

THE BENEFITS AND IMPORTANCE OF SPORT TOURISM

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***Abstract:** The goal of this research paper is to look into how crucial sports tourism is. When they are involved in sporting activities as well as when they gain interest and passion for a specific sport, a wide variety of factors have been studied, including factors that affect sports tourism, advantages of sports tourism, classification of sports tourism, and characteristics of sports tourism. When people plan a trip to another city or country, they participate in a variety of activities such as recreation, adventure, music, or visiting religious or historical sites, but sports is the most important element. As a result, this can be defined like sports tourism. As a result, it can be classified as sports tourism. Sports tourism is especially important for athletes. Those interested in pursuing a career in a specific sport frequently plan sports tourism trips to participate or observe.*

***Keywords:** Activities, Development, Participation, Sports Tourism, Training*

The act of travelling from one location to another one with the purpose of participating in a sporting event or activity. Sports tourism is frequently misunderstood as involving only watching sporting events. This, however, is not correct. Sports tourism includes much more than this, such as travelling for personal sporting purposes, such as competing in badminton or learning to surf. Sports tourism can also include visiting to sport events such as a Formula One race or a Premiership football match. Sports tourism entails nostalgic excursions to historical sites, such as Barcelona's Olympic Stadium, or exploring memorabilia related to one's favourite sports heroes such as the museum at the Maracana stadium in Rio de Janeiro.

Tourism based on sports especially, is a billions of dollars industry. Sport is currently the most common social phenomenon on the planet, and tourism is

expected to overtake sport as the world's largest industry in the next century. The sports tourism industry has grown dramatically in recent years, rising from \$1.41 trillion in 2016 to \$5.72 trillion by 2021, a staggering 41 percent increase in just four years! Sports tourism accounts for a large portion of the tourism industry. Some estimates put this number as high as 25%, implying that sports tourism accounts for a quarter of all tourism!

Furthermore, media announcements from the World Tourism Organization (WTO) and the International Olympic Committee (IOC) in 2004 declared their contribution to strengthening their cooperation in the sports and tourism domains, emphasising the importance of sports tourism.

'Tourism and sport are related to each other and they are powerful forces for development, attracting investment in infrastructure projects such as airports, roads, stadiums, sporting complexes and restaurant-projects that can be used by the local people and also visitors of that country who come to use them.'

Sport tourism has a broader economic and social influence than just the sporting event. Both the local residents and tourists to the region benefit from it in terms of economic and social opportunities.

Economic Growth-Sports are tourism investments that result in economic development. They promote economic development by providing lodging, hotels, restaurants, and retail outlets. In cities and regions where sporting activities are held, attempts are made to develop a variety of areas that contribute to making it easier for people to visit. In cities or regions where activities are held, attempts are made to develop a variety of areas that can help visitors visit more easily. Sports tourism provides memorable experiences for tourists and promotes a positive picture of the city. Sports tourism is normally planned by people who are passionate about a specific sport and want to learn more about it. They will be able to practise or watch the sport by sports tourism, enriching their experience. They are able to spot errors and contradictions and correct them. Individuals gain more

experience when they compete in sports on a regular basis. They will, on the other hand, develop proficiency and expertise over time.

Relationships in the Region-Sport tourism enhances community ties while also reinforcing corporate sponsorship. Individuals who are passionate about a sport, are professional athletes, and compete in competitions and events will create bonds with their communities. Individuals may strengthen their contact ties and form relationships and terms with one another in this way. The other people may be event organisers, athletes, or others involved in sporting activities. Some people have been involved in sporting activities since they were teenagers. They also become involved in learning the sport as early as childhood, and by practising the sport from the start, they are able to become proficient by the time they reach adulthood. They participate in a variety of activities, both domestically and internationally, at this level, adding to their status and popularity while fostering community relationships.

Provides Youth with Opportunities and Entertainment –The sport tourism industry is regarded as a significant source of entertainment for young people. Participants in the competition must be attentive, resourceful, and conscientious, as well as illustrate these qualities. They also gain the ability to improve their image, as well as providing entertainment for those who are mainly watching sporting events. Individuals normally have a favourite team based on ethnicity or other factors, and they are amused if that team wins. When competitions are arranged between two players or two teams, however, they are usually conducted impartially, regardless of who is competing.

Communication - When it comes to planning a sporting event, communication is regarded as the most important factor. During a cricket match, for example, commentators help viewers to understand the scores, overs, available balls, and so on. As a consequence, they are more capable of predicting the match's outcome. A large number of people watch these matches and activities on television or listen to them on the radio. Individuals nowadays often watch them on their cell phones,

smartphones, and other devices. The use of the media to efficiently interact is seen as an important aspect of sports.

Growth of Sports Tourism - Improvements in infrastructure, connectivity, and individual engagement and excitement are all factors that contribute to the growth of sports tourism. When visiting another city or country, sports tourists can engage in other leisure and recreation activities, such as other recreational activities. As a result, both sports tourism and leisure tourism can be planned at the same time. In addition, sports tourism will help communities plan organisational marketing and bidding capability.

Produces a Positive Image of the Destination – Individuals who take advantage of sports tourism shape favourable opinions regarding tourist destinations. Individuals who have a desire to visit a location for specific purposes, such as engaging in sports, will, on the other hand, help to build a positive picture of the destination. Because of their goals, they can not pay attention to these problems in areas with dense populations or that lack well-developed infrastructure, and form a positive impression of the destination.

Infrastructure – Improving sports tourism necessitates the construction of new infrastructure. Anything that enables public utilities, connectivity, transportation, electricity, water, communication, radio, television, the road and rail network, as well as the overall organisation, is considered infrastructure.

Conclusion

Sports tourism is currently gaining a lot of traction in countries all over the world, as well as among individuals. There are two types of sports tourists: those who participate in sporting activities and those who come to watch them. Sports tourism is influenced by economic, technological, and socio-cultural factors. Hard and soft sports tourism, sports activities tourism, nostalgia tourism, active-based sporting tourism, and outbound sports tourism are all examples of sports tourism. Sports tourists have a variety of attributes, including physical fitness, mental well-being,

discipline, good communication, diligence, resourcefulness, and ethical behaviour, in addition to their curiosity and enthusiasm. They also display intellectual curiosity, the desire to improve intellectual abilities, and marketable skills.

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