University of Craiova, Romania, where she teaches research methodology and statistics. She has a Master's degree in Sport, Tourism and Leisure and a PhD in Physical Education and Sport. She is a member of the Center of Studies and Research in Human Movement at the University of Craiova, and a research associate of the *URePSSS* laboratory (Unité de Recherche Pluridisciplinaire Sport Santé Société) at Lille 2, University of Health and Law, France. Her main research interests focus on sport tourism and leisure. She is a member of the International Research Network In Sport Tourism (IRNIST).

GENERAL INTRODUCTION

CHAPTER ONE

SPORT TOURISM: NEW CHALLENGES IN A GLOBALIZED WORLD

RICARDO MELO AND CLAUDE SOBRÝ

1. Introduction

The interest in both active and passive forms of sport, and in travel for leisure purposes, are two defining features of late 20th century and early 21st century societies (Higham & Hinch, 2009). The intersections between these two social phenomena have been gradually increasing and, in this regard, sport tourism has become a field of interest recognized by both academia and commerce.

The first publication referring to sport tourism was published by the Central Council for Physical Recreation in 1966 (Anthony, 1966), describing the role sport could have in tourism. In the twenty years following this publication, other commentaries on the relationship between sport and tourism appeared sporadically (Weed, 2009). Some examples are found in the work of Williams and Zelinsky (1970) and Baker and Gordon (1976) and concern the potential of mega-sports events such as the Olympic Games, and winter sports market in Scotland, respectively. The work of Glyptis (1982), examining sport and tourism in five European countries, stands as the starting point for a growing and sustained body of literature on the linkage between sport and tourism. Other studies during the 1980s focused on the benefits of hosting international major events such as the Olympic Games (e.g. Armstrong, 1985; Kolsun, 1988; Lazer, 1985; Ritchie, 1984), and on the potential of sport and tourism to assist in the regeneration of declining economies (e.g. Beioley, Crookston, & Tyrer, 1988; McDowell, Leslie, & Callicot, 1988).

Since the 1990s there has been a growing body of literature about sport tourism, and a number of reviews have been published in different formats (Weed, 2009). These have included those commissioned by sport or tourism agencies (e.g. Jackson & Glyptis, 1992; Standeven & Tomlinson,

1994), strategic overviews derived from invited conference keynotes (e.g. Weed, 1999; Gibson, 2002), introductory chapters (e.g. Gibson, 2003; Weed, 2005a), and papers published in journals (e.g. De Knop, 1990; Gibson, 1998). Despite the very useful overview these provide about sport tourism research, four general problematic points have been highlighted: i) they are all essentially narrative literature reviews; ii) they make no distinction between different types of works; iii) they were written for different audiences, such as policymakers, academics and researchers, and students; and iv) they lack an evaluation of the research in the area (Weed, 2006b, 2009).

More recently, Weed (2009) wrote a meta-review, exploring previous reviews on sport tourism. Weed's (2009) findings pointed to several works which debate core concepts about sport tourism (e.g. De Knop, 1990; Gibson, 2002; Glyptis, 1982; Hall, 1992; Jackson & Glyptis, 1992; Redmond, 1991; Standeven & Tomlinson, 1994; Weed, 1999, 2005b; Weed & Bull, 2004), the categorization of sport tourism (e.g. De Knop, 1990; Gammon & Robinson, 1997, 2003; Gibson, 1998, 2002; Glyptis, 1982; Hall, 1992; Jackson & Glyptis, 1992; Jackson & Weed, 2003; Kurtzman & Zauhar, 1995; Pigeassou, Bui-Xuan, & Gleyse, 1999, 2003; Redmond, 1991; Robinson & Gammon, 2004; Standeven & De Knop, 1999; Weed, 1999, 2005b; Weed & Bull, 2004), and the relationship between sport tourism and tourism and sport (e.g. De Knop, 1990; Gammon & Robinson, 1997, 2003; Gibson, 2003; Pigeassou et al., 1999, 2003; Robinson & Gammon, 2004; Sofield, 2003; Weed, 2005b; Weed & Bull, 2004). Moreover, Weed (2009) found that the most substantial research area in sport tourism is the impact of sport tourism events, followed by the behaviour of sport tourists participating in nature and adventurous activities, while golf and skiing are the two most researched sport participation areas.

Since the 2000s, and with the increasing maturation of the sport tourism field, the growing body of research has tended to incorporate a range of perspectives, disciplines and research methods, in an attempt to move from describing "what" sport tourists do, to understanding "why" they do it (Gibson, 2004; Higham & Hinch, 2006; Weed, 2006a, 2009).

Since the end of the 20th century, a number of books focusing on sport tourism have also been published. The first one written in English was by Standeven and De Knop (1999), and provided an overview of the status and the relationship between sport and tourism, including destination analysis, planning, management, and impacts. Later books have focused on sport tourism manifestations and impacts (Gammon & Kurtzman, 2002), sport tourism operations and marketing (Turco, Riley, & Swart, 2002), sport tourism development (Hinch & Higham, 2003), sport tourism

economic, social and environmental impacts and issues (Ritchie & Adair, 2004), sport tourism participants, policy and providers (Weed & Bull, 2004), planning, development and management of sport tourism destinations (Higham, 2005), and more recently, sport and tourism in terms of globalization, mobility and identity (Higham & Hinch, 2009). Others have focused on different subfields of sport tourism, including sport and adventure tourism (Hudson, 2003), water-based sport tourism (Jennings, 2007), and heritage, sport and tourism (Gammon & Ramshaw, 2007). Two other books republished papers from previous publications on sport tourism (Gibson, 2006; Weed, 2008).

The existence of quality peer-reviewed academic journals in sport (e.g. *Journal of Sport Management*, *European Sport Management Quarterly*, *Sport in Society*) and tourism (e.g. *Journal of Vacation Marketing*, *Current Issues in Tourism*, *Tourism Review International*), publishing articles and special issues on sport tourism, and the existence of the *Journal of Sport Tourism* since 1993 (relaunched as *Journal of Sport & Tourism* in 2006) is another marker of the legitimacy and maturation of sport tourism (Weed, 2008).

Sport tourism is now also relatively well represented on the circuit of international conferences (Weed & Bull, 2004). The first known conference that included a sport tourism theme was the Recreation Management Seminar, in 1986, organized by the Great Britain Sports Council (Sports Council, 1986). Sport tourism has also been a specific theme in other conferences such in the Leisure Studies Association Conference, the European Association of Sport Management Congress, the TEAMS - Travel, Events, and Management in Sports, and the Illinois Sport Tourism Conference (Gibson, 2002; Weed & Bull, 2004). The first World Conference on Sport and Tourism that aimed to discuss the relationship between sport and tourism was held in 2001, in Barcelona, by the World Tourism Organization (WTO) and the International Olympic Committee (IOC). This resulted in a report (Keller, 2001) that didn't represent any advance in further cooperation between the two organizations (IOC/WTO).

In December 2013, the International Research Network In Sport Tourism (IRNIST) organized its first Sport Tourism Conference at the University of Lille 2, France, dedicated to "Sport Tourism and Local Sustainable Development: Prospective of Globalization Effects, Actors Strategy and Responsibility" [the proceedings can be seen in Sobry (2016)]. Created in 2010, IRNIST is an international network of academics and professionals working in the sport tourism field. The purpose of IRNIST is to develop international and interdisciplinary collaboration to create strategies and methodologies, and to disseminate knowledge, in

order to enhance local sustainable development through sport tourism.

In December 2014, one year after the first conference, the Sport Tourism Conference 2014 (STC'14) was held in Coimbra, Portugal, organized by Coimbra Education School. This was the second edition of a series of conferences about sport tourism, developed within the scope of IRNIST. STC'14 aimed to gather together researchers, professors, students and professionals interested in sport tourism, to stimulate research and to disseminate scientific knowledge. It provided a platform for inter-disciplinary discussions and comparative approaches, enhancing knowledge and experience while promoting scholarly cooperation and collaborative work between researchers from all over the world. STC'14 brought together a wide variety of topics related to sport tourism studies within the theme of "Sport Tourism: New Challenges in a Globalized World".

Globalization, in all its complexity, has emerged over the past two decades as one of the key conceptual and theoretical points of discussion in the social sciences and is "an emergent, evolutionary phenomenon which results from economic, political, sociocultural and technological processes on many scales rather than a distinctive causal mechanism in its own right" (Hall, 2001, p. 22). Sport and tourism, as social phenomena, accompany and are accompanied by globalization: they exhibit its manifestations and act as agents of its processes. In this context, sport tourism offers fertile ground to study the complexities and contradictions of global processes. There is no single, widely accepted definition of globalization (Higham & Hinch, 2009), the processes of which are complex and powerful. However, there are key characteristics of the concept that are consistently raised by a variety of authors, including (Higham & Hinch, 2009): i) the accelerated compression of time and space; ii) a growing interdependence that crosses traditional spatial and non-spatial boundaries; iii) an uneven distribution of impacts; and iv) an increasing flexibility of production.

Within this thematic, it was the intention of STC'14 to discuss the challenges that globalization has brought to sport tourism, considering its threats and opportunities. STC'14 also aimed at linking academic studies to real market needs. The subtopics suggested at STC'14 were directly linked to this idea: policies, development studies and sustainability studies to increase positive impacts and reduce or eliminate negative impacts; innovation, competitiveness, management and event studies, to improve organizations and best practices; market approaches to suit offer and demand; analysis of new trends to understand the tendencies of the market and to project new research problems and new research lines; and the history of sport tourism as a way of predicting the future. In summary,

there were 56 presentations and four keynote speeches at STC'14 [all abstracts can be seen in Melo (2014)]. Participants represented 22 different countries including: Australia, Belgium, Brazil, Canada, Croatia, England, Finland, France, Germany, Iran, Italy, Malaysia, Morocco, New Zealand, Poland, Portugal, Romania, Scotland, Slovenia, South Africa, Spain, and the United States of America. As far as the most represented topics are concerned, one must highlight that there were eleven presentations on sport tourism events, ten on sport tourism management, eight on environmental, economic and socio-cultural impacts, and seven on sport tourism and new consumption spaces. These represent 64% of the total conference presentations, demonstrating the trend of research in sport tourism.

This book is, in this regard, the outcome of an invitation by Cambridge Scholars Publishing to publish the best papers that resulted from STC'14. *Sport Tourism: New Challenges in a Globalized World* is a book that aims to reflect on the new challenges imposed by the globalized world. The chapters included in this book are expected to function as open doors for sharing knowledge and as a platform for reflection on these issues.

2. Structure of the book

This book is composed of four parts, each containing three chapters, including an initial introductory chapter. It is the intention of the editors to lead the reader through a logical sequence so that each chapter builds on the previous chapters. The book is also structured to present a balance between theoretical and empirical works.

The first part of the book is dedicated to (re)thinking sport tourism in the globalized world and the challenges it faces, in order to contextualize and position sport tourism research in academia, as well as in the market.

In this context, Claude Sobry and Joris Vincent, in the second chapter, examine the role and place of researchers in the study of sport tourism in a globalized world. They explore the principles of the code of conduct for research integrity, and analyse specifically the scientific studies focusing on sport tourism which integrate the social responsibility within the research framework, in light of the external and economic obligations that the researcher must follow. Their conclusion is that the researchers' responsibility has multiple intricate facets, all of which are linked and include, produce, network, share and spread their knowledge.

In the third chapter, Derek Van Rheenen, Sorina Cernaianu, Claude Sobry and Fabien Wille focus on the epistemological challenges underlying the sport tourism field in the 21st century. This chapter examines the

perceived problem in this field, and elucidates what scholars and practitioners know (or believe they know) at the nexus of sport and tourism, despite professional rifts, epistemological tensions and cultural biases within the larger community. This is an attempt to analyse the challenges of the sport tourism field from past to present, seeking to envision future prospects for an evolving epistemology.

In the last chapter of the first part of the book, Ricardo Melo and Rui Gomes employ a socio-cultural approach, to understand the development of nature sports, one of the most important subfields of contemporary sport tourism. This fourth chapter starts with a proposal for the definition of the concept of nature sports, and continues with an analysis of the evolution of nature sports in chronological order, culminating in exploring the link between sports, leisure, tourism and nature, that the nature sports concept encompasses.

The second part of the book is dedicated to exploring the new challenges for global and local event sport tourism, the highest profile product within sport tourism.

The fifth chapter, developed by Jesyca Salgado-Barandela, Ángel Barajas and Patricio Sanchez-Fernandez, focuses on the key factors in event sport tourism, from an economic perspective. These authors present relevant elements, along with sport events typologies, as a tool for improving decision-making processes and providing better management solutions, in order to create a positive economic impact where these events are being hosted.

Elsa Pereira, Margarida Mascarenhas and Gustavo Pires's chapter aims to contribute to the understanding of the sports events' potentiating process in the strategic management of a nautical sports events portfolio. In presenting this work, the authors tried to respond to the call for the need to shift the focus of research in this area from impacts to leverage. One of the conclusions drawn by the authors is that the strategic management of small-scale events, focused on the destination image promotion, may benefit from the fact that such events occur seamlessly, in a circuit with several stages, whose hosting is done by cities with nautical features.

The seventh chapter discusses the integrity and sustainability of sporting events. Exploring the case of rugby events, John Saunders presents the changes in sport and sport cultures in response to globalization, especially regarding internationalization, professionalization, and commodification. The central argument used in this chapter is that the concern with authenticity is going to be an essential component of the sustainable sport tourism experience.

The third part of the book addresses some issues related to sport

tourism development in a globalized world.

Active sport tourism for people with disabilities is the topic of chapter eight, written by Eugénia Lima Devile and Andreia Moura. The authors discuss some growth trends in accessible sport tourism, especially regarding the accessible market demand, and present new challenges and the main adapted responses for active sport tourism. Moreover, in seeking to understand the benefits of active sport tourism for people with disabilities and the involvement and awareness of the different providers, they analyse some examples of good practice that have been emerging in Portugal, which provides a backdrop of positive change in this field.

Ricardo Gomes's and Luís M. Cunha's work aims to present a new methodology for the assessment of the sports value of the coast, using the area under the influence of the captaincy of the port of Figueira da Foz, in Portugal, as a model. The beach sports value index was created by considering the beach area, sport facilities present in the coast, sport clubs and organizations, sports events, athletes, touristic capacity, and the total population of the municipality. The authors finish the chapter by presenting a beach sports classification system ranging from one to five sports stars, based within three categories: welcoming capacity; beach sports; and nautical sports. This classification allows sport tourists to choose the best destination for their (active or passive) participation.

The tenth chapter reveals the work of Francisco Silva and Maria do Céu Almeida on nature sport tourism on small islands, looking at the Azores Pico Mountain Climb case study. Built from a top-down approach, the chapter begins by looking at the positioning of the territory in an international context, and then presents tourism (especially nature-based) as a strategic sector for the region, down to the positioning of this product within the range of nature-based tourism products available in the Azores. This is complemented by a bottom-up approach, which looks at destination supply characteristics and context. The authors conclude that the small island territories, without the opportunities of the tropical or of the cold island territories, need to adopt a tourism development strategy that takes specific strengths into account.

The fourth part of the book is dedicated to understanding participation in sport tourism activities.

The eleventh chapter, written by Ricardo Melo, presents a literature review about nature sports, a special form of sport tourism developed in natural or rural places. The chapter attempts to present the main theories and frameworks used to understand nature sports participation, namely sports cultures, serious leisure, voluntary risk-taking, motivations and experiences, and constraints. The theories and frameworks provide very

powerful insights into the study of sport tourism participation in general, and nature sports in particular, and respond to the suggested proposal change in research focus, from “what” sport tourists do to “why” they do it.

The active winter sport tourists in two German highlands are used for segmentation purposes in the twelfth chapter. Five segments of winter sport tourists were found, based on destination choice criteria. These were labelled as Alpine skiers, non-specific sport tourists, multi-skiers, want-it-all sport tourists, and cross-country skiers. Moreover, those segments were characterized according to socio-demographics and travel characteristics. The findings of this study will be useful for the development of new marketing strategies for these specific highland destinations. Further, Alexander Hodeck and Gregor Hovemann make a call for future research projects in this field, proposing international and collaborative projects to compare sport tourists from different countries and within several destinations in an international context, taking into consideration that sport tourism is a global phenomenon.

The final chapter of this book, by Francisco Campos, Ana Cristina Portugal and Ricardo Melo, seeks to analyse sport tourism participation from the perspective of serious leisure in the context of surfing activities. The work focuses on the segmentation of surfers in Portugal by the seriousness of their surfing involvement. The two defined segments were profiled according to their socio-demographic characteristics, surfing profile, surfing travel behaviour, surfing destination attributes preferences, and serious surfing qualities. The results of the study provide important information for the decision-making processes of several stakeholders of the surfing destinations.

Altogether, these chapters portray some of the most important current research interests in sport tourism, and some of the challenges faced in a globalized world.

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PART ONE

(RE)THINKING SPORT TOURISM

CHAPTER TWO

THE RESPONSIBILITY OF THE SPORT TOURISM RESEARCHER

CLAUDE SOBRY AND JORIS VINCENT

1. Introduction

The concept of sport tourism appeared during the 1980s, simultaneously in literature from Europe and the United States of America (USA), to define a set of practices belonging to both the fields of sport and tourism (Glyptis, 1982). The expression “sport tourism” first appeared in the heading of an article in 1987 (De Knop, 1987), and the first book on this subject dates back to 1995 (Drayer & Krüger, 1995).

The World Tourism Organization (WTO), which classifies tourism into several categories (business, historical, religious, gastronomic, oenological, etc...), does not see sport tourism as independent from other touristic phenomena. Yet, this body organized the Johannesburg 2009 International Summit on Tourism, Sport and Mega Events. It shows that the international bodies believe in the economic interests of this part of sport tourism, even if the analysts - mainly academics - are still debating these interests.

At first glance, it appears that the definition and the very notion of sport tourism generates debates and controversies between various groups of actors and political, economic and/or scientific institutions. Considering those debates and following the *Charte Nationale de Déontologie des Métiers de la Recherche* (National Code of Conduct for Research Integrity)¹, it seemed logical to wonder about the place, status and role of

¹The *Charte Nationale de Déontologie des Métiers de la Recherche* (National Code of Conduct for Research Integrity) was signed in Paris on January 29th, 2015, by the French Universities, represented by the Conference of University Presidents, CNRS, Inserm, Inra, Inria, IRD, Cirad and the Curie Institute, to define the criteria necessary for an upstanding and rigorous scientific approach. This charter is a national version of the major international texts already in existence: