

Chapter

SPORT EVENTS TOURISM: A PERSPECTIVE ANALYSIS FOR THE TOURISM SECTOR

Teresa Palrão¹ and José António Filipe^{2,*}

¹Universidade Europeia - Laureate International Universities,
ISCTE - Instituto Universitário de Lisboa, Lisboa, Portugal

²Instituto Universitário de Lisboa (ISCTE-IUL),
Business Research Unit (BRU-IUL) and Information Sciences,
Technologies and Architecture Research Center (ISTAR-IUL), Lisboa, Portugal

ABSTRACT

Portugal has gradually emerged as a country holding excellent natural conditions for Tourism. It has a vast coastline extension, an extremely diversified landscape and has very interesting conditions to carry out a considerable number of different sporting activities, many of them being possible to be held all year round. Given the fact that there are not so many publications available in this area and taking into account a careful literature review on tourism, tourism sports events and on participants' motivation, this chapter intends to define a set of necessary criteria used to study this subject in order to understand the ways and possible strategies for this sector development. This study aims to contribute for the success of this type of tourism. It is also necessary to make an incursion on the tourist's profile to understand the main variables and characteristics in this type of events. The main goal of this study is to conceptualize the primary features tourists give major relevance to in this area. Based on these findings, the fundamental factors of why this type of events are consistent will successfully be understood and worked conducting this study to be a contribution for the sustainable growth of the industry's revenue. This approach will be applied to the Portuguese context in this area.

Keywords: sports tourism, sport tourism events, participant, motivation, success factors, Portugal

* Corresponding Author Email: jose.filipe@iscte.pt.

INTRODUCTION

According to studies and analysis published by WTO¹, international tourism exports have generated US\$1.5 trillion in 2014, with a growth prediction for 2015 between 3% and 4%.

Europe, which is responsible for 41% of the World's tourism revenue, has had an increase in its income of US\$17 billion, to a total of US\$509 billion (€383 billion), in absolute terms.

Nowadays, Tourism has become accessible to most people considering tourism standard products, converting touristic activities into the driving force of many countries' economy. Considering the strong increasing rates in tourism phenomenon demand, tourist becomes also more informed and starts to claim new types of destinations and new kinds of experiences.

Besides tourism being considered an important generator of employment and revenue it is recognised that tourism has a significant multiplier effect in the economy when compared, in terms of necessary investment, to other economic activities.

From the socioeconomic point of view, touristic activities have the ability to promote wellness in a generalized way, through the creation of much needed infrastructures to the welcoming of tourists and also the improvement of accessibilities, monument restoration, building of parks and museums, so improving the fate and quality of people's life in those regions.

These days, tourism is not just about finding different places or resting opportunities, when travelling people look for new experiences, new ways of living, associated to several active practices.

Events and sport tourism have in common visitors who travel to a region to participate in an event, generating touristic flows and consequently creating a new touristic product. The Sport Event Tourism is associated to the attractiveness of sports events and to the impact that may be created in the development of that touristic destination.

Many studies have been focusing on sport tourism events, which play an increasingly significant role in tourism attraction all over the world. They have the ability to generate wealth, contributing towards a higher competitiveness and touristic attractiveness, particularly through employment creation.

Besides the direct effects of economic profitability that this type of event incorporates, such as booking, travelling and accommodation costs, there are also some indirect profits that result from touristic expenditure in a region.

Portugal has always been presented as a safe tourism destination. It began by projecting its capital city in the surrounding Estoril and Cascais areas, to which later on have joined Algarve and Madeira Island. Nowadays the whole country lets out a touristic image outward, having tourism conquered a pivotal role and being one of the main industries in the Portuguese economy. This sector holds a significant weight in the national economy as a whole, in spite of the country's adverse economic climate these days.

According to Bank of Portugal's latest data, the balance of the touristic trade for the first quarter of 2015 was €985.36 million, exceeding a total of €19.77 million than in last year's same period.

In accordance with Portugal's Board of Tourism, considering the PENT² 2015 report, one of the guidelines for the touristic development will be the organization and the

¹ WTO - World Tourism Organization.

implementation of events. This will happen throughout a wide and varied range all year round, in order to match an increasingly higher demand on the part of the tourist as a decision maker in the search of new experiences.

A significant number of events happen these days, being fully planned and developed, representing a growing market in Portugal. In the Portuguese tourism basis, all the various regions representing the continental area (Oporto and North, Centre, Lisbon, Alentejo and Algarve) have an extremely diversified heritage in their traditions, beliefs, ways of being and all of them develop many events in various different areas (culture, history, monuments, architecture or gastronomy, for example), by creating different and unique experiences to those who visit these regions.

The first major programmed event that took place in Portugal, Lisbon, dates back to 1940, when the “Exhibition of the Portuguese World” (*Exposição do Mundo Português*) was organized and reportedly drew over 3 million visitors. However, the biggest event held in Portugal was the 1998’s Lisbon International Exhibition (EXPO’98), which lured around 11 million visitors.

Another example of a sports tourism event was the EURO 2004 (European Soccer/Football Championship), which was held in Portugal. Besides the direct revenue brought to the country’s economy, it has also contributed in a very interesting extent to Portugal’s promotion abroad.

Thus, based in the literature review this study’s structure was influenced by three main points (Subdivision of sports tourism, soft definition of sport tourism, Participation model of sport tourism) considered as the most important to find the critical success factors in a sports and recreational tourism event. These factors will be analysed, allowing the creation of a common thread and giving a contribution for the evolution of tourism phenomenon.

SPORTS TOURISM AND HISTORY

Sports have been a part of human lives since very ancient times. Zauher (2003) claims that, in some way, sports and travelling have been approached by ancient Greeks. However, the first known established connection between sport and tourism occurred in England with the competitive games in mid-nineteenth century and since then the interest on them has increased. Tourism and sports together have start now a consistent practice and activity that are common to both.

Standeven (1994) states that the first references between sports and tourism date back to 1827. However, it is debatable if these references can actually be linked specifically to this year.

Until twentieth century’s nineties, sporting events had a tendency to be treated in a general context or considered in a casual manner, instead of being the main focus of touristic research. It was in this decade that Sports Tourism International Council was founded, with the purpose of creating an association, to stimulate research on sports and tourism, as well as serving as a link between these two sectors.

In the very same decade, tourism agents began to promote sports oriented packages that often were inserted into tourism contexts (golf, pedestrian tracks and horse riding, among

² PENT - Plano Estratégico Nacional do Turismo (National Tourism Strategic Plan).

others). Sports began to be perceived as a manner of generating and sustaining new ways of tourism, investing in resources and sports facilities to create more attractive opportunities in a certain region. Nowadays, any hotel unit has fitted equipments for sports activities, since it is a common requirement for any tourist who wants an active vacation.

Pigeassou, Bui-Xuan and Gleyse (2003) mention that the liaison between tourism and winter sports in Alps was established in the nineteenth century. However, the expression “sports tourism” only came up in France in the 1970’s.

In the study of tourism as a subject, notions and concepts have been consolidated in a relatively consistent manner, while the study of sports is yet underdeveloped, due to wider theme coverage.

Sports tourism arises from a multi-disciplinary approach between sporting phenomenon (that has expanded in such a way that made sports resort to the services and knowledge of tourism) and tourism phenomenon (which has grown in a way that studied the usage of services and knowledge of sports to comprise tourist activities).

Sports tourism refers to the travel experience with the purpose of participating in sporting activities, incorporating different segments.

According to Gibson (1998) the concept of Sport Tourism is seen as “Leisure based on the journey that takes individuals temporarily outside of their communities of origin to participate in physical activities, or to worship attractions related to physical activities.”

The same author divides Sports Tourism into 3 major groups:

- Nostalgia sports tourism (includes the ‘hall of fame’ and museums)
- Active sports tourism (includes activity holidays and active events)
- Event sports tourism (includes passive and active sporting events)

Nostalgia sports tourism refers to travelling related to sports attractions (stadiums, museums, etc.).

In the case of active sports tourism, tourists want to participate in sports events which can assume a wide variety of categories: golf, tennis, fishing, ski, surfing, running, etc. It is yet possible to have another subdivision: active participants and hobbyists. The first group is composed by amateurs, travelling to take part in competitions on their chosen sport, while the second group plays their sport as a mere form of leisure.

Lastly, in event sports tourism, there may be remarkable events to be considered, such as the Olympic Games or the World Soccer Championship. The development of mega-events was a product that had a major influence in the growth of Sports and Tourism in the twentieth century. It is possible to consider people who travel intentionally to watch such an event or those who are in the area for a completely different reason and end up knowing about it and are curious to watch it.

These are both rather attractive competitive models, appealing to live audiences, thus becoming a new form of economic activity.

Sports tourism relies on two converging factors: the journey’s destination and the type of activity. Destination areas show a change from the initial search of the “Sun and Sea” product towards a more active reality, which is a result of behavioural transformations that lead to interests coming up in other types of activities.

Sports tourism has implications at many different levels in a region: economically, environmentally, socially and culturally. Most part of this investigation is focused on the economic impact, although it is difficult to quantify the exact value generated by sports tourism and the levels affected by that development. However, the whole combinations have great potential, in spite of having also extensive expenses involved and still a few negative effects, during and after the period on which they occur. The quality of life of local residents is often related to employment that finishes with the ending of the event. There is also the environment that is often impaired.

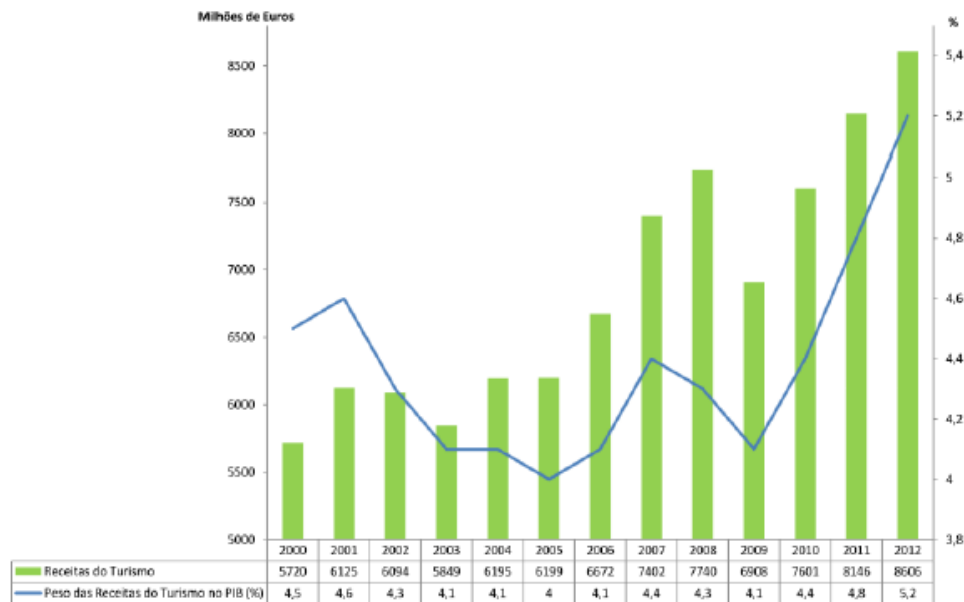
All aspects involved must be considered in order to understand if positive aspects overlap, so that going through with this type of tourism is beneficial.

In terms of the environmental impact, the presented advantages are the cleanness of areas and the creation of infrastructures and accessibility forms, although the excessive noise, the garbage and damages made in protected areas by sportspeople which end up having a negative effect on the place, via pollution.

Finally, in social and cultural terms, the region may present knowledge and information on traditions, identity and cultural heritage, associated to it's own geography so making it possible to contribute to their preservation.

In Portugal, tourism revenue has reached €10.4 billion in 2014, over €1.1 billion more than in 2013 (+12.4%), according to the Portuguese Board of Tourism data. The tourism revenue evolution until 2012 is presented in the chart below.

According to INE³'s data, in the first quarter of 2015, the number of guests and accommodation in the country's hotelier establishments has evolved positively 0.1% and 3.1% respectively, comparing with the same period in 2014.



Source: GEPARI/Economy Department.

Figure 1. Tourism revenue weight in GDP (2000-2012).

³ INE - *Instituto Nacional de Estatística* (National Institute for Statistics).

C	Spa/ Thalasso—C Medical treatment - E	M	Recreational Boating—D Surfing—D	Bird watching—D	ALGARVE	M	D		C	M
C	Spa/ Thalasso—C	D	Recreational Boating—D Surfing—D	Walking—C Equestrian Tourism—D	LISBON (REGION)	D			Religious Tourism—M Pilgrimage—M	C
C	Medical treatment - E				LISBON (CITY)		M	M	Short breaks	
C	Spa/ Thalasso—C	E	Recreational Boating—D Surfing—E	Walking—M	MADEIRA	C			M	D
ENOGASTRONOMY	HEALTH TOURISM	RESIDENTIAL TOURISM	NAUTICAL TOURISM	NATURE TOURISM		GOLF	BUSINESS TOURISM	CITY BREAK	RELIGIOUS AND CULTURAL TOURISM	SUN AND SEA
C	Thermal Therapy—M Spa/ Thalasso—C		Recreational Boating—E Surfing—E	Walking—D Equestrian Tourism—D	NORTH (REGION)	C			Religious Tourism—M	
C	Medical treatment - E				OPORTO (CITY)		D	D	Short breaks	
C	Thermal Therapy—M Medical treatment - E Spa/ Thalasso—C		Surfing—E	Walking—D	CENTRE				M	C
C		E	Surfing—D	Equestrian Tourism—D Bird watching—D	ALENTEJO				M	C
C			Recreational Boating—D Surfing—E	Walking—M Bird watching—D	AZORES				D	

C – Complementary product, D – Developing product, E – Emergent product, M – Mature product.

Source: Turismo de Portugal.

Chart 1. Product matrix PENT 2015.

As seen in Chart 1 and according to the programme of touristic product portfolio diversification for Portugal, guidelines for the national development focus on several products, as follows:

- Nautical Tourism (recreational sailing and surf): Portugal has an extensive coastline and interior water levels with infrastructures and natural conditions favourable to the practice of various nautical activities throughout the whole year, with impact in the winter period. It also possesses high quality harbours and marinas.
- Nature Tourism (walking, cycling or horseback riding): Portugal owns several distinctive and qualifying factors that make it an excellent destination for Nature Tourism. It is considered that the supply structuring, especially in rural areas, is assumed to improve the visitation conditions of the resources, focusing on the qualification and capabilities of agents, as well as allows developing integrative supply of services.
- Golf (as a product): there are important infrastructures that refer to the monitoring of the practice of Golf activities. Golf represents a tourism market that is still of a small dimension; however it is quite important for its average spending, because it contradicts the dominant seasonality and it grants reputation and prestige to the destination place. Portugal has over 80 fields where Golf can be practiced.

The development of golf product should be made by directing the product to international clients of high purchasing power and through boosting the internal market.

The segment of sports tourism in Portugal as nature sports, adventure sports or radical sports has been increasing. In fact, there has been an expansion both in quantity, at sportspeople level and entrepreneurial investment, and quality, due to the legal framework.

As a strategic goal for 2020, Portugal keeps a commitment towards investing on sports tourism based on the opportunity of increased interest by consumers, showing that this is still a growing market segment.

In Portugal there is not yet an Agency or Public Office devoted to tourism or sports, possessing statistical data on sports tourism for the country.

Such an institution would be interesting, not just to confirm the evolutionary trend on this type of tourism, but also to allow and understand which are the most popular sports, in terms of practice and to typify tourists, in terms of nationality, age, sex and time of year chosen to the exercise of a given sport.

SPORT EVENT TOURISM

The pursuit for leisure associated to amusement and the adoption of healthier lifestyles, as well as the concern with personal image are increasingly appreciated, in such a way that leads to the creation of new alternatives within sports tourism. Sport event tourism itself may incorporate various segments, such as active tourism, adventure tourism, nature tourism and sports tourism. The close synergy among these segments (tourism, environment and sports) tends towards an active life with nature.

Pigeassou (2004) names this relationship between tourism and sporting practices “action sports tourism,” where “... the physical activity is an initiator and an intermediary of the experience.”

Robinson and Gammon (1997) refer to sports tourism as “the analysis of individuals and/or groups of people that actively or passively take part in competitive or recreational sports” and so the “active participation” may be considered as a sports practice.

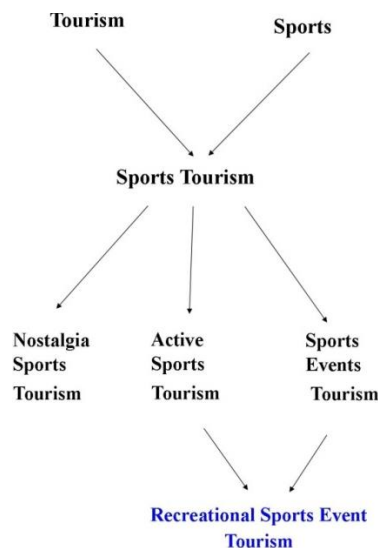


Figure 2. Study segment.

At this point and as can be seen in Figure 2, it is possible to have a closer look at recreational sports events tourism or, in accordance with Gibson's (1998) classification, active sports tourism.

However, as soon as diverse segmentations are characterized, a difficulty comes up in outlining the borders among them, not being able however to identify them into separate compartments.

The need to frame the supply of quality tourism products into the cultural and socioeconomical capabilities in Portugal is a constant challenge to organizations that trade this type of active tourism packages.

Table 1. Literature review on the classification of active sports tourism

Author(s)	Model	Year	Classification of Active Sports Tourism
Hall	Model of adventure	1992	This model comments the competitive character of sporting activities, divided into three categories (health tourism, adventure/travel and sports tourism), which subdivide into a total of 9 activities, according to the competitiveness level and activity type.
Kurtzman	Characterization model of sports tourism products	1996	<ul style="list-style-type: none"> - Sports tourism based on the usage of tourism attractions; - Accommodation in sports tourism centers, stations or leisure resorts and sports entertainment; - Cruises with a goal, sporting encounters or visits to places of a sporting nature; - Sports tourism tours, to exercise and practice a sporting activity; - Directed tourism, in relation to a regional, national or international event.
Standeven & De Knop	Conceptual model classifying sports and tourism	1999	The classification is based on 2 criteria: the nature of the sporting experience (environmental or interpersonal) and of the touristic experience (the place and its characteristics).
Reeves	Sports Tourism types	2000	It identifies 6 types of sporting tourists (incidental, sporadic, occasional, regular, dedicated, and driven) with relation to their motivations.
Pereira	Conceptual model between sports and tourism	2001	There are two distinctive sides: touristic and sporting, with five categories: active tourism /integrative sport, passive sport/ complementary sport, sports tourism/ conditioning sports, sporting stages and sports events.
Jackson & Weed	Sports Tourism demand continuum	2003	Classifies participants (from accidental to competition driven) and it typifies them according to some factors (decision making factors, participation factors, non-participation factors, typical group profile, lifestyle, sports expenditure).
Kurtzman & Zauhar	A wave in time	2003	Sports tourism events, sports tourism attractions, sports tourism tours, sports tourism resorts, sports tourism cruises.
Weed, Mike & Chris Bull	Model of sports tourism types	2004	Tourism with sport contents, sports participation tourism category, sports training, sport events, luxury sports tourism.
Pigeassou	Behavioural archetypes in Sports Tourism	2004	4 types: action sports tourism, sport event tourism, cultural sports tourism (sporting history) and evolvement sports tourism (staff tours)
Gammon, Sean	Event typology example	2012	It considers multiple viewpoints: economic activity (high and low), level (local through to international), singular or plural sports (tennis championships or Olympic games), media interest, periodicity (regular or unique), spectator, participant or both

Source: Authors' table.

In spite of several authors approaching different sides of analysis, the need of an association between active tourism and sports is common to all of them. Aiming to allow a faster understanding of this approach, a summary of the literature review on the classification and categorization of active sports tourism is presented next.

The several existing differences are presented as early as in the concept definition of sports tourism events, for which various authors have made their contributions and of which a compilation is hereby presented:

- According to Aspas (2000), active tourism is the tourism that happens when a tourist is in contact with nature, where the active participation from the tourist is pivotal, naturally motivated for the performance of sports that demand a certain natural context, such as mountain areas, rivers, coastal areas, fit for the execution of sporting activities.
- Pereira (2001) presents a sports events category. Both sporting shows and sports competitions are included in this category, as well as sportspeople, when they are main players of the sporting phenomenon, viewers, who move because of the event.
- Kurtzman & Zauher (2003) in turn, present the category of sports tourism events. This category includes Olympic Games, World Championships, nationals, regionals, etc. Generally, it refers to all sporting practices of a competitive or performative nature, attracting not only athletes and their technical crew, but also, and for the most part, audiences.
- Weed & Bull (2004) also refer to sports events in an extent that relates the concept to tourism, considering that the main goal of the tourist is to participate in a sporting event, either as a participant or as a mere bystander. The organization of sporting events, for the most part is the result of a joint collaboration from the public and private sectors, as well as from voluntary work.
- Anetura⁴ (2006) has published a definition of active tourism, stating that it is extremely wide and it holds a very strong commercial connotation. Therefore this Association interprets it as a set of touristic activities in the sporting area, not of a competitive, but of an amateur nature.

Aspas (2000) presents a list of activities linked to active and nature tourism, distributed in accordance to the physical environment where they take place, as follows:

Water, land and air allow a series of outdoor activities, which are precisely the goal of recreational touristic activity in various different contexts.

This division enables the understanding that Portugal has many natural resources, which are available for the practice of this type of tourism and that sports event packages can be created in these environments.

This type of tourism has been developed consisting on different kinds of offers. This market has been increasing due to several types of factors, such as the growing interest in alternative destination tours instead of mass market destinations, as well as the rising awareness to contemplate and interact with nature and the environment, a need to be more active in travels and in the search for more genuine experiences.

⁴ Anetura – Associação Nacional de Empresas de Turismo Activo (National Association of Active Tourism Businesses).

Table 2. Sports distribution by physical environment

Environment	Land	Air	Water
Sports	Climbing	Paragliding	Sailing
	Mountaineering	Hang gliding	Canoeing
	Biking (BTT, cycling)	Skydiving	Rafting
	Horse riding		Hidrospeed
	Jumping (bungee jumping)		Motorized activities
	Walking		Underwater activities
	Orienteering		Swimming
	Target archery		Surf
	Paintball		Body board
	Motorized activities		Windsurf
	Skying		Fishing
	Golf		Water Ski
	Gym activities		Kitesurf
	Bowling		Parasailing
	Dancing		
	Racket sports		
	Motorized		
Volleyball			

According to AEP⁵, it is expected that in 2015, nature travel tourism in Europe will reach about €43.3 million.

TOURISTS' MOTIVATIONS AND EXPERIENCES

The purpose of this subchapter is to characterize the active tourist profile. Active tourism represents itself one of the strongest trends in today's world.

Taking into consideration the importance of sports tourism, many touristic destinations begin to adopt and define their strategy by meeting the sports tourist motivations. Thus, it is important to study with the utmost precision the market segment considering its inherent characteristics and studying the cases in order to establish which is the main tourist motivation or just a complement to other touristic motivations.

The tourist, as aforementioned, is a consumer with increasingly demanding standards, due to the available information at his disposal and his own experience, which leads him to refuse a conventional sort of tourism. His motivation pursues an adventure component (which is the highest weighing factor in the value perception), many times jointly with nature and its own physical ability.

Robinson and Gammon (2004) stand out that tourists could be divided into those who "travel firstly for sports" and those who consider "sports in a secondary perspective."

Gibson (1998) describes the active sports tourist as mainly male, with a high level of education and high economic status, often already retired, so he can follow his preferred sports events.

⁵ AEP – Associação Empresarial de Portugal (Portuguese Business Association).

Pigeassou (2004), however, refers that concerning Sport Tourism Practice, a touristic journey has usually a main behavioural motivation associated. This main motivation for travelling allows to differentiate two types of active sports tourists, which can be divided into Enthusiastic and Sporadic, stating that enthusiastic is the kind of tourist which will move to any destination and whose main motivation is the practice of a specific sporting activity; many times he ends up staying loyal to the event due to the conditions presented by the destination for the practice of his favourite sport, while the Sporadic one will be the tourist that exercises any kind of sporting activity during his travel, although it is not his main motivation. However, he sees such a fact as a complement and added value to his main activity. Other authors also want to give their contribution to the search of segmentation, as it is the case of Robinson and Gammon (2004), who wrote that sports practice by tourists can be the main motivation of the journey or merely a complement. Kurtzman and Zauhar (2004) refer that tourists can be divided into those who can find their main travelling motivation in sports and those who include in their holidays the practice of a sport, serving this only as a secondary and amusement factor.

Pereira (2006) identifies two branches in sports tourism: a predominantly sporting one, where people will move around to play a sport; other mainly touristic, where a sport enters as merely another activity, among many others, intended just for fun and relaxation.

Weed and Bull (2009) have adopted a Participation Model of sports tourism from the original model of the English Sports Council, for different types of products, for spectators and participants.

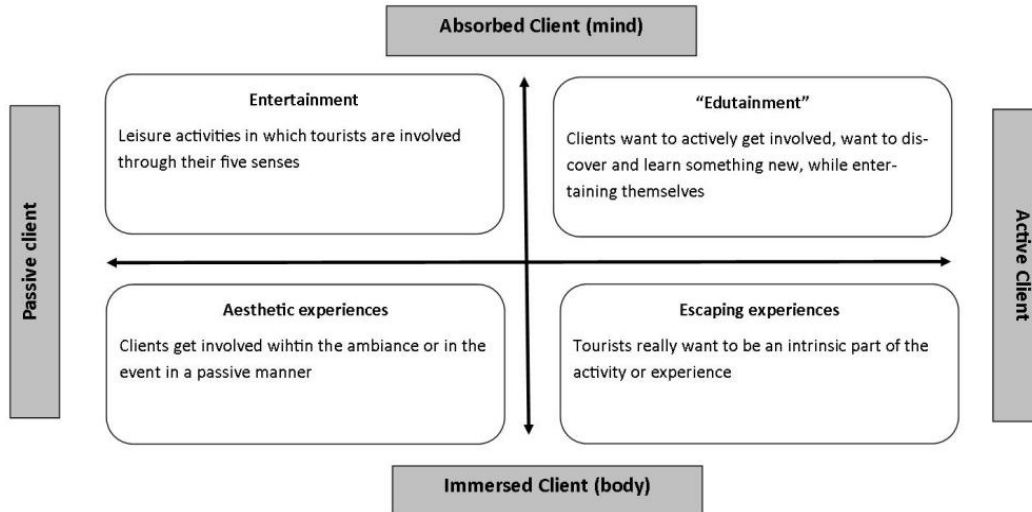
The profile of the active tourist may be characterized according to three aspects:

- The active, whenever the tourist wants to participate in all physical activities and is able to enjoy all of what the journey has to offer.
- The social, when the purpose of the tour is to know the traditions and habits of the places they visit.
- Finally the ecological, where the tourist is an admirer of nature and a staunch defender of the environment. This type of tourism is conquering more and more fans, who want to escape from mass tourism.

When referring to active tourism, this concept includes the touristic travel with all associated logistics, i.e., on one hand the independent tourists, the hikers and those of sports practice; and on the other hand the organization itself, which depends on decision factors to be considered, such as the tourist destination, the chosen sports activity and the preferences of each tourist.

Some authors, such as Pigeassou, Bui-Xuan and Gleyse (2003), assure that “the sporting environment is the first characteristic and the most important element in sports tourism.” Nevertheless, the related aspects associated to the sporting practice are extremely important and serve as a differentiating factor comparing to others.

It would be important to build a board to define the profile pattern of recreational sports events tourism consumer to be compared to the competitive character tourist, because consumer habits and main motivations shall be different, allowing to draw some interesting conclusions for these two styles.



Source: Adapted from the study conducted by THR (Azsores en Turismo Hotelaria y Recreación, S.A.) for the Portuguese Tourism, IP (2006).

Figure 3. Types of experiences demanded.

When clarifying motivations, a more direct knowledge about this subject may be acquired, in order to be applied in the development of the touristic offers.

Considering that a particular tourist profile experience is the most significant factor in the value perception, it is important to introduce the following Figure to represent the type of experience that constitutes the aforementioned value.

Considering the Figure 3, it is possible to note the following:

- *Aesthetic Experiences*: Development of infrastructures and services, outlining routes and developing itineraries and theme activities, programming shows, organizing guided visits and events.
- *“Edutainment” Experiences*: Outlining courses and organizing meetings with business professionals, creating activities where the tourist can participate.

Nonetheless and in spite of the several classifications made on this subject (which constitute a considerable work), it is not possible yet to relate the type of tourist to his profile and characterize him. To be possible, it would allow taking some interesting notes about it. It is not anyway in the aim of the present chapter.

In this subchapter, some statements resulted clear being possible to analyse sports tourists' motivations area:

- For this type of tourist, experience is the most important factor;
- It is a type of participant who grants to sports practice some very specific characteristics and dedicates much time to the practice of this activity;
- He is able to spare large amounts of money to this type of activity, preferring it over comfort, if he can have interesting conditions to perform the sports activity of his choice.



Figure 4. Success model for sports events tourism.

FACTORS FOR SUCCESS

This subchapter consists on an investigation descriptive method, based on what already exists in terms of the three axes previously presented – tourism, sports and consumer’s motivations – to understand which are the predominant factors that turn this type of recreational sports event into a success. It has become clear that, alongside these factors, the organization of the event itself and the existing infrastructures in the place have a large contribution to the success of the event.

First of all, it is possible to mention the quantity and quality of basic resources. Portugal has a significant number of spaces with ideal features to hold a sports practice: natural parks, mountains, rivers to the sea. However, in terms of infrastructures, Portugal should concentrate on their improvement in several different cases.

In the medium-term perspective, Portugal should concentrate its intervention efforts on the markets in the search of the optimal characteristics for the practice of active sports tourism, with the aim of increasing the volume of foreign demand.

Thus, it is intended to study the enthusiastic tourist who practices a certain type of sport for leisure and searches for recreational sports events, trying also to combine the destination with his specific features, which means his travel options maybe reduced.

These three factors may be joint in order to get the relevant combination factor for the model presented in Figure 4.

CONCLUSION

It is quite consensual to consider sports and tourism as two relevant economic and social “industries” in the Portuguese context which together contribute to the creation of wealth and improvement in several areas of the Portuguese society.

The fact that tourists feel the need to search for new experiences lead to the combination of these two activities which originated the market of event tourism consumers.

In order this phenomenon can evolve smoothly, better infrastructures are needed so that they can work as a facilitator element when it comes to making a decision on the destination place.

Nonetheless, it is still difficult to understand what the decisive motives are when an event is selected, given that the chosen motivations of a tourist that goes to a recreational sports tourism event are totally different from the one going to a competition sports tourism event.

From literature review, it is possible to see that several authors consider as sporting activities both the practice and the mere watching of events and that beyond this division there is a set of other segments that overlap between tourism and sport.

Therefore, concerning the literature review related to sports tourism, it is possible to determine, considering several investigators in this area, that this theme gathered some consensual concepts and also some maturity in the course of their studies.

Besides, in terms of the related literature review of sports events tourism, the same contents have different approaches by scholars, being the ongoing research on this subject still in quite an early stage.

Taking into account tourists' motivations and experiences - which can be found amidst behavioural sciences from where tourism withdraw a lot of teachings - there is already a considerable amount of published material. In this area, investigators have already adapted the existing studies to their research object, the tourist. Based on the literature review, it has been determined that the tourist's own motivations change according to what they look for in the sport tourism event experience.

The importance of defining the tourist's motivation allows that for each established type for sport tourism events it is possible to associate a different type of consumer. In practical terms, this has different implications on the business strategy and consequently, on the economic development. So, after defining the concepts, it is important to enhance that sports tourism and each one of its types cannot just be summed up in tourists. In addition, it is necessary to take into account the dynamics of all parties involved in this phenomenon, such as producers, distributors and facilitators. However, these dynamics, in spite of being taken into account, are not the object of the analysis in this research.

Within the recreational practice, only the Enthusiastic and Sporadic players are the actors under research, although each one of them has a different economic impact. After the abovementioned analysis, different tools should be developed to support an intervention in each segment in a more efficient way.

Taking into consideration that these types of sport tourism events are in a growing path and that there is a demand for the places that gather the best conditions to the practice of sports, it becomes relevant to find solutions for this type of tourism in order to grow in a sustainable way.

In the future, other sports tourists segments with different motivations will arise and an economically viable answer to this issue will be needed.

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