

TOURISM FOR MEGA SPORT EVENTS: THE CASE OF THE BRICS COUNTRIES

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At the beginning of the 21st century, events tourism has witnessed an impressive development in a series of countries which have become new destinations. Against the background of an overall increase in the services sector, the emerging countries have registered not only an increase in the number of tourists but also in the income from tourism activities. The tourism for mega sport events is fast developing in these countries, particularly in the BRICS countries, which are hosting summer and winter Olympics as well as other major international sports competitions, such as FIFA World Cup. More importantly, the investments in the infrastructure for the sport events have led to an overall improvement of tourism and sport infrastructure, as the latter is used also in the aftermath of the sport events. Taking as a case study the BRICS countries and using both qualitative and quantitative methods, the article argues that between the overall economic performance of the emerging countries and the development of their tourism activities there is a direct relationship.

Keywords: Events tourism, mega sport events, emerging countries, BRICS countries.