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Greetings from the President

Dear colleagues,

In this book of abstracts you will find the twenty-five contributions selected for presentation at the 9th IRNIST conference.

After two years disrupted by COVID 19, with a cancellation in 2020 and a remote conference kindly organised by Barbara Mazza in 2021, we resumed our annual conferences thanks to André Suchet from the University of Bordeaux and his team who kindly welcomed us in 2022. At this conference, participation was mainly comprised of French scholars, with Alexander Hodeck being the only non-French speaker.

Fortunately, Alexander has agreed to organise the 2023 conference and, at the request of the IRNIST board has agreed to modify the rules for selecting abstracts submitted for selection. We would like to see sport tourism move away from isolated case studies that do not fit into a well-defined conceptual framework, as there are still (too) many definitions of sport tourism. The selection of abstracts was therefore made with a view to favouring proposals that were more theoretical and/or innovative in their analytical approach.

The abstracts you will find in this document attempt to respond to this process of promoting the 'scientification' and theorisation of sport tourism. We hope that you will enjoy reading this work and following the presentations made during the conference. We also hope that this process will continue and will gain the consent and support of the participants. In this way, our collective efforts here will be extended to other researchers in the field of sports tourism, further legitimising this important field of research.

I would like to welcome you to Berlin and wish you an excellent conference.

Claude Sobry
President of IRNIST

Mega Sport Events as Catalysts for Tourism Legacy

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Aim and Research Question

This study explored mega sport events as catalysts for host countries' tourism legacy. Considering previous studies, I used the London 2012 Olympic Games to investigate if mega-events' tourism stakeholders use initiatives to leverage tourism legacies from such events (Mhanna, Blake & Jones, 2017; Mhanna, Blake & Jones, 2019).

Theoretical Background

Tourism organisations aim to develop long-term legacies from mega sport event (Mhanna et al., 2017). They use strategies to make the host destination more appealing internationally (O'Brien & Chalip, 2008; Mhanna et al., 2019). Thus, it is vital to recognise fundamental aspects to the needed tourist' experience by creating augmentations to boost tourist interests, which has implications for a strategic long-term tourism legacy. The bottom line is finding associations between events' augmentations and destination marketing initiatives. Immediate tourism initiatives by O'Brien & Chalip (2008) like enticing visitor spending (e.g., implementing special promotions or encouraging non-attendees spending), lengthening their stays beyond the actual event period (e.g., creating additional events for tourists to share time together before and after the sport event per se). However, I acknowledge the paucity of the implications of such initiatives (VanWynsberghe, 2016; Mhanna et al., 2017). Furthermore, I recognise the lack of academic agreement as to whether a mega sport event form a part of a broader process and if it is seen a catalyst for long-term tourism legacies.

Research Design, Methodology and Data Analysis

My research was driven by an exploratory stance and an inductive/interpretive case study design (Yin, 2013). The analysis was based on 20 semi-structured interviews with key tourism stakeholders of the London 2012 Olympic Games. They voiced their perspectives towards the role of the event as a catalyst for the whole country's tourism strategy. I utilised NVivo10 to code the textual data, interpreted empirical data and produced themes using Spencer et al. (2003, p.213) "*Abstraction Ladder Approach*" before amalgamating themes and finalising my findings.

Findings and Discussion

Coordinated activities needed before 2012

Setting long-term strategic objectives by tourism stakeholders in London, within the context of the planning process, initiated at early stages of planning for the London 2012 Olympic Games. This indicated that there was an intention not only to benefit London as a host city, but also to have a long-term tourism legacy for the whole of the UK. The long-term tourism strategy was prepared before the Games. However, data shows that event organisers negatively affected the long-term vision for the Games by focusing on delivering the Games rather than implementing a forward-looking strategy. I recognise the importance of continuous planning, and this implies that it would have been better if LOCOG did not dissolve at the end of the Games, but alternatively, to keep working with other tourism stakeholders. Thus, rather than only focusing on delivering the Games by LOCOG and expecting their tourism impact, it was essential to look forward and plan for a long-term tourism legacy by relevant stakeholders.

London 2012 as a catalyst for UK's tourism legacy

I explored that the London 2012 Games was considered as a tool for promoting tourism not only for the host city but also for the whole country. It was believed to be a catalyst for future international tourism as there was a huge likelihood of quite substantial impacts by using London 2012 as a catalyst to promote the whole of the country as a tourism destination. This is to consider the role of hosting a mega sport event as a fast-track government provision for tourism development. Tourism stakeholders promoted the whole of the UK as a tourism destination internationally, marketed it under different names, and they criticised the adoption of a short-term perspective, of two weeks of the London 2012 Olympics. Anything was done to contribute to the core objectives to market the UK to the world and to increase the value of the UK tourism business economy.

Conclusion, Contribution, and Implication

Analysis showed that if the consideration of tourism development is led by the event itself, the long-term legacy will be affected, as the event will have only a short-term impact on tourism. There was a need for coordinated activities among stakeholders to form long-term tourism strategies. The use of the event itself can leverage tourism impact, but it must not be just thought that leveraging a long-term tourism legacy will automatically happen. This indicates that London 2012 perhaps gave more channels to promote that message through changing perceptions about the country and by giving new opportunities. To reinforce the UK tourism legacy, by using 2012 as a successful tourism catalyst, it was necessary to incorporate it into strategic planning before and after the event is over. If stakeholders seek to maximise impacts of such events, I recommend further empirical inquiries using more cases of mega sport events.

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Models of sustainable sports tourism and the role of communication. Dissemination and implications for municipalities, residents, and tourists.

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Sustainability and sustainable development are now two fundamental principles that influence the way sports tourism activities are managed, like any other socio-economic area (Sanchez-Planelles et al., 2022; Alaimo, Ciacci & Ivaldi 2021; Mair & Smith 2021; Ashrafi et al. al., 2020; Gazzola, Del Campo & Onyango 2019; Hatakeyama 2018; Schulenkorf 2012; Chalip 2006). For this reason, scholars have been wondering for some time about application methods focused on these two concepts and, consequently, on how to organize the tourist-sport offer.

Especially in the last decade, the literature has developed many models and elaborated different classifications of types of sport tourism events (Melo, Sobry & Van Rheenen 2021; Jeong & Kim 2020; Lim et al. 2020; Giampiccoli & Saayman 2018;). This paper takes its cue from the studies cited to understand what the expected consequences from the application of different types of sports tourism are (Eco-compatible sports tourism, Ecotourism, Solidarity sports tourism, Responsible sports tourism, Sustainable sports tourism) and above all examines methods and strategies of communication (Malchrowicz-Moško & Poczta 2018; Misener & Schulenkorf 2016). The attempt is to try to relate sustainable communication models to the types of tourist-sport offer. The goal is to understand how to create effective communication actions to raise awareness among residents and tourists towards the adoption of sustainable practices and to encourage the promotion of sustainable initiatives in the territories in support of the socio-economic development of localities in an increasingly sustainable perspective.

The underlying awareness is that sustainable development requires an organic and holistic approach in which all dimensions of sustainability (environmental, socio-cultural, economic and managerial) are pursued in order to create virtuous and self-reinforcing circuits (Luhmann 1982). This also makes it possible to increase the scope and effectiveness of the actions carried out in favor of harmonious sustainable development (Chen & Zhang 2021; Casper, McCullough & Pfahl, 2020; Schulenkorf 2012). In this sense, the role of communication is strategic both to enhance and promote the tourist-sport offer, and to disseminate sustainable behavior among the various categories of actors and users involved. In this way it is possible to consolidate over time the very value of the offer created, of the ability to attract investments and economic support and to fuel the perception of value among the people who choose this type of tourism-sport offer. Concepts such as reputation, legitimization, recognition of value and reinforcement, awareness and critical awareness and behavioral conversion are some of the main cornerstones of the reasoning on which sustainable communication models are based, which will be presented and discussed (Mascarenhas et al. 2021; Tölkes & Butzmann 2018; Reilly & Latya 2018).

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Kalymnos: a paradise of rock-climbing to the country of sponge divers: Or how rock-climbing and outdoor sporting activities support the tourist activity of the island in front of difficulties met by the 3S model.

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Key words: Greece, Dodécanèse, Kalymnos, island, balneal tourism, sporting tourism, rock climbing, tourist redeployment, sustainable tourism

In Kalymnos, in the Greek South-east Aegean archipelago of Dodécanèse, the tourist development was since the years 1970, based as in many other islands of the area, on the model of the traditional triptych of the 3S. However, this island not very accessible and suffering of a lack of beaches, does not appear to be adapted best to fulfill the requirements of hélio-balneal tourism. Besides it records today an important retreat of its international tourist frequentation. However, for a few years, Kalymnos has been made more and more speak about it by the sportsmen amateurs of rock climbing for which the island has become a spot impossible to circumvent with an international reputation. If the development of this sport was first of all to put at the credit of sportsmen in them, the local authorities but also to the professionals carrying out the opportunity which the phenomenon as regards for the tourist redeployment of the island offered. Today sporting tourism does not supplant the balneal one in Kalymnos but it starts to offer a complement to him which will undoubtedly be essential for him with its survival in an increasingly more competing and demanding tourist market.

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The dark side of hosting an event: Residents' perceptions of sport tourism event

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Keywords: SPORT TOURISM EVENT, RESIDENTS' PERCEPTIONS, HOST COMMUNITIES

Introduction

Tourism based on hosting sport event results in economic and socio-psychological impacts on host communities (Choi, Kim, & Leopkey, 2019; Maciejewski, 2019). Economic impacts, which many scholars consider, and the social impacts of tourism based on hosting sports events have also been somehow investigated. Nevertheless, investigating perceived negative social impacts has been either ignored or done with little attention. Therefore, this study aims to study the negative social impact of hosting sport tourism events from residents' perceptions.

Material and Methods

The participants for this research were 50 Tabriz city residents recruited by judgment sampling method. Focused group interviews were used for gathering the data. Then thematic analysis was utilized for interview analysis.

Results

Four themes of expenditure increase, traffic issues, environmental concerns, and socio-cultural conflicts are extracted as a dark side of hosting sport tourism events.

Discussion and Conclusions

Recently, sport tourism studies focused on residents' perceptions of the negative social impacts of sport events (Kim & Petrick, 2005). Four negative factors were highlighted, which conform to previous findings (Kim et al., 2006; Kim & Petrick, 2005; Konstantaki & Wickens, 2010; Houhou & Rahal, 2020).

In particular, the residents perceived that hosting the event would result in Sustainability issues and security risks. Therefore, event planners and administrators should provide a strategic plan for managing these issues and mitigate the high level of negative attitudes toward hosting the event from event stakeholders. This study highlighted the perceived social negative impacts and could be contributed to a better understanding of how residents of the studied community view the impacts associated with a sport tourism event.

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Towards sustainable sport tourism «Case of the Atlas and Valleys tourist territory»

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Keywords: Sport ecotourism – Optimum - sustainable development – Shared wealth

Rural populations, often poor and isolated, are highly dependent on their survival of the ecosystems in which they live. Thus, in order to meet the complex challenge of simultaneously combating poverty and degradation of nature, it is essential to find the appropriate institutional arrangements to make the use of resources more sustainable.

Under the impetus of institutions, entrepreneurs and civil societies, many developing countries embrace the new sustainable development paradigm and, in this context, sport ecotourism, considered as solidary and responsible, but at the same time one of the components of the tourism sector, the world's largest growing sector, and seen as a new way of sustainable use of ecosystems.

Problem

For the Atlas and Valleys region, it is legitimate to consider the existence of an optimum to reconcile the three key metaphors of sports ecotourism: valorization of environmental conservation, equitable contribution to Economic development and taking into account and responding to the needs of host communities.

Research interests and objectives

- Implement the various ecotouristic optimum indicators: environmental, human and economic, specific to the Atlas and Valleys region;
- Propose calculation methods to operationalize these indicators through an empirical study of the Atlas and Valleys region.

Making sports ecotourism research strongly permeated by the knowledge economy and highly useful for sustainable development, which will undoubtedly facilitate the task of decision makers and guide their actions in the right direction.

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DEVELOPMENT OF SPORT TOURISM IN CROATIA: Missed opportunity or not?

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Key words: tourism development, sport tourism, cooperation, Croatia

Introduction

Tourism is one of most important economic activities in Croatia and sport is contributing mostly to its positive image. Success of tourism is usually measured using contribution to the GDP; tourism amounted to 14,2 to 16,3 percent of the gross value added to the whole of the economy (Ivandić & Šutalo, 2018), number of arrivals and overnights and the level of tourists' satisfaction. Sport can be considered as sector that is contributing less to the economic position of the country with about 3,8% of GDP (Grohall, Kleissner, Kokolakis & Papić, 2021) but much more to its image.

Although, inequal in many features, both sectors - tourism and sport developed joint product – sport tourism that depends on the quality of resources of both sectors. Having in mind the benefits of cooperation of tourism and sport, Croatian government established the Ministry of tourism and sport (previously – Ministry of tourism) in 2020. Existing parallel organisations on regional level, system of tourism boards and system of sport associations expressed the need for more intense cooperation (Čorak & Boranić, 2022).

For the need of further development of sport tourism in Croatia, the main research questions are:
Is sport tourism (and its forms) as tourism product(s) developed and appropriately presented in county tourism planning strategies?
Is sport tourism appropriately presented on the web pages of the county boards?

Material and Methods

Secondary sources were analysed: 1) sport tourism and its forms or modalities identified in the master plans of tourism or marketing plans using several characteristics (identification of sport tourism(s); the position of sports tourism products in tourism products portfolio and potential for growth) and 2) presentation of sport tourism as products on the county tourism web pages (position and description of sports tourism products on the official websites of county tourist boards). Results of both analyses were used to rate the level of harmonisation of planning documents and their representation on the web.

Results

Results showed capabilities of county boards to capitalize their sport and tourism potentials through different forms of sport tourism and their abilities to communicate those products to tourism consumers but still with substantial prospects of improvement. Although sport tourism in Croatia is dominantly dependent on tourism sector's resources, better communication between tourism and sport on local levels would improve already achieved positions.

Discussion and Conclusions

Research results revealed that there is a need of more investments in quality of sport infrastructure and human resources in sport organizations to become more adequate partner to tourism organizations.

Development of sport(s) tourism in Croatia can be considered more as a missed opportunity, as there is still an enormous potential for further growth especially in the area of promotion and content development if the chances and all resources would not be implemented in the future.

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Paris 2024 creating global social sustainable development: Measuring the perceived impact on non-hosting community

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Keywords: Residents perception, non-host community, Olympic Games, social sustainability, mega sport events

Sport has consistently met the requirements of sustainable development, mainly by meeting the demands of the modern sports community and by contributing to awakening the public access to sport in the future (Manzenreiter, 2005). Furthermore, the topic of sustainability through sport has always been foreseen in preparation for bidding for the Olympic games, considering the principles of sustainable development and creating a long-term legacy (Alvina et al., 2020).

undoubtedly, assessing citizens' perceptions of sports events can significantly help formulate policies for social cohesion and community development. Recently, researchers started to understand and measure the impact associated with hosting sports events on residents; however, despite the potential spillover effects of the impacts from the host destination on non-host communities (Liu, Broom, and Wilson 2014, Ritchie, Chien, and Shipway 2020), few studies focused on investigating the perceptions of non-host city residents (Karadakis, & Kaplanidou, 2012; Ritchie et al., 2020; Wise, 2020; Mair et al., 2021).

Nevertheless, the non-host residents remained the focus of researchers on the surroundings of the host cities or the regional cities and countries. In light of this research gap, this work aim to identify the perceived impact of the Summer Olympics Paris 2024 on non-host residents'.

Nevertheless, the non-host residents remained the focus of researchers on the surroundings of the host cities or the regional cities and countries. Therefore, the current research will focus on the impacts of mega events on the non-residents of the host destination.

Therefore, this work will be following Ishac & Swarts (2022) approach to assess the perceived impact associated with non-host residents prior and after the event mainly by examining the perceptions of non-Paris residents (Iran residents) through the model for social event leverage from examining the spillover effects of the 2024 Olympic Games (Beesley and Chalip 2011) and its possible alliance with Health and Active community as well as considering to Equity and Equality issues. The ultimate goal will be to understand if hosting the Olympics can positively impact no-host residents from different countries. That can provides decision makers on implementation for sustainable community development.

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A study of the contributions of sports tourism and sustainable development in Mauritius: new practices and new issues

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Keywords: SPORTS TOURISM, SUSTAINABLE DEVELOPMENT, MAURITIUS, ISSUES

The objective of this paper is to show what are the dynamics of the sports tourism market in the island? What are the stakes and limits of these activities in the sustainable development of these territories? More specifically the work aims at analysing whether the Mauritian tourism product can be sustainably diversified with sports tourism. To answer to these questions, this research will evaluate a spatial model of the territorial attractiveness of sports tourism activities in order to draw lessons from the Mauritian example for other island areas?

Introduction

The popularity of sports tourism activities is growing. According to the annual report of the Mauritius Bureau of Statistics (2019), the majority of visitors come for vacations with more than one million tourists and among more than 90% of the international tourists are motivated by activities related to sports recreation and the beach. Beyond the number of practitioners who are joining more and more young locals, the increase in the number of service providers, the effervescence of the event dynamic as well as the numerous developments of sites and facilities of activities testify to the dynamism of the market and the diversification of the Mauritian tourism offer. While it is true that island tourism is a renowned form of tourism, the fact remains that these activities constitute a challenge for the SIDS as these islands present various development and marketing strategies to reinforce their uniqueness and competitiveness.

Located in the Indian Ocean, in a tropical environment, with a total area of 2030 km², Mauritius is an example of successful diversification as it has evolved from a mono-culture economy (Pebarthe, 2003) to a world-renowned island tourism destination offering a range of tourism-related activities, based notably on eco-tourism (World Bank, 2013), heritage (Jauze, 2008), entertainment (Gowreesunkar, Sotiriadis, 2014), culture (Pudaruth, 2018) or gastronomy (Troubat, 2014). This success of the tourism industry has been organized in the various development plans under the authority of the government by arranging the capacities of the hosting customers and structuring the paradisiacal image of a postcard destination (Singaravelou, 1997). Faced with this success, stakeholders have gradually adopted a profound transformation of the Mauritian tourism model towards greater resilience and sustainability. As part of its Strategic Plan for Tourism (2018-2021), Mauritius has anchored itself to become a "leading and sustainable island destination."

Material and Methods

The reference framework on sports leisure is based on an approach on the contribution of sports tourism to the sustainable development of the territories, based in particular on the work of Higham and Hinch (2006); de Melo, Sobry and Van Rheenen (2021) or de Naria et alii (2022). It is also based on the evaluation of direct and indirect economic effects Kartakoulis and Karlis, (2002); Elcock (2005); Bull and Weed (2020); Fadda (2020) or development impacts Naria (2010); Buckley, Shakeeka and Guitart (2014) or Towner (2016). Finally, it is based on the examination of the role of sports tourism in the development of environmental

protection or the management of cohabitation and conflicts of use of space Martel (2008); Naria and Sherwin (2011) or Ramallal et al, (2010).

The methodology of this paper is based on a qualitative approach that relies on the analysis of existing documentation, reports of professional institutions of sports tourism practices as well as public documents of the main governmental actors in Mauritius. Based on a thorough literature selected questions have been set to ensure fair and relevant data gathered reflects the real contributions of sports tourism and related sustainability challenges for Mauritius. It is also complemented by semi-directive interviews with around 10 varied service providers in the sports tourism sector (air, land and water) using a methodological guide in order to analyze the representations of this market sector from a sustainable development perspective. Finally, we will rely on empirical observations in hiking, diving and boating.

Results

The data collection aims to analyse and reflect on the dynamics of the sports tourism market in the island? The work has looked into what are the stakes and limits of these activities in the sustainable development of small island territories? The relationship has been established to determine and analyse the extent to which the Mauritian tourism product can be sustainably diversified with sports tourism. The spatial model of the territorial attractiveness of sports tourism activities has been used to establish the major determinants and variants in order to draw lessons from the Mauritian example for other island areas.

Discussion and Conclusions

The case study of Mauritius shows the example of a system that has diversified its tourism offer due to a mass seaside tourism that has deeply marked the island coastline. Mountain and air sports activities now complement the local offer. Sports tourism has become a dynamic niche sector marked by the increase of service structures, by a continuous dynamic of local and international events, as well as by more and more tourists and locals visiting the island's sites. In this context, the development of sports tourism is part of the governmental framework of a sustainable island, whose sustainable development objectives must be achieved in all segments of Mauritian tourism. The socio-spatial dynamics of the sports tourism territories show an unbalanced spatial pattern between centers and peripheries. Major attractive poles are located in Grand-Baie, Trou aux Biches and Flic en Flac while marginal areas are located at mid-slope.

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Portugal nautical stations: Strategic goals and environmental sustainability

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Key words: NAUTICAL STATIONS, STRATEGIC ALLIANCES, SUSTAINABILITY, SPORT TOURISM

Introduction

Nautical tourism is a tourist product in great expansion in Europe, with pronounced potential to promote and develop tourist destinations (Vázquez, 2020). Strategic alliances are beneficial in the production and service sectors, such as tourism and sport tourism (Wäsche & Woll, 2013). Moreover, the cooperation is considered crucial for the operative field of sport tourism management. Considering the dynamics of nautical tourism management and the importance of meeting the specificities of this market niche, the objective of this study was to analyze the strategic alliances for the development of the offer of nautical tourism products, namely, the strategic goals and sustainable environmental practices adopted by the actors which integrated the strategic alliance in order to certificate a plethora of nautical stations in Portugal.

Material and Methods

Between September and December 2021, 17 Portuguese nautical stations' application forms were collected. Content analysis using Nvivo software was the technique used for data analysis.

Results

The results showed a multiplicity of strategic objectives associated with the strategic alliance established between the nautical stations. The results showed that the main strategic objectives were: i) structuring the tourism offer; ii) increasing governance; iii) promoting and marketing nautical tourism using the image of the destination. Also, regarding the environmental sustainability practices, this research revealed that the environmental education actions were the most referred (Pereira et al., 2022).

Discussion and Conclusions

This study contributes to a better understanding of nautical tourism and Portuguese nautical stations. The conclusions of this study point to the need for future scientific research to analyze other dimensions of the application forms, namely decision-making process, communication strategy and selling process.

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Local residents' perception toward the sports event 'Ice Swim Morocco' organised in the Khenifra region

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Key words: RESIDENT'S PERCEPTIONS, ICE SWIM MOROCCO.

Introduction

Morocco has been undertaking extensive reforms in various economic, political, institutional, and social spheres for several years now. This is in response to the significant challenges facing the country's economic development and in pursuit of the prosperity of the people, an objective that continues to feature in the official speeches of high-level officials. After acknowledging the limitations of the current economic model adopted in Morocco, the King has established a commission whose ultimate goal is to design a new economic model that can promote progress in the country and address the critical situation in several sectors.

Tourism could be an important lever among others for economic development and a considerable source of income by taking advantage of the rich and varied tourist potential of the Moroccan regions.

Developed countries have started to promote sports tourism in its various forms in order to attract a new population that seeks the pleasure of practising sports or attending a sports event, while making use of the tourist opportunities of the places visited. Morocco does not lack the natural reserves to engage in sports tourism investment, but rather a tourism policy adopting sport as a factor of capital importance, capable of playing a primordial role in the promotion of the country's image as a sports-tourist destination, offering a panoply of activities and/or events, which meet the expectations of the different segments of sports tourists. This could boost the local economy and contribute to the development of a given region.

Presenting a sports tourism offer without taking into account the expectations of local residents could alter the objectives to a large extent. And bring unexpected consequences from private or public investors

This article presents a case study on the perception of local residents towards the "Ice Swim Morocco" sports event organised in the Khenifra region of Morocco. The objective of this study is to understand their level of knowledge of the event, their perception of the economic, social and environmental impacts and their support for the event.

Material and Methods

To achieve the objective of the study, we will use a mixed-methods approach involving questionnaires with local residents not involved in the organisation of the event and semi-structured interviews with participants. We will consider a representative sample of the local population to assess their level of knowledge of the event, their perception of the economic, social and environmental impacts, and their support for the event.

Results

We have not yet established the results.

Discussion

We have not yet established the discussion and conclusions.

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The development of public gardens: a measure to operationalize the sports policy of the region Casablanca Settat-Morocco

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Key words: Public garden, Need, Sustainable sports practice, Planning, Local leaders

Casablanca is a Moroccan city that covers an area of 216.56 km², representing nearly 1.1% of the total area of the region of Casablanca Settat, with 49% of the total population of the region. It is a very attractive economic pole making it a city with a high population growth (a very high density with more than 15,500 inhabitants/km²). Indeed, this particularity has created an exceptional urban dynamic through the extension of constructions at the expense of green spaces and public gardens. The ratio of green spaces at the level of all the prefectures of the city is only 0.35 m² per inhabitant, which is 41 times less than the international standard set at 12 to 15 m² per inhabitant. Nevertheless, the exploitation of these spaces, particularly public gardens, can be used to meet the needs of the inhabitants of Casablanca in terms of sports activities. The development of gardens and their provision with the necessary sports equipment facilitate, for the different social categories, access to leisure sports practices and the reservation of a space for relaxation, pleasure and recreation. The challenge for local leaders is to act on the growth of gardens and their development. The latter should reveal a major priority to the installation of sustainable sports facilities. It is then interesting to reveal the level of satisfaction of the inhabitants of Casablanca with regard to the sports offer of public gardens. The objective of this article is to answer the following question: to what extent do public gardens offer a sustainable sports practice? Do they allow the satisfaction of citizens' needs? Our study will refer to quantitative data collected through a questionnaire distributed to the inhabitants of Casablanca. Indeed, our study has shown the importance given by the citizens, to the practice of sports, the need to increase green spaces dedicated to sustainable sports practice.

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The place of sustainable development in the services of sport tourism professionals

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Keywords : Sports tourism; Tourism services; Sustainable development

Sport tourism is a sector that creates jobs and wealth. However, it also has negative impacts on the environment, the territory visited and the inhabitants (pollution, seasonal and poorly paid jobs, social disparities, etc.). The situation is worsening especially in developing countries due to the lack of means and skills to deal with it (Behnassi, 2008).

On the other hand, it is necessary to introduce the concept of sustainable development in the tourism sector through the good practices of the various actors, including service providers. Thus, the objective of this work is to analyze the place of sustainable development in the services of sports tourism professionals. We opted for semi-directive interviews with sports tourism providers in the city of Marrakech.

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Sport tourism and sustainable development

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Key words: sport tourism; sustainable development; job creation; social progress

Since its emergence, the concept of sport tourism has undergone a remarkable ascension and has occupied a growing place in scientific works, the reflections of politicians and socio-economic actors.

Indeed, sport tourism, a relatively young concept, is a phenomenon that proliferated only towards the end of the 20th century (Sobry, 2004).

Certainly, the concept has been the subject of intense debate heavily tainted with ideological resonance for many years (De Knop, 1987; Gibson, 1998; Tissot, 2012; Huggins, 2013; Sobry, 2004; Schut & Levet-Labry, 2014, Favre & Vonnard, 2015; Bouhaouala & Sobry, 2017; Tissot, Quin, & Vonnard, 2018).

For some, sports tourism is considered as an active tourism that involves people traveling to play a sport, participate in an event, or visit a sports mecca (Gibson, 1998).

According to Lapeyronie (2009), sports tourism is about traveling to practice a sport, traveling for a sport show or even practicing a sport at one's resort. For others, this notion carries the idea that sport tourism is an opportunity to increase the primary consumption of customers, and thus create new sources of revenue for tourist destinations (Gammon & Robinson, 2003).

Finally, if the proposed definitions differ according to the typology chosen for sport tourism, there is at least one common feature to these different approaches: the potential that sport tourism offers to the social and economic development of tourist destinations.

Sport tourism is strongly involved in the tourism development of territories and therefore participates in their economic dynamics through the companies, jobs and investments it generates (Sobry, 2017).

The development of sports tourism is considered, from a political point of view, as a real vector of development and territorial planning, as a tool for integration and citizen education in a social perspective or even it is presented, in an economic framework, as an opportune entrepreneurial sector (Bouchet, Bouhoualet, 2009).

If the social, political and economic importance of sports tourism is no longer in question in the western context, it represents, nevertheless, a stake of social and economic progress and a real source of income and employment for the territories and the tourist regions in the case of the emerging countries.

In the same sense and since the holding of the world summit of the sustainable development in Johannesburg, the World Tourism Organization (UNWTO) encourages the developing countries, to promote tourism as an application to the sustainable development.

As a result, The UNWTO (2005) defines sustainable tourism as a :« Tourism that takes full account full account of its current and future economy, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities ».

Through this research, we wish to consider the case of the Western model of sports tourism development in order to draw lessons on the impacts and the social, economic and environmental stakes that can be ensured by the implementation of the development of tourism activity in emerging countries.

Therefore, the interest of the present research is double.

On the theoretical level, this study aims to contribute to the expansion of knowledge on the theme of sport tourism, which is still very little addressed in the academic literature.

Empirically, the study aims to verify the extent to which sport tourism promotes the development of sustainable development practices in an emerging country context, specifically in Morocco where this type of research remains relatively rare.

Local Outdoor Race as an Example of a Sustainable Sporting Event-Case from the Czech Republic

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Key words: EVENT, RACE, SPORT, SUSTAINABILITY, TOURISM

Introduction

Small-scale events like a local running, biking, swimming or skiing race can significantly contribute to a local community and economy and help to promote the region hosting it as a touristic destination. The aim of this article is to introduce the Valachy Tour as example of sustainable sport event strategy for tourism development of a rural mountain destination in the Czech Republic. This sports event represents a sport tourism product created by a local resort to attract visitors and active athletes to this rural destination. Sports tourism is one path to developing the destination in a sustainable way.

Material and Methods

To assess such an event, primary quantitative research was conducted. An online survey was conducted among the 213 active athletes participating in the local outdoor “Valachy Tour” sporting event. Data were collected from February till November 2019. The examined races were: cross-country skiing, duathlon, mountain bike, triathlon and cross-country running race.

Results

The goal is also to present research concerning active participants’ consumer behavior regarding aspects of sport tourism and tourism services. The results confirmed the interest of respondents in visiting the destination again in the future outside of the context of the event and the ability of the destination to organize these events in the natural environment and a protected nature area repeatedly. The research found that the environment of the event was the second major motivation for participation.

Discussion and Conclusions

This series of races is shown to be leverage for further development of the rural territory. The dominant feature of this whole sporting event is a unique and attractive environment compared to other events organized in the Czech Republic. The strategy of spreading these five races throughout the year relieves stress on the destination and nature to retain it in good condition.

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Health and sport in tourism – drivers of growth and development?

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Regular, purposeful physical activity is a foundation for promoting health and prevention consequences of physical inactivity, such as metabolic diseases, cardiovascular diseases, obesity, various types of cancer, passive musculoskeletal disorders and mental illness (Bull et al., 2020). Furthermore, physical activity represents the basis for good quality of life, maintenance of independent living and also mental performance. Promoting health is a motive for being physically active. For example maintaining health is an important motive for starting exercise in a commercial fitness club (Nagel, 2015). Here, similar to vacation offers, people are willing to finance the costs themselves. Together with demographic change as well as increasing demands at work due to the digitalization of work, it stands to reason that health-oriented sports represent a growth market. Relevance of sports and health in terms of prevention thus follows relevant developments in our society.

On the other hand, the development of tourism in many destinations faces challenges such as climate change, which limits their core offers like winter sports. Rising costs such as for energy or investments in sustainability require new sources of revenue. Therefore, the question arises whether and how a sports-related health tourism or health-related sports tourism can contribute to growth and profitability in vacation destinations.

A healthy lifestyle includes, among other things, healthy nutrition, physical activity, regeneration and social contacts. This is where tourism, away from the daily grind, can create opportunities for building health literacy, mindfulness, self-efficacy and social experiences in a stimulating and recreation-enhancing environment.

The promotion of health-oriented sports is strengthened by application-oriented research, social developments and new technologies such as digitalization. Therefore the question arises, how these could be used to strengthen the demand for health sports tourism and to promote the quality of the offers.

The narrative review presents the topic as a scientific cross-cutting issue of tourism, health and sports sciences with a focus on management to support the building of a conceptualization of health-oriented sports-tourism.

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Luxury Sport Tourism – an empirical analysis of consumers

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Introduction

Luxury tourism is a rapidly growing but not yet extensively studied market (Correia, Kozak & Del Chiappa; 2020). The increase in demand for luxury goods is not limited to tourism, but rather shows that in addition to the tourist offer, complementary aspects of a trip, such as shopping opportunities (Park, Reisinger & Noo; 2009), also play a significant role. A product extension of luxury goods in the area of athleisure wear (Lipson, Stewart & Griffiths; 2020), shows how products from sportswear are inspired and transformed into couture looks. This study investigates based on the results of Beyerhaus, Mou & Hodeck (2022) needs of consumers in the field of luxury sport tourism based on a classical model of sustainability.

Methodology

Based on a literature analysis of the last 10 years on the term “luxury tourism” and the results of expert interviews a questionnaire regarding the needs of consumers was created. A sample of 104 persons could be collected by using an online questionnaire. Results were analysed with SPSS.

Results and Outlook

There is no holistic approach to the development of sustainable luxury tourism. Destinations with natural resources are deemed to have higher potential than destinations with urban resources for future sustainable luxury tourism development. Analogies to other product expansions in the luxury segment can be expected in relation to sustainable luxury tourism to provide more potentials for future sustainable luxury tourism development. Regarding luxury sport tourism environmental sustainability is more important to consumers than economic or social sustainability. Consumers of luxury sports tourism are interested in hiking, skiing and surfing.

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Tourism and sports, a lever for territorial marketing and sustainable development for small islands states?

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Keywords: SPORTS, SPORTS TOURISM, ISLANDS, TERRITORIAL MARKETING, SUSTAINABLE DEVELOPMENT

Introduction

Confetti lost in the oceans, islands are particular territories characterized by a multitude of institutional situations and geographical, ethnic, economic and even geopolitical singularities. Islands have multiple assets with varied physical environments, exceptional heritages and resilient societies. At the same time, they have strong constraints due to their vulnerabilities, whether it is their small size, their isolation, their limited resources or the effects of global warming, forcing them to embark on the path of sustainable development.

Despite the implementation of international conferences and support programs (Barbados, 1994; Johannesburg, 2002; Rio 2010; Mauritius, 2004; Samoa, 2014) and some successful experiences towards the progress of the islands (Baldachino, 2023), the results remain nuanced to achieve development. With limited influence in international relations (Ashe et al., 1999), small islands states have implemented several levers for development.

Among these levers, tourism and sport seem to be attractive vectors for positioning their territories on the international scene. Tourism and sport occupy an important place in the economic and social development of the islands (Uperesa, Mountjoy, 2014; Jeeyoon, Delia, Walsh, 2022; Naria, 2022). Indeed, they have grown considerably over the past three decades and participate in political, economic, and cultural functions as well as claims and representations for the island states.

These two sectors can characterize the emblematic island places insofar as they seem to symbolize the image of a territory or more exactly the one that one wishes to give it. Tourism and sport or more precisely the imaginary that it conveys can be directly involved in the construction of the image of small island states. If the sports facilities directly or indirectly associated with the providers of tourism and sport structure the issues of sustainable development, many major events also participate in their own way. Sport has now become an instrument of power in international relations (Augustin, Gillon, 2021; Guégan, 2022; Aubin, Guégan, 2022).

While it is true that the literature has focused on the analysis of continental territories from the point of view of the characteristics of sports event marketing (Barget, Gouguet, 2010; Bessy, Suchet, 2015), from tourist-sports attractiveness to territorial development (Bouchet, Lebrun, 2009; Parent, Chappelet, 2015) or methodologies for evaluating the economic impact of sports and tourism events (Chappelet, 2014; Melo, Sobry, Van Rheenen, 2021), the fact remains that very few studies have focused on their effects on small island states. Moreover, the international relations and sports and tourism policy interests of small islands have also been little studied.

Material and Methods

The objective of this paper is to show how tourism and sport can be territorial marketing levers for small islands states? To what extent do tourism and sport constitute a factor of sustainable development? Finally,

what are the strategic objectives of the actors of small islands states in terms of territorial and sustainable marketing of tourism and sport?

In order to answer these questions, we first propose a literature review on the relevance of sport and sports tourism in the territorial marketing and sustainable development of small islands destinations. We will show their deficits of recognition and power that they must face. The research presented is situated between two fields. The first one refers to the use of sport to shape the international image of an island as a resource for diplomacy; the second one refers to the contribution of sports tourism in the brand image of islands. In this regard, we can mention in particular the approach on the contribution of tourism and sport associated with the construction of strong tourist image, the development of island destinations (Dolingting et alii, 2015) or the revitalization with "smart destinations" or "marketing strategy" (Cepernic, 2016). The research is also based on the effects on sports events offering a potential of tourist attraction (Seraphin, Gowreesunkar, 2020; Sofield et alii, 2003). Finally, it is based on the role of sport in the construction of territorial marketing (Hautbois, 2018; Dangle, Maltesse, 2014). Next, we will mobilize an empirical approach in two steps.

The first will analyze the strategic objectives of island actors in terms of territorial marketing of sport, understood as investment goals and strategies adopted. It will be based on the examination of data from the International Olympic Committee (IOC), National Olympic Committees (NOCs) and major International Federations (IFs) on the Summer Olympic Games from 1896 to 2021.

The second will study the attractiveness of tourism to the sustainable development of sports tourism in the islands. The data will come from the reports of the United Nations (UN) and its international partners (UNESCO, UNDP, World Tourism Organization). It will also analyze the documents of the main governmental actors of the small island states regarding sustainable development, tourism and sport.

The field of investigation will involve the examination of a panel of 55 island territories. Case studies will illustrate the link with sport and sport tourism strategies developed in the islands.

Results

The strategic objectives of the actors in the field of territorial marketing of sports show three main results. The island territories participate in major sporting events in order to exist on the world map. The Olympic Games (JO) and international sports competitions generate a significant number of trips and shape the image of island destinations, contributing to the development of tourism and sports. The actors of the islands organize sports events to show their power. Thus, sport becomes the theater of new stakes and new perspectives synonymous of progress for these nations scattered in the oceans, of social cohesion for a large part of the youth in margin of employment and identity references, finally, to create a national pride around the victories which symbolize the fight for the real equality.

The finalities of tourist attractions of the actors in the field of the sustainable development of the sports tourism attest that the nature in the islands constitutes a world playground for these activities. Land, water and air sports have been introduced to the offer of a large majority of island tourist destinations, differentiating from one island to another according to geographical, economic, cultural and political assets. In this register, organizing a sports tourism event brings about potentialities of attractiveness of the territories in relation with the positioning of the image of the sports tourism activities of the islands, related as a lever of visibility for multiple spin-offs.

These objectives are major stakes of the strategic marketing orientations for the islands' actors. Firstly, the economic and tourist benefits are identifiable to boost the attractiveness of the island territories. Secondly,

sport represents a means of geopolitical affirmation for the islands, visible in three fields, as a warning of their climatic situations, as a means of their autonomy claims, and finally, as a diplomatic means of integration of their territories by relying on soft power, or even "islands branding". The stakes of the strategic orientations must however be put into perspective with regard to the observed limits of sports and tourism development for the islands.

Discussion and Conclusions

Sport and sports tourism is a privileged way for islands to radiate and exist on the world map. The meaning of power has changed today, sport represents a soft power weapon for island actors to demonstrate their power, world sports competitions or regional games are used to acquire legitimacy and credibility. At the interface of sports, leisure and tourism, sports and sports tourism correspond to one of the most promising market segments in economic terms and in terms of image insofar as they do not only concern the local demand of licensees and sports tourism practitioners but also that of numerous external tourists who consume sports services as well as related services.

Thus, tourism and sport are today increasingly integrated into the strategies of public actors, they are used as a communication asset, a symbol of dynamism or a vector of image for small island states. The rapid evolution of global processes has also drawn island regions into a global sports tourism economy to meet the demand for more "mixed" experiences. The results presented will provide a basis for further research on the island scale, the role of sport and sport tourism as a territorial marketing tool, allowing decision makers to consider their contributions to sustainable development objectives.

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Sustainable sporting events in (non) Protected Natural Areas. Literature review

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Keywords: SUSTAINABILITY, EVENT, SPORT, NATURAL ENVIRONMENT

Introduction

Numerous investigations consolidate the use of the natural environment as a setting for the practice of physical and sports activities, generating a boost of new consumer and business trends, such as the organization of sporting events in (non) protected natural environments. Within this context, in relation to the intensity of the use of the natural environment in general, and of protected natural areas in particular, the need arises for an active and adequate management of the compatibility of uses, which contributes to the increase of environmental consciousness and, consequently, the reduction of the negative environmental and social impacts associated (Farías et al., 2018; Newsome et al., 2011; Oñorbe, 2014a). Due to this situation, in recent years, several publications have been issued which were aimed at evidencing the need for sustainable management of this type of events in these environments. Therefore, the purpose of this study was to carry out a bibliographic review of this topic: sustainable sports events in protected and unprotected natural environments.

Material and Methods

The bibliographic review was based on the consideration of two databases: Scopus and Web of Science, as well as reports or existing manuals in the gray literature. The search limit was set on 2022. A total of 49 records were collected, which were analyzed taking into account four large blocks of information: i) Typology and main characteristics of the documents (type of document, year and country of publication); ii) Event's characteristics (type of sport and (non) protected natural space); iii) Object of study, and iv) Sustainability areas investigated and their relationships (environmental, social and economic).

Results

Out of the 49 documents analyzed, a predominance of scientific articles was observed (73%). Among these documents, the years in which a greater number of publications was registered were 2017 (10%), 2018 (12%), and 2019 (12%). Mountain races is the most studied discipline among sporting events (25%) and, in relation to the location of the events, 64% referred to natural protected environments and 36% to natural environments in general. Finally, the object of the studies with a wider application in the total of documents analyzed were the participants of the event (29,3%), and the most studied field was the environmental (53%), which was presented mainly in articles (74.4%) and in sustainable recommendation guides (16.3%), where the application of the most used study was on participants (28.4%).

Discussion and Conclusions

It is confirmed that the most recurrent type of publication are scientific articles and that their evolution of publications since 2013 has been increasing. The location of the most studied (non) protected natural environments is Europe, specifically Spain. There is a dominance of the environmental field within the study of the publications, and mountain racing and mountain biking are the disciplines with the greatest presence in the publications.

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The future of ESports events in the German sports market - A critical analysis

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Keywords: ESports, Germany, Sports Market

"The avalanche cannot be stopped, but we are asleep in Germany." This is how former coach and DFB sports director Robin Dutt explained the ESports situation in the German sports market in 2017. The initial question of this study was to find out whether and how aspects of talent development, education, fitness, and training planning as well as tactics can be transformed from 'real' sports into the world of digital sports events.

Accordingly, the aim of the study was to identify potential development approaches for Esports event structures and strategies that can promote ESports in Germany in the future and make it competitive compared to 'real' sports events, but also to critically question them.

First, the term ESports is defined and placed in a theoretical context. In addition, the economic situation of ESports in Germany is described and the current state of research is presented.

Based on six guided interviews with experts from different sub-sectors of the ESports industry, it can be shown that ESports events are already marketable in Germany, can keep up with other sports in many respects and are even more popular than classic sport events among certain target groups.

However, ESports in Germany continues to struggle with a lack of political and social acceptance and, in some cases, clichés, which is why a major bottleneck for the strategic development of ESports in Germany is identified as the emergence of basic systemic structures. These include, for example, ESports event hubs in large cities or the promotion of ESport in schools and traditional sports clubs. According to the study, this could lead not only to higher acceptance, but also to a more responsible approach to and more sustainable consumption of ESports.

Provided that such basic structures are created, this study concludes with the thesis that by 2035, ESports events in Germany will have higher audience figures than the currently largest traditional sports events.

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Towards environmental sustainability of the soccer world

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Keywords: Standards; Environmental protection; Soccer Club; Supporters.

Based on their inseparable relationship, the sports community would have an obligation and responsibility to protect the environment (Chen et al., 2015). For example, when a club hosts several tens of thousands of fans in its stadium for a few hours, the various means of transportation, consumption, and waste have an impact and consequences on the environment. Furthermore, environmental practices are enhanced when conveyed through sport (Greenhalgh, LeCrom, & Dwyer, 2015).

In this sense, Babiak and Trendafilova (2011), Inoue and Kent (2012) argued that environmental initiatives proposed by professional sports organizations improve public perception. Indeed, these initiatives can increase the environmental credibility of these organizations (Inoue & Kent, 2012).

In this perspective, the increased international development of environmental issues and the need for energy change are leading the soccer world to adapt to become greener. It is increasingly difficult to deny the impact of a match on the environment. Waste separation and fan travel are two key aspects that clubs, with the support of local authorities, will have to deal with.

Our research focuses on environmental sustainability. It aims to develop suggestions for the application of environmental protection practices in the world of soccer.

Through this research, we will try to show, on the one hand, how international and national soccer authorities could implement ecological or environmental standards that could put pressure on clubs and fans and, on the other hand, how these clubs, thanks to their exemplary power or their media coverage, could develop a culture of environmental protection among fans by raising awareness of the need to change their mentality and behavior through green initiatives such as the optimization of lights and the recycling policy that allows a considerable reduction of waste generated by the stadium activities.

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The Role of Sports Tourism in Achieving Economic Development in Egypt

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Keywords: SPORTS TOURISM, ECONOMIC DEVELOPMENT, SUSTAINABILITY

Introduction

This paper discusses how sports tourism has become an important factor in developing local economies, with a significant percentage of tourists visiting other countries to practice sports or attend major sporting events. However, there is a lack of awareness and understanding of sports tourism in Egypt, which hinders the success of the tourism development process. The research problem addressed is how to recognize the new concepts of sports tourism, its types and importance, and the efforts made by Egypt in utilizing sports tourism in economic development as a means to find new income sources and innovative means for economic development.

Material and Methos

The researchers employs the inductive approach to analyze the role of sports tourism in the economic development of Egypt. This involves observing every aspect of the phenomenon and deriving a general rule to explain the object of the phenomenon. Using this approach, the research can provide a comprehensive review of the economic impact of sports tourism in Egypt and highlight its various dimensions.

Results

The research concluded with many significant results through which the vital role of sports tourism in economic development in Egypt can be extrapolated, as follows:

1. The need to be aware of the great potential of the sports tourism sector to enhance economic development.
2. The importance of enhancing community participation in tourism development in general by providing financial, administrative and training support.
3. The need to develop public and tourism services in places of sports practice in order to achieve the desired economic return.
4. The willingness of citizens to participate and work in various tourism activities in order to achieve a great benefit that will be reflected positively in the national income and then the per capita income

Discussion and Conclusions

The researchers make the following recommendations and proposals for decision-makers to maximize the benefit of sports tourism in Egypt:

- Spreading tourism awareness through mass media such as satellite channels, the Internet, the radio and the press.
- Enhancing the material capabilities of the concerned entities by the Ministry of Tourism and Antiquities and the Ministry of Youth and Sports in order to enable them to upgrade the existing tourist destinations to a civilizationally appropriate level.
- Expanding the tourism services and deepening their contribution to enriching economic and social activity.

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Sport Tourism Development: Local to Global Perspectives

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Exploring the social, economic, and environmental dimensions of cable parks as innovative spaces for aquatic leisure and mixed sports practices

The development of cable parks as a location for aquatic tourism and leisure is a relatively recent phenomenon which is part of a broader evolution of sports practices and leisure activities. This development is the result of a combination of social, economic, and technological factors that have allowed for the emergence of a new space for mixed sports practices, intrinsically linked to the aquatic environment.

Previous research on sports and tourism facilities has highlighted the adaptation of the supply to the evolution of demand. Augustin (1986) analyzed the changing sports preferences and the growing interest in new maritime spaces before the 2000s from a geographer's perspective. Bessy & Hillairet (2002) clarified the concept of innovative sports spaces, particularly in relation to white water stadiums. Coulom & Bessy (2014) also contributed to this area of study. Other authors have studied more specifically snowparks (Pabion Mouriès et al., 2015; Reynier et al., 2019), artificial climbing structures (Bourdeau, 1989) or artificial waves (Falaix, 2019).

To understand this evolution, it is necessary to mobilize multidisciplinary approaches that allow for the analysis of the economic (Schumpeter, 1911), socio-historical (Callon, 2013, 2017), and environmental issues related to the development of cable parks. Thus, a cross-analysis of these approaches will be used to shed light on the different facets of this phenomenon. In this perspective, we propose a progressive study of the development of cable parks using references from press articles and private and historical archives relating to the trajectories of these economic actors. Semi-structured interviews are then conducted with various stakeholders in a logic of maximum diversification (federal actor, business leader, expert practitioner). Two objectives emerge from this research. The first is to offer an understanding of the development of cable parks and its rapid growth as an innovative aquatic leisure base. The second objective is to examine the sustainability of these installations and environmental issues.

In addition to the specificities of the development of cable parks, we will emphasize the broader implications for sports tourism and social diversity. The breakdown into three periods highlights a chronological evolution concerning the development of these areas and their commercial diversification. The sports project is now intertwined between management, playful programming and the commercial articulation of different visitors. An integration of innovative technologies produces a place where sports, for leisure or competition, support the spectacle, visits, and cultural discoveries. The ecological dimension raises lively controversies and it will be necessary to detail whether the massive attendance of these places is in accordance with the respect of local fauna and flora.

Conceiving of Ecoterritories: At the Intersection of Sport Tourism, Place and Sustainable Development

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Keywords: Sport tourism, ecoterritories, ecopedagogy, comparative methodology

This paper describes the refinement of an earlier articulated comparative methodology, shifting the unit of analysis from a sport tourism event or activity to a given place or space. By focusing on a geographical or spatial unit of analysis, our current IRNIST-sponsored international research project seeks to contrast similar or like territories (e.g., small island states) and their unique relationships to sport tourism and sustainable development. Specifically, this project documents the development of these unique places by embracing multiple dimensions of sustainability (and sustainable development goals) at these unique and diverse sites. The revised methodology measures the dynamic intersections of sport and development through a critical eco-territorial lens, recognizing the possibility of global change and a commitment to ethical and sustained (and also restrained) growth. We define ecoterritories as unique geographic ecosystems with diverse political economies and socio-cultural histories. This conceptualisation of ecoterritories advocates for approaching projects in their multi-sectoral dimensions, particularly in terms of the intersection of environmental, economic and social impacts. Ecoterritories are likewise political in nature, boundaries defined by governance (e.g., power) structures with varied but often similar social histories. These historical to current structures determine the decision-making process—who is and who is not at the proverbial table. Such ecoterritories rely on a moral mandate for change, a focus on a critical consciousness or ecopedagogy. This approach is relational—dialogic and inclusive—with a shared commitment to social and environmental justice. Thus, ecoterritories represent an innovative model or heuristic to better manage resources while creating sustainable alternatives to linear models of economic growth and capital accumulation.

The Unifying Role of Play in Sport Tourism Theory - An Historical Perspective

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Tourism and sport are modern phenomena, growth industries attributed to the evolution of capitalism and leisure. Long since these industries grew to mass proportions (e.g., mass tourism and commercialized sport), sport and tourism continues to expand their global importance relative to socio-economic indicators. This emergence has prompted the academic study of these fields as distinct and overlapping areas of inquiry. Early scholars of tourism and sport studies defined these distinct concepts as modern (and post-modern) forms of play (Buck, 1978; Cohen, 1974; Godbey & Graefe, 1991; Graburn, 1977, Guttman, 1978, Loy, 1968). Drawing on the works of Veblen (1899), Huizinga (1950) and Caillois (1959) among others, these late twentieth century scholars proposed a phenomenological and structural (e.g., a logic of supply and demand and the corresponding social relations inherent to this logic) understanding of these unique yet interrelated spheres of social life. These scholars sought to define these terms as forms of recreation, a pleasurable diversion from the ordinary confines (e.g., space and time) of daily social reality. The presentation reviews this intellectual history and calls for a renewed interest in play (*der Spieltrieb*) as an essential element of sport tourism theory. Several propositions and theoretical implications are offered for discussion, invoking the sacred and secular efforts at existential discovery and transcendence. Finally, this paper builds on the work of these earlier scholars and hopes to infuse sport tourism scholarship with a playful spirit of exploration, freedom, even joy.