

EVOLVING TOURIST BEHAVIOUR AT SPORT EVENTS

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Abstract

In recent decades, tourism industry has rapidly developed, and brought various impacts to the nations and destinations. Also tourism and sport are two major socio-economic activities that have in many cases direct interactions, sports tourism being a form of active and passive involvement in sporting activities and sport events. This paper aims to develop a framework for analyzing tourist behaviour related to sport tourism, as a significant number of sport tourists travel in order to watch or participate in a variety of sport events, and in the meantime, they are engaging in a very active form of tourism by traveling to the sport events. The research aims to provide a deeper understanding of the sport tourist behaviour, such as motivation, expectations, underlying reasons for choices and decision making like what tourists seek from their experience, what is their spending willingness during these events. It is important not just to know who are participating in these events, but also to find out why. The research methodology was based on quantitative and qualitative methods, such as data collection from sport tourists and sporting event host cities' residents, and interviews conducted to find out why individuals engage in sport events, both as participants and spectators. Results indicate the typology of sport tourists based on socio-economic status, motivation, expectations etc. Sport tourism is an important part of sport and tourism business, generating large revenues and reshaping local communities but in order to give the possibility of added value generated in tourism product development, there is need to study the motivation of the sport tourists by typology.

Keywords: sport tourism, sport tourist, tourist behavior, sport tourism events

JEL Classification: Z21, Z32