



The 7th IRNIST Conference

Opportunity Sport Tourism and Territorial Development

23rd - 24th June 2021

ABSTRACT BOOK

Scientific Committee

President

Claude Sobry

University Lille Nord de France (Lille 2), Director of the International Research Network in Sport Tourism (IRNIST)

Members

Patrick Bouchet

University of Burgundy (Dijon, France)

Malek Bouhaouala

University Joseph Fourier (Grenoble, France)

Kristina Bucar

University of Zagreb (Croatia)

Sorina Cernaianu

University of Craiova (Romania)

Xijia Liu

Tsinghua University (Beijing, China)

Derek van Rheenen

University of California (Berkeley, USA)

Irena Slepícková

Charles University (Prague, Czech Republic)

John Saunders

University of London (United Kingdom)

Organizing Committee

President:

Barbara Mazza

Sapienza University of Rome (Italy), President of the master's degree course in Organization and Marketing for Corporate Communication, Director of the CMES Master (Communication and Management of Sporting Events) and of WeComSportLab, Head of Communication at the SapienzaSport Service Center

Members:

Maurizio Barbieri

Sapienza University of Rome (Italy)

Giovanni Brancato

Sapienza University of Rome (Italy)

Alfredo de Martini

Sapienza University of Rome (Italy)

Alberto Marinelli

President of the Department of Communication and Social Research (CoRis), Sapienza University of Rome (Italy)

Alberto Mattiacci

Sapienza University of Rome (Italy)

Alessandra Palermo

University of Lille (France), Unité de Recherche Pluridisciplinaire Sport Santé Société (URePSSS)

Alessandro Porrovecchio

Université du Littoral Côte d'Opale, Unité de Recherche Pluridisciplinaire Sport Santé Société (URePSSS)

Fabiola Sfodera

Sapienza University of Rome (Italy)

INDEX

Session 1: Sport Tourism and Sustainable Development.....	7
1. <i>Orienteering and Sustainable Local Development: the case of Azores O Meeting - Azorean Triangle</i>	8
2. <i>Sustainability of sport tourism in newly discovered destinations</i>	10
3. <i>Sustainable development (SD) within the sports policy of the Casablanca-Settat region, Morocco</i>	11
4. <i>Sport tourism, island territories and sustainable development: approach to a methodological framework for research based on the insular context of the Indian Ocean</i>	12
Session 2: Sport Tourism and Local Development	14
5. <i>Strategic alliances for the development of active sport tourism products: The case of the Portuguese nautical stations</i>	15
6. <i>Hiking and Trekking in the Romanian Mountains: An Ecotourism Alternative</i>	16
7. <i>Whitewater canoeing and kayaking - from traditional outdoor sports to commercial leisure and tourism activities in Czechia</i>	17
8. <i>Safety issues in sport tourism development in Cambodia</i>	19
Session 3: Sport Events: Sustainability and Local Impacts.....	20
9. <i>Understanding Sustainability Management in Small Scale Sport Tourism Events. The Case of the “Trail de Conímbriga Terras de Sicó 2019”</i>	21
10. <i>Strategic leveraging of sport events: Case study of Lisbon Junior 7’s event</i>	22
11. <i>Sport as brand and identity. The case of Jesi (Italy)</i>	24
Session 4: Profiling Sport Tourists	25
12. <i>The typical nature sport tourist!? – Characteristics of five different types of active nature sport tourists in Germany</i>	26
13. <i>Gender differences in the profile and habits of outdoor activity practitioners</i>	28
14. <i>Expectations of Egyptian and German sport tourists in dependence on destination and the travel companions</i>	29

Session 5: Profiling Sport Tourists: Analysis of Behaviour and Satisfaction	30
15. <i>Behavior of Sport Tourists - the „Runfest“ Event.....</i>	30
16. <i>Domestic tourists' experience in protected natural parks: a new trend in pandemic crisis?</i>	32
17. <i>Analysis of strategies in the action sports industry, the case of two groups: Boardriders and Groupe Rossignol.....</i>	33
18. <i>Buying and Selling the Body: At the Intersection of Sport Tourism and Sex Tourism</i>	35
Session 6: The Future of Sport Tourism: Innovation and Development	36
19. <i>Global Winter Sport Tourism in Transition from Nature to Technology Based Tourism ..</i>	37
20. <i>Product & Service development for ski touring on groomed slopes.....</i>	39
21. <i>Territorial impacts of digital consumption among trail runners</i>	40
22. <i>Are Coworking spaces blending cultural tourism and physical activity prevalent enough in Lille?.....</i>	42
Session 7: Sport Tourism: History and Culture for Territorial Development	43
23. <i>The Sokol Movement in Croatia - Using the history of sport and tourism for territorial development.....</i>	44
24. <i>The Role of the Sport in the Relationship between Tourists and Locals. The Case Study of the Maldivian Guesthouses</i>	46
25. <i>Pilgrim, sportive or both? Religious routes as post-covid tourist critical consumption. A Sicilian case study.....</i>	47
Session 8: The Future of Sport Tourism: Emerging of New Markets.....	48
26. <i>Sustainable Luxury Sports Tourism – an emerging market?!.....</i>	48
27. <i>Product Innovation and Sporting Tourism: The Case of Terre di Casole Bike Hub.....</i>	50
28. <i>Small scale sport tourism events and local sustainable development: establishing a methodology for further research</i>	51

Session 9: Communication, Branding, and Sport Tourism53

29. Environmental campaigns in sport tourism events: Testing the Sport Sustainability Campaign Evaluation Model in Surfing..... 54

30. New forms of communication in sporting tourism: The case of a bike blogger..... 56

31. Euro 2020 and Turin ATP: a leveraging model analysis..... 57



Session 1: Sport Tourism and Sustainable Development

Convenor: Ricardo Melo

1. Orienteering and Sustainable Local Development: the case of Azores O Meeting - Azorean Triangle

Tiago Valente
Access Azores, Portugal

It is widely studied that sports tourism contributes for local development of territories and their communities, and that should be considered when defining policies and subsequent decisions, since sports tourism, in its most diverse forms, has a preponderant role in the exploration of natural and cultural resources. In rural and island territories, such as the Azores, micro, small and medium-sized events are the most representative, as we have seen in Silva's study [1] and the larger events are carried out in the main cities.

Considering that rural and island territories are more susceptible to the impacts generated by tourism activity and sporting events, it is extremely important that the organizers of these activities are fully aware of the importance of local sustainable development in these places [2]. Incidentally, to speak of local development we must talk about local agents, and the latter are, in the first instance, the local community itself [3].

Sport tourism events in rural and island territories, such as the Azores, should be in accordance with the guidelines adopted by public bodies, especially the regional Government, in affirming the region as a sustainable tourist destination. The Azores, which is the first and only archipelago in the world certified by the Global Sustainable Tourism Council, is a constant case of awards and recognitions on the themes of sustainability and development. Considering the importance of preserving and defending the natural, social and cultural heritage while at the same time creating equitable and lasting wealth; from the international imperatives of climate governance towards a low carbon global economy; and increasing population pressure on the planet and the region, it is essential to “reinforce the Azores a tourism strategy with a clear orientation towards sustainable tourism, adapted to the local reality and resilient to the global challenges” [4, p. 12]. In this sense, it is necessary that events organized in rural and island territories, where the impacts generated by them must be carefully thought out, have a preponderant role in defining strategies, actions, and measures with the objective of reducing or mitigating these impacts.

This article presents the Azorean Triangle Orienteering (ATO) as a sustainable sport tourism activity and their impacts in Azores. The ATO is present in Faial, Pico and São Jorge islands and it is a permanent orienteering course between urban and rural areas, promoting the cultural and

natural heritage, in self-autonomy with no need of third parties. The ATO is a perfect example how to combine sport and local development, with a low investment and a high level of network with public and private entities. This project is for everyone who wants to practice the orienteering activity (local community, schools, social institutions, and tourists) and at the same time discover and explore each island.

KEYWORDS: Orienteering, Local Development, Sustainability, Azores.

REFERENCES

- [1] A. F. C. Silva, “Desporto e Turismo: Caracterização dos Serviços Desportivos e Perceção da procura Turística em Unidades de Alojamento do Algarve,” Universidade de Lisboa, 2016.
- [2] A. R. A. Ferreira, “Impacto dos eventos desportivos internacionais no turismo regional: Um estudo de caso,” Universidade dos Açores, 2017.
- [3] T. I. Valente, “Turismo desportivo e de natureza: os agentes de animação turística como actores da oferta - o caso das ilhas do triângulo dos Açores,” Universidade de Coimbra, 2012.
- [4] GRA/IPDT, “Plano Estratégico e de Marketing do Turismo dos Açores,” 2016.

2. Sustainability of sport tourism in newly discovered destinations

Irena Slepíčková
Charles University, Prague, Czech Republic

The sport tourism represents rapidly expanding field of economy. Some rural areas being before on the periphery start to use sport tourism as a vehicle of their better development. Alongside new opportunities for economic growth, some threats also exist on this path to new prosperity. The former attractive and calm natural environment, main reason attracting visitors, can be weakened, and local social milieu can also suffer from intensified tourist activities.

As an example, to show positive as well as negative aspects of sport tourism, we use the small municipality Dolní Morava which is building its new prosperity on winter sport tourism. First, we discuss two theoretical concepts for evaluating the importance and position of sport tourism in this small locality in the Czech Republic. First, it is the theory of core-periphery, explaining relations between the region/republic and examined locality, and second, tourism life cycle model examining the tourism area evolution, its potential and threats. Based on these two theories we realised a mixed research, using content analysis of developmental strategic documents, data from tourism statistics, qualitative semi structured interviews with officials working in regional development, and non-standardized questioning of Dolní Morava inhabitants. The research was primarily focused on negative impacts of tourism what can represent the menace for the future sustainable development of destination. Results showed that, i.e., alongside positive impacts, the tourism has however negatively impacted the socio-cultural and natural environment of the destination. The most notable are the increase of emissions, erosion, litter and noise, an impact on the animal migration. As interesting, the “dualisation” of the local inhabitants was discovered. Some of them are discontent with the increased number of tourists and an excessive human intervention in the original landscape.

KEYWORDS: Regional Development; Environment, Negative Impacts, Tourism Area Life Cycle, Opinion of Inhabitants.

3. Sustainable development (SD) within the sports policy of the Casablanca-Settat region, Morocco

Youssef Siame¹, Abderrahim Rharib², Mohamed Boukhalkhal³

Laboratory of Prospective Research in Finance and Management (LRPFG), ENCG-Casablanca, Hassan II University of Casablanca, (Morocco)¹; National School of Commerce and Management Casablanca, Hassan II University of Casablanca, (Morocco)²; Laboratory of Prospective Research in Finance and Management (LRPFG), ENCG-Casablanca Hassan II University of Casablanca, (Morocco)³.

Over the past decade, Morocco has inaugurated the work of advanced regionalization, based on granting each of the twelve regions the freedom to design its sectoral development policies, to enjoy decision-making autonomy and to develop its power to act. The aim is to create and increase regional wealth and ensure sustainable local development. Indeed, regional public policies, as a reflexive, dynamic and interactional process, are based on multiple factors such as: the general policy of the country, the needs of the population, regional particularities and the means and resources mobilized. Moreover, the design of a regional policy that promotes regional socio-economic development and environmental preservation requires local actors to respect the principles of sustainable development. The regional sports policy represents one of the policies that the local actor is supposed to develop in the presence of the notion of SD, in order to ensure respect for the environment, socio-cultural promotion and the development of employability through sport. Therefore, our article focuses on the reality of the adoption of SD principles by local actors in the Moroccan region "Casablanca-Settat" at the phase of the elaboration of the regional sports policy. This research work takes a positivist epistemological stance with a qualitative approach based on semi-directive interviews with regional officials.

KEYWORDS: Sports policy, Local authorities, Sustainable development, Region.

4. Sport tourism, island territories and sustainable development: approach to a methodological framework for research based on the insular context of the Indian Ocean

Olivier NARIA¹, Derek VAN RHEENEN², Ricardo MELO³, Claude SOBRY⁴

Université de la Réunion, (Océan Indien, France)¹, University of California (Berkeley, USA)², Polytechnic Institute of Coimbra - Coimbra Education School (Portugal)³, Université de Lille (France)⁴.

Since 1992 and Chapter 17 of Agenda 21 of the United Nations Conference on Environment and Development in Rio, the islands are considered as facing specific geopolitical, environmental, economic, and social problems. More than other territories, they highlight the challenges of sustainable development and its objectives of economic and environmental reconciliation to formalize action plans (Barbados, 1994; Johannesburg, 2002; Rio 2010; Mauritius, 2004; Samoa 2014). Their situation as island territories in a globalized world forces them to rethink their modes of development and governance in depth.

As such, the islands of the Indian Ocean - whether they have a French, British or Dutch heritage - present specific problems related, on the one hand, to the rapid evolution of lifestyles and, on the other hand, to the growing demographic of their youth, which represents half of the population of these territories. In view of these challenges, tourism and sports tourism constitute an opportunity for economic development for these islands.

However, some studies focus on the tourism offer and its structuring in a sustainable development perspective in Reunion (Bouchet, Gay, 1998; Robert, Cazes, 2000; Bessy, Naria, 2003; Naria, 2010) or in Seychelles (Naria, 2011). Yet, in light of the development indicators published by the World Bank (2013) and the resulting challenges, sport tourism activities are relevant tools to contribute to the sustainable development of these islands. From the first initiative of the Indian Ocean Tourism Alliance (1975) to the IOC Regional Tourism Program (1997) to the concept of the Vanilla Islands of the Indian Ocean (2013), several speeches and actions evoke sports tourism in the structuring of tourist destinations in the Indian Ocean islands. Nevertheless, no document refers to the organization of its activities in the territories and to the perspectives of development of sports tourism because the studies carried out, until now, prove to be too global with regard to the particular situation of each island.

The objective of this paper is to show how sports tourism participates in the development of a geographically defined territory, the islands of the Indian Ocean. In other words, how it is possible to valorize the resources existing on these island territories in an objective of sustainable

development. From this case study, we will define a conceptual and methodological approach in order to analyze the relations of sports tourism in a perspective of sustainable development on an island scale. This reflection is part of an international project, supported by IRNIST, on the extension of critical theoretical and methodological discussions on the relations of sport tourism in a sustainable development perspective from island contexts.

The theoretical framework crosses the different island experiences, poses the contexts of sustainable development, and examines the specific configurations and temporalities of sport tourism in the islands. 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 major local actors in the Indian Ocean islands.

KEYWORDS: Sport Tourism, Sustainable Development, Islands, Methodology, Modeling.



Session 2: Sport Tourism and Local Development

Convenor: Patrick Bouchet

5. Strategic alliances for the development of active sport tourism products: The case of the Portuguese nautical stations

Elsa PEREIRA¹, João Filipe MARQUES², Margarida MASCARENHAS³, Rute MARTINS³, Adão FLORES²

School of Education and Communication, Research Centre for Tourism, Sustainability and Well-being (CinTurs), Universidade do Algarve, Portugal¹, Faculty of Economics, Research Centre for Tourism, Sustainability and Well-being (CinTurs), Universidade do Algarve, Portugal², Faculty of Human Kinetics, University of Lisbon, Portugal; Research Centre for Tourism, Sustainability and Well-being (CinTurs), Universidade do Algarve, Portugal³.

The sea and its use are cross-cutting themes to the political, economic, social, and environmental spheres. Nautical tourism has positioned itself as one of the most developed segments within the global tourism market (Vázquez, 2020). Nautical tourism can substantially contribute to economic progress, as well as to raising the living standards of local populations and to the preservation of coastal ecosystems. To this end, nautical tourism must be guided by strategies, models and tools emerging from scientific knowledge, guaranteeing its sustainability (Mascarenhas et al., 2021). In the tourism and hospitality context, the improvement of experiences related to sport and the sea can be strategically conceived through the model of ‘nautical stations’. The present study aims to analyse the interaction generated by the actors of sport and tourism in the development of nautical stations in Portugal. The official application forms of the 24 certified Nautical Stations and their websites showed their views about the entire process. The content analysis of all applications forms will be the method pursued to look for patterns. The results showed the strategic alliances for the development of the offer of nautical tourism products, namely on management models and practices specifically on the ecological pillar of sustainability.

KEYWORDS: Environmental Sustainability, Management Models, Nautical Stations, Sports Tourism Offer, Strategic Alliances.

REFERENCES

- Mascarenhas, M., Pereira, E., Rosado, A., & Martins, R. (2021). How has science highlighted sports tourism in recent investigation on sports’ environmental sustainability? A systematic review. *Journal of Sport & Tourism*, 1-24.
- Vázquez, R. (2020). Nautical Tourism: A bibliometric analysis. *Journal of Spatial and Organizational Dynamics*, VIII (4), 320-330.

6. Hiking and Trekking in the Romanian Mountains: An Ecotourism Alternative

Sorina CERNAIANU¹, Claude SOBRY²

Faculty of Physical Education and Sport, University of Craiova (Romania), International Research Network in Sport Tourism (IRNIST), Lille, France¹, Université de Lille (France), URePSSS (Unité de Recherche Pluridisciplinaire Sport Santé Société), International Research Network in Sport Tourism (IRNIST), Lille, France².

Due to the varied landscape with 27.91% mountains from total area (Posea, 2005), Romania offers to the visitors a wide range of opportunities regarding trekking and hiking tourism. Historically speaking, since the last decade of the 19th century the first tourist organization has appeared in Romania, having the purpose to organize tourist and hiking activities on various mountain trails (Nicu, 2002). Over the time these activities will know another rhythm of development. Building chalets and mountain shelters, delineating the hiking trails and creation of more and more tourist associations are all contributions to the development of this type of tourism. The purpose of this paper is to present the evolution of mountain tourism in Romania during the years, focused on trekking and hiking, highlighting especially on developmental features of today, on the potential of this country and see how could be an ecotourism alternative. Different actors (governmental institutions, local public administrations, associations, non-governmental organizations, financial institutions, local communities, etc.) have contributed to stimulate the development and promotion of this type of tourism at national and international level. However, Romania remains a country where there is still much to be done in this field.

KEYWORDS: Sport Tourism, Hiking, Trekking, Eco-Tourism, Sustainable Development, Romania.

7. Whitewater canoeing and kayaking - from traditional outdoor sports to commercial leisure and tourism activities in Czechia

Jiří VÁGNER¹, Dana FIALOVÁ²

Department of Social Geography and Regional Development, Faculty of Science, Charles University (Prague, Czech Republic)¹, Faculty of Science, Charles University (Prague, Czech Republic)².

Outdoor sports and leisure activities are considered a global phenomenon, performed in different natural contexts, and contributing to sustainable local rural development (Melo and Gomes, 2017). Specific sociocultural dimensions and traditions and their commodifying have been almost neglected, especially in the context of the political and social developments of post-communist Central and Eastern Europe. The article tries to explain the role of tradition of whitewater canoeing and kayaking in Czechs' lifestyle (inspired by Western romanticism) in the past one hundred years. White water sports remarkably contributed to top sport achievements, prestige, and popularity of Czech(oslovak)ia. The community of „white water boating men“ has been a strong subculture with a specific lifestyle in Czech society and it survived the totalitarian periods of Czech(oslova)k history. Water sport and leisure activities have been closely tied with the tradition of rural second home tourism in Czechia (Vágner, Müller and Fialová, 2011). However, the strong „spirit of traditional watermen“ and “slow” rural leisure character seem to clash with commercial and adventure experience activities on the rivers nowadays. An empirical study based on quantitative and qualitative data on the exploitation of major Czech rivers for water tourism results in a growing concentration, commodisation and internationalization, also with a variety of negative environmental and social aspects which should be reflected by decision-makers in reasonable regulation and local planning.

KEYWORDS: Canoeing, Kayaking, Sport Tourism, Leisure, Czechia.

REFERENCES

- COLE, S. 2014. Tourism and Water: From Stakeholders to Rights Holders, and What Tourism Businesses Need to Do. *Journal of Sustainable Tourism* 22 (1), 89–106. DOI: 10.1080/09669582.2013.776062
- CORDELL, H. K., McDONALD, B., L., LEWIS G., B., MILES, M., MARTIN, J., BASON, J. 1996. United States. In G. Cushman, Veal, A., J., Zuzanek, J. (eds.) *World Leisure Participation: Free Time in the Global Village*, Wallingford (UK: CAB International), pp. 215-235.

- CORDELL, H. K., SUPER, G. R. 2000. Trends in Americans' Outdoor Recreation. In W.C. Gartner, Lime D., W. (eds.) Trends in Outdoor Recreation, Leisure and Tourism, Oxon (CABI Publishing), 133-143.
- DAVIDSON, L., STEBBINS, R. A. 2011. Serious Leisure and Nature: Sustainable Consumption in the Outdoors. Houndmills, UK (Palgrave Macmillan).
- GARTNER, W. C., LIME, D. W. 2000. Trends in Outdoor Recreation, Leisure and Tourism. London (Cabi Publishing).
- GÖSSLING, S., HALL, C., M. 2015. Tourism and Water. Bristol(Channel View Publications).
- MELO, R., GOMES, R. 2017. A Sociocultural Approach to Understand the Development of Nature Sports. In Melo,R., Sobry, C. Sport Tourism: New Challenges in a Globalized World, Newcastle upon Tyne (Cambridge Scholars Publishing), pp. 47-76.
- VÁGNER, J., MÜLLER, D.K., FIALOVÁ, D. 2011. Second home tourism in the light of the historical-political and socio-geographical development of Czechia and Sweden. Geografie, 116, No. 2, pp. 191–210. IF 0.787

8. Safety issues in sport tourism development in Cambodia

Leny KEO¹, Miklos BANHIDI²

University of Physical Education (Budapest, Hungary)¹, Szechenyi University (Gyor, Hungary)².

In the study the influencing elements on safety issues in Cambodian tourism were analyzed. The main goals were to get answers: what are the main safety problems exist in the country and how tourists felt visiting Cambodia in terms of safety?

The analysis was based on secondary sources, such as literature review and national statistics. The feedbacks of tourists were evaluated, who spent at least one night in main tourism regions.

The research results demonstrate that Cambodia offers unique opportunities for sport tourists, because the unique environmental resources and the growing number of active tourism packages. The environmental analysis has shown that there are still some obstacles, which sport tourists should consider, such as high crime rate, health issues (malaria, tuberculosis), road and food safety. Also, extreme weather conditions make sport activities difficult, causing dangerous situations.

Those foreign travelers who went to safe areas published mostly positive feedback on their experiences. In their evaluation they ranked the location (8.4-8.9) and the staff (8.4-8.8) the highest. Although littering is still a big problem in the country, but in the hotels, they found facilities relatively clean and comfortable. The opinions of the tourist differ by regions. They are more satisfied in Siam Reap, than in the capital or coastal areas, but they do not feel always safe in the countryside.

KEYWORDS: Cambodia, Safety, Sport Tourism, Feedback.



Session 3: Sport Events: Sustainability and Local Impacts

Convenor: Barbara Mazza

9. Understanding Sustainability Management in Small Scale Sport Tourism Events. The Case of the “Trail de Conímbriga Terras de Sicó 2019”

Ricardo MELO¹, Sílvia DIAS²

Polytechnic Institute of Coimbra - Coimbra Education School (IPC-ESEC), International Research Network In Sport Tourism (IRNIST), Centre for Social Studies of the University of Coimbra (CES-UC), Centre for Tourism Research, Development and Innovation (CiTUR), (Coimbra, Portugal)¹, Polytechnic Institute of Coimbra - Coimbra Education School (IPC-ESEC), (Coimbra, Portugal)².

The number of sport tourism events, especially small scale sport tourism events, has increased around the world, attracting a growing number of different participants, while generating a greater concern with local sustainable development. However, despite some efforts to study small scale sport tourism events, little is known about the sustainability management plans and practices developed by the organizers of these events. In Portugal, one of the fastest growing sports in last decade is trail running, both in the number of participants and in the number of organized events. Using the “Trail de Conímbriga Terras de Sicó 2019” as a case study, this communication aims: (i) to present the analysis of the management system adopted by the organizing entity to manage the sustainability of the event, and (ii) to understand the perception of the different stakeholders involved about the sustainability of the event. The data were collected through a mixed methodology, in February and March 2019, using: (i) a questionnaire survey applied to a sample (n = 366) of athletes participating in the event; (ii) an interview with the director of the event's organization; (iii) an interview with the sports councilor of the municipality of Condeixa-a-Nova; (iv) a direct observation grid; and (v) informal conversations with residents and volunteers of the event. Quantitative data obtained from the questionnaire survey were processed and analyzed using IBM SPSS Statistics (v25) and qualitative data obtained from interviews and direct observation were processed through content analysis. Cross-analysis of all obtained data allowed to verify that the event was organized in a sustainable way, according to most of the recommended good practices, indicating that when compared with larger and mega sporting events, small scale sport tourism events, such as these trail running events, tend to be more environmentally and socioculturally friendly, despite the limited economic impact generated. This work identified future directions in sport tourism events organization towards local sustainable development.

KEYWORDS: Local Sustainable Development, Small Scale Sport Tourism Events, Sustainability Management, Sustainability Perception, Trail Running.

10. Strategic leveraging of sport events: Case study of Lisbon Junior 7's event

Lilia LEMESEV¹, Elsa PEREIRA², Rute MARTINS³, Margarida MASCARENHAS⁴

Faculty of Human Kinetics, University of Lisbon (Portugal)¹, School of Education and Communication, Research Centre for Tourism, Sustainability and Well-being, Universidade do Algarve (Portugal)², Faculty of Human Kinetics, University of Lisbon (Portugal); Research Centre for Tourism, Sustainability and Well-being, Universidade do Algarve (Portugal)³, Faculty of Human Kinetics, University of Lisbon (Portugal); Research Centre for Tourism, Sustainability and Well-being, Universidade do Algarve (Portugal)⁴.

This investigation aimed to understand how a company can promote a sport event's strategic leverage, ensuring economic viability and outlining strategies to generate multiple benefits for the host community. The theoretical leveraging models (Chalip 2004, 2006; O'Brien, 2007; O'Brien & Chalip, 2007; Chalip et al., 2017) supported the study. The *Lisbon Junior 7's* event allowed the identification of the event's characteristics and the strategies used in previous editions, and also, the exploration of new opportunities for enhancing the stakeholders' benefits. A case study methodology was adopted, and the data were obtained through focus group, field observation and documentary sources; also, to transfer the knowledge of the studying theme, a workshop with the main stakeholders was held. Given the qualitative and quantitative nature of the data, its analysis integrated content analysis and Microsoft Office Excel software. The results revealed the continued centrality of the economic leverage and the need for additional efforts in the remaining dimensions. Coalitions between sport and tourism entities are necessary for a more effective leverage (Chalip et al., 2017). Small-scale sport events' organizers need more support to better destination's promotion, and the digital space needs more attention. Finally, cross-leverage was also evidenced (Pereira et al., 2015, 2020).

KEYWORDS: Focus group, Leverage, Lisbon, Sport event, Sport Tourism, Workshop.

REFERENCES

- Chalip, L. (2004). Beyond impact: a general model for sport event leverage. In B. Ritchie & D. Adair (Eds.), *Sport tourism: interrelationships, impacts and issues* (pp. 226-252). England: Channel View Publications.
- Chalip, L. (2006). Towards social leverage of sport events. *Journal of Sport and Tourism*, 11(2), 109-127.
- Chalip, L., Green, C., Taks, M., & Misener, L. (2017). Creating sport participation from sport events: making it happen. *International Journal of Sport Policy*, 9(2), 257-276.

- O'Brien, D. (2007). Points of Leverage: Maximizing host community benefit from a regional surfing festival. *European Sport Management Quarterly*, 7(2), 141-165.
- O'Brien, D., & Chalip, L. (2007). Sport events and strategic leveraging: Pushing towards the triple bottom line. In A. G. Woodside, & D. Martin (Eds.), *Tourism Management: Analysis, behaviour and strategy*. (pp. 318–338). Oxfordshire: CAB International.
- Pereira, E., Mascarenhas, M., Flores, A., & Pires, G. (2015). Nautical small-scale sports events portfolio: A strategic leveraging approach. *European Sport Management Quarterly*, 15(1), 27- 47.
- Pereira, E., Mascarenhas, M., Flores, A., Chalip, L., & Pires, G. (2020). Strategic leveraging: evidences of small-scale sport events. *International Journal of Event and Festival Management*, 11(1), 69-88.

11. Sport as brand and identity. The case of Jesi (Italy)

Barbara Montesi
Università di Urbino, Italy

The case of Jesi can provide an interesting perspective for observing the development of territorial identity and tourism concerning the sport. In particular, the female Olympic champions of a so-called minor sport, such as fencing, have represented an important brand for the tourist appeal, culminating in 2014, when Jesi became European Sports Capital. Since the Second World War, when Ezio Tricoli learned the art in an English prison camp, fencing has represented the red thread of the city's sporting history, giving Jesi the pride of declaring itself the most Olympic medal-winning city in the world, thanks to Giovanna Trillini, Valentina Vezzali and Elisa Di Francisca. What has emerged is an idea of tourism linked to the values of loyalty, excellence, talent, commitment, hard work, while success, although evident, was an element that was not emphasized, also for a gender issue.

KEYWORDS: Sport, Gender, Identity, Brand, Tourism, Jesi (Italy).



Session 4: Profiling Sport Tourists

Convenor: Sorina Cernaianu

12. The typical nature sport tourist!?! – Characteristics of five different types of active nature sport tourists in Germany

Alexander HODECK¹, Jacqueline TUCHEL², Luisa HENTE³

Chemnitz University of Technology (Germany), EBC Hamburg¹, Chemnitz University of Technology (Germany)², Chemnitz University of Technology (Germany)³.

Introduction

Nature sport tourism is one type of active sport tourism which can contribute to a sustainable development of destinations (Melo & Gomes, 2017). Therefore, it has moved not only moved into the focus of scientific leisure, tourism, and sport studies but also into the strategies of public and private destination management organisations Although there is no clear definition of the nature sport tourism (Krein, 2014) typically it is understood as a group of sporting activities, which are created and experienced in natural or rural areas. Hodeck & Hovemann (2016) showed that active sport tourism can support the development of cross-seasonal tourism strategies in destinations with a tradition in winter sport tourism. Weed (2014) argues that sport tourism can only contribute to a local development strategy if the decisions made by sport tourists are understood appropriately. In that field there is still a lack of knowledge. This research compares nature sport tourists with five different activities in different destinations in order to investigate whether there are similarities or not. Results might help to understand nature sport tourists, their decisions, and their behaviour better in order to reduce the existing lack of knowledge. In addition, results could help destination management organisations regarding their strategic decisions.

Methodology

Five different types of nature sport tourists (hiking, mountain biking and trail running, ski touring and kite surfing) were questioned online or by a paper and pencil in several destinations in Germany (north, middle, and south of Germany), based on a questionnaire from Hodeck & Hovemann (2016). Altogether 548 nature sport tourists were questioned. Participants were compared regarding socio-demographic variables, travel behaviour and motivations. Analyses were done with SPSS 26.

Results and Outlook

The results show that their significant differences between the types of active nature sport tourists among almost all investigated variables. Regarding age, gender, travelled distance and length of stay based on type of sport differences are even highly significant. Regarding motivational factors,

after a factor analysis active sport tourists differ significantly in two of four factors. Hodeck & Hovemann (2016) already showed that there are similarities between active sport tourists across seasons within one destination. This study shows that there are clear differences between different types of tourists which are less in types of nature sport which can be practised in the same destinations. As a result, unique strategies for each type of sport need to be developed in order to attract different types of sport tourists. As a first step into that direction of marketing a typical characterisation of each tourist of the five sports has been created finally. Because of the limitations of this study these typical types of active nature sport tourists should be proved in following studies before creating destination strategies.

REFERENCES

- Hodeck, A. & Hovemann, G. (2016). Motivation of active sport tourists in a German highland destination – a cross-seasonal comparison. *Journal of Sport & Tourism* 20 (3,4), p. 335 – 348.
- Krein, K. (2014). Nature Sports. *Journal of Philosophy of Sport* 41 (2), 193 – 208.
- Melo, R., & Gomes, R. (2017). A Sociocultural Approach to Understanding the Development of Nature Sports. In: R. Melo & C. Sobry (Coords.), *Sport Tourism: New Challenges in a Globalized World* (pp. 60 -90). Cambridge: Cambridge Scholars Publishing.
- Varley, P. & Semple, T. (2015) Nordic Slow Adventure: Explorations in Time and Nature, *Scandinavian Journal of Hospitality and Tourism*, 15 (1-2), 73-90, DOI: [10.1080/15022250.2015.1028142](https://doi.org/10.1080/15022250.2015.1028142)
- Weed, M. (2014). After 20 years, what are the big questions for sports tourism research? *Journal of Sport & Tourism*, 19 (1), p. 1-4.

13. Gender differences in the profile and habits of outdoor activity practitioners

Laura Martín TALAVERA¹, Lázaro Mediavilla SALDAÑA²

Universidad Politécnica de Madrid (España)¹, Universidad Politécnica de Madrid (España)².

Throughout history, the gender variable has had a determining influence on the social structure of sport. Two fundamental evidences stand out. The first is that even fewer women than men take part in physical activity. The second is that the way men and women relate to each other in the sporting space tends to be different. Thus, outdoor activities are not unaffected by these factors. However, although the proportion is still lower, more and more women are taking up this type of activity and enjoying the challenges offered by nature. The aim of this research is to analyse the profile of those who practice outdoor activities, their characteristics, and habits, and to identify possible gender differences. The methodology used consisted of carrying out a survey by distributing the questionnaire Analysis of the profile of users-visitors of the natural environment to a random sample of practitioners of activities in the natural environment in the Community of Madrid (n=156; 38.5% women and 61.5% men). After analysing the results, it can be concluded that, overall, no significant differences were found between men and women in the field of outdoor activities in relation to the profile of the participants and aspects related to the practice of these activities.

KEYWORDS: Outdoor Activities, Gender, Profile, Habits, Differences.

14. Expectations of Egyptian and German sport tourists in dependence on destination and the travel companions

Jacqueline TUCHEL¹, Luisa HENTE², Alexander HODECK³

Chemnitz University of Technology (Germany)¹, Chemnitz University of Technology (Germany)², Chemnitz University of Technology (Germany), EBC Hamburg³.

Sports Tourism is growing worldwide and combines the two highly relevant areas of sport and tourism. The motivation and expectations of tourists are individual and therefore particularly diverse, and studies show that expectations of holidays in one's home country differ from those in another country. In addition to the individual preferences, the travel companion also has an influence on the desires of the trip.

This study investigates the question to which extent expectations differ with regard to various aspects (accommodation, food, activities, meeting new people and fears) according to (1) the destination in the home country or abroad and (2) the travel companion. And finally, whether (3) differences can be identified between the countries studied. 39 people in Egypt and 42 in Germany were asked about their individual expectations and fears. Additionally, by using the scenario technique, the expectations of travelling with different travel companions (friends, partner and children or grandmother) and to different destinations were discussed in small groups to develop concrete wishes and goals. Results show that both the country of origin and the destination, as well as the travel companions, have an influence on expectations.

KEYWORDS: Travel Expectations, Travel Destinations, Travel Companions, Egypt, Germany.



Session 5: Profiling Sport Tourists: Analysis of Behaviour and Satisfaction

Convenor: Derek Van Reheenen

15. Behavior of Sport Tourists - the „Runfest“ Event

Eva SCHWARTZHOFFOVA

Department of Recreation and Leisure Studies, Palacky University (Olomouc, Czech Republic)

Small-scale events like a running race can significantly contribute to a local community and economy and help to promote the city or region hosting it as a touristic destination. The paper presents a local running event in the Czech Republic. The aim of this paper is to present the results of research about the event participants and their consumer behaviour in relation to their use of tourism services during their stay in the destination.

The survey was conducted among the 171 runners participating in the half marathon of the „Runfest“ event in the city of Ostrava in the Czech Republic. The main factors examined in the survey were: type of transport, accommodation used, types of food services, their satisfaction with the services, daily expenses, etc.

The results have confirmed a growing level of interest in sporting events. One of the results of the research is the finding that, despite the large number of participants attending the race, the number of those who stay overnight is relatively small. On the other hand, a significant number eat in restaurants. Furthermore, the research considers the willingness of participants to travel to participate in this event repeatedly as well as their interest in visiting Ostrava as a touristic destination again.

KEYWORD: Sport Tourism, Running Race, Sporting Event, Consumer Behaviour.

16. Domestic tourists' experience in protected natural parks: a new trend in pandemic crisis?

Anne-Marie LEBRUN¹, Che-Jen SU², Patrick BOUCHET³

University of Burgundy (Dijon, France)¹, Fu Jen Catholic University (Taipei, Taiwan)², Sport Sciences Faculty, University of Burgundy (Dijon, France)³

Since December 2019, the Covid-19 pandemic crisis has led to profound changes around the world with a lot of interdictions or constraints to travel outside his country. One of the major consequences has been the development of proximity tourism in outdoor spaces less conducive to the spread of the virus. From a study preceding this pandemic, this article seeks to better understand the experiences lived by domestic tourists when they visited protected natural parks in their country. Beyond the health risks, it analyses the dimensions and the influences of experiences lived in these parks by French domestic tourists (n = 500) using Pine and Gilmore's 4Es model (1999). From a literature on the tourism experiences for domestic tourists adapted of natural parks and a critical review on the use and validation of Oh et al.'s scale (2007) in tourism, a structural equation model and a nested SEM show the positive relationship between three dimensions of the 4Es on the arousal and memory outcomes. Theoretically and methodologically speaking, this study extends the 4Es model in the direction of low arousal and mundane experiences for domestic tourists in protected natural parks, and questions Oh et al.'s (2007) scale through the number of items, the use of EFA and the removal of the aesthetics dimension. This research can help managers of protected natural parks to adapt their domestic tourists' experience offer during health crisis by implement specific marketing strategies for low arousal and mundane experiences with more outdoor activities and digital services.

KEYWORDS: Domestic Tourists, Experience, Protected Natural Park, Pandemic Crisis.

17. Analysis of strategies in the action sports industry, the case of two groups: Boardriders and Groupe Rossignol

Pierre Durand¹, André Suchet²

University of Bordeaux - LACES Laboratory¹, University of Bordeaux².

The organizations in the sport sector are all different. Each of them is positioned in a unique way to fulfill a function in this economic sector. Any organization proposes collective action according to their own logic, which derives from its statutes, its structure and its own objectives.

Research in the management of sports organizations has several levels of analysis due to its cross-disciplinary. We will focus on strategic management.

The sports sector involves specific analyses. Indeed, the strategic actions in this field are distinct from other sectors, for example from the food industry. In 2004 Michel Desbordes thus analyzed the strategies of companies in sport.

More recently and more precisely, Dieter Hillairet chooses to analyze the strategic levels at the heart of the sporting goods supplier industry in 2006. Another work from Paget et al. in 2007 explores the specificities and strategies of small businesses in sport and tourism.

In continuation of this work, our investigation is interested in two groups: Boardriders and Groupe Rossignol. We emphasize the strategies employed by these large private market organizations.

On a theoretical and methodological level our approach differs from this previous work. Indeed, we want to analyze these two groups specializing in the distribution of sporting goods using the theoretical framework of contingency. In this way, T. Zintz and J. Camy, (2005) already mobilize the contingency theory in the study of sports federations. We discover atypical and particularly significant contingency factors in leagues and sports federations. Political power, the business world, the national and international federation as well as the socio-economic context are determining factors of contingencies. However, Zintz and Camy do not study private market organizations.

Our research assumes a specificity of strategies in the field of sports actions compared to other fields of the sports industry. In order to better understand the environment of action sports, we use a qualitative methodology relying on interviews with various actors directly involved in strategic management.

Our research work explores the external factors that influence companies' strategic decisions on the actions sports sector. We wish to highlight the consistency of these firms with their sectoral and competitive environment. One of the major challenges will be to interpret sports tourism as a decisive contingency factor in the strategy of these groups. Action sports are very present in sports tourism, between sea and mountains the possibilities of entertainment are numerous. Rossignol brings together Dynastar, Lange, Look, Kerma, Risport, Time, Raidlight, Vertical, Felt and Dale of Norway, nine brands in total. For its part Boardriders brings together eight brands that are Quiksilver, Roxy, DC Shoes, RVCA, Element, VonZipper and XCEL. These two companies now represent two leading suppliers in the sector. Logically it would seem that the two groups ride the wave of trendiness in tourism to improve their sales of technical and lifestyle products. The first results show two strong acquisition strategies, but we observe differences in the positioning of the ranges that we present.

KEYWORDS: Strategy, Sport Tourism, Action Sports, Socio-Cultural Contingency.

REFERENCES

- Desbordes, M. (2004). *Stratégie des entreprises dans le sport (2ème)*. Economica.
- Hillairet, D. (2005). *Sport et innovation, stratégies, techniques et produit*. Lavoisier.
- Hillairet, D. (2006). *État des connaissances dans les industries d'articles de sport aux niveaux stratégiques (les firmes) et technologies (les produits et les process)*. In *Management du sport : Actualités, développements et orientations de la recherche (AFRAPS)*.
- Paget, É., Mounet, J.-P., & Guilhon, A. (2007). *Les petites entreprises prestataires de sport et de tourisme et leurs dirigeants : Spécificités et stratégies*. *Revue européenne du management du sport*, 17, 1-13.
- Zintz, T., & Camy, J. (2005). *Manager le changement dans les fédérations sportives en Europe*. De Boeck.

18. Buying and Selling the Body: At the Intersection of Sport Tourism and Sex Tourism

Derek Van Rheenen¹, Rachel Roberson²
University of California, Berkeley (USA)^{1,2}.

This paper explores the colonial systems of power that enable and perpetuate the commodification of colonized bodies at the intersection of sport tourism and sex tourism. Mega sporting events such as the FIFA World Cup, Olympic Games and Super Bowl in the United States, are often constructed as corresponding sites of sex tourism, with a shared motivation among some tourists to purchase and consume both commercialized sport and sex. The paper begins by providing a brief overview of this unique intersection within a libidinal economy (Sexton, 2010), seeing both sport and sex consumption as conquests of domination. Both sex and sport tourism rely on the commodification and consumption of the body as currency and fantasy. As such the paper situates this intersection within the colonial matrix of power and the structural hierarchies maintained through the colonial framing of race, gender, and sexuality (Mignolo, 2007). Using the colonial matrix of power as a theoretical framework, we evaluate the political and libidinal economy of sport and sex tourism and propose a conceptual understanding of physical and bodily exploitation at this unique intersection. By using this new framework, this paper calls for further empirical study that explicitly evaluates the impact of corresponding systems of sport tourism and sex tourism simultaneously at play within national and international sporting events.

KEYWORDS: Sport Tourism, Sex Tourism, Libidinal Economy, Colonial Matrix of Power.



Session 6: The Future of Sport Tourism: Innovation and Development

Convernor: Malek Bouhaouala

19. Global Winter Sport Tourism in Transition from Nature to Technology Based Tourism

Meinhard BREILING¹, Sergey A. SOKRATOV²

TTL Technology Tourism Landscape, TU Wien (Vienna, Austria)¹, Department of Geography, MSU (Moscow, Russia)².

Since the large scale introduction of skiing and winter tourism after WWII we can observe different periods of winter tourism.

The first phase is growth of nature based winter tourism. Depending on a favorable natural snow cover skiing (including snowboard) can develop into a major leisure activity. Hundreds of ski areas with natural snow cover developed primarily to supply the demand of local skiers. At current we count approximately 200.000 hectare ski areas on the globe. About half of them are in Europe and more than a third is in the Alps, the major region of Alpine skiing. During colder mid-winter almost, all areas can be used by skiers and sportsmen. At the beginning and end of the season considerably less areas are suitable for skiing.

This led to the second phase of growth that started in the 1980ies which was based on climate adaptation by artificial snow and the extension of the snow and tourism season to make skiing a more profitable industry. Primarily the early beginning of the winter season was desired. Wherever it is cold enough and temperatures regularly reach under minus five degrees for several hours, usually during night, snow making becomes an option for destinations can effort to invest in snow making. Perhaps half of all, or 100.000 hectares are equipped or under consideration to be equipped with snow guns. The cost for installation ranges from about € 100,000.- to equip in comparatively easy terrain to up to € 500,000.- per hectare in difficult high mountain areas.

Ongoing climate change and a general change of snow conditions may seriously reduce the potential for skiing. Adaptation just works in a defined and limited scale. The lower parts of large ski areas and lower situated ski areas will experience business disruption due to lacking snow despite adaptation facilities in place as the operation conditions - particularly cold temperature - cannot be reached. In this situation indoor ski domes or large ski halls might be constructed to control snow conditions much better than what is possible in nature like it was done in Norrland, Sweden. This brings a lot of new technologies into skiing and winter tourism. The value chain of winter sports tourism may increase while the size of ski areas will substantially reduce in future.

In the first phase we have an entirely nature based winter tourism that is dependent on natural snow fall. The second phase depends on technology and infrastructure for snowmaking in a still natural environment. The third phase widely eliminates the consequences of being in a natural environment and becomes technically highly sophisticated. Thereby skiing develops from a rather low budget sport activity into a high budget sport activity. Relatively few and large ski areas will start to complement their natural or semi-natural offer with overbuilt skidomes to ensure operating skiing facilities even in a situation of unusual warm winters.

KEYWORDS: Winter Sports, Snow, Climate Adaptation, Technological Innovation, Tourism Value Chain.

20. Product & Service development for ski touring on groomed slopes

Jannes BAYER¹, Sabine MÜLLER²

Management Center Innsbruck (Austria), Lucerne University of Applied Sciences and Arts, (Luzern, Switzerland).

While established winter sports activities, such as alpine skiing or snowboarding, have been increasingly struggling with a lack of offspring for some years, ski touring is enjoying growing popularity. In addition to traditional backcountry ski touring, ski touring on groomed slopes has also been gaining popularity in recent years, which in some cases leads to potential social and economic conflicts between the ski tourers and alpine skiers as well as cable car companies. Until now, there has been a lack of product development that meets the needs of both ski tourers and ski area operators. The purpose of this paper is shed some light into motivation and attitudes both from an athletes' perspective as well as from cable car owners and to highlight opportunities for product and service development in the expanding activity of ski touring on groomed slopes. The results show a change from a negative attitude of cable car companies towards ski tourers on groomed slopes towards a growing acceptance. Additionally, some address this target group with a side offer and plan to broaden their future offers in the destination. For further research, it is important to determine the size and the development of this target group over a longer period of time as well as to monitor their needs.

KEYWORDS: Active Sport Tourism, Winter Sports, Ski Touring, Slopes, Product Development.

21. Territorial impacts of digital consumption among trail runners

Orsolya CZEGLÉDI¹, Simon BEAUCOUSIN², Daniel CABALLERO JULIA³
ILEPS-CY University (France), International Research Network in Sport Tourism (IRNIST)¹,
Lille University (France), URePSSS Laboratory, STRADEOS Master Classes², Lille University
(France), URePSSS Laboratory, STRADEOS Group³.

To respond to contemporary recreational dynamics and the ever-growing visitor expectations for new developments, nature sites are facing the dilemma of investing in digital technologies or to retreat from these by focusing on the reduction of superfluous consumption (Corneloup et al, 2018). In numerous cases, local authorities initiate innovation projects on nature trails offering various forms of digitally available information on and about the site, the trails, available activities, etc. However, the relevance of these for trail runners is scarcely studied. Our study focuses on the digital consumption patterns among trail runners with the objective to understand the reasons and motivations behind these.

The survey method (n=977) was used among trail runners¹ using different mailing lists of trail running and athletics clubs and social media groups of different types and forms of running. The on-line survey instrument comprises of questions on the use of digital tools during pre-running planning, on-site behavior and motivations, and digital consumption after the sport session.

Our first findings suggest that trail runners are above all motivated by personal challenges and nature. A large variety of runners use various digital tools and applications to follow and analyze their training sessions, gather tourism-related information on the visited sites and to post activities on social media. Our study shows how a better understanding of the use of digital tools among trail runners might be profitable for tourism stakeholders and territorial policy makers.

REFERENCES

Buron, G. (2020). Le trail: d'une pratique sportive auto-organisée à un outil de développement local. In D. Charrier & B. Lapeyronie (Eds.), *Gouvernance du sport et management territorial: une nécessaire co-construction* (pp. 64–75). Editions de Bionnay.

¹ For our study, we use the definition of the International Trail Running Association: “A trail race is a pedestrian competition open to everyone, which takes place in a natural environment, with the minimum possible of paved roads (20% maximum). The course can range from a few kilometers for short distances all the way to 80 kilometers and beyond for ultra-trail race.”(Source: <https://itra.run/content/definition-trail>).

Corneloup, J., Bourdeau, P., & Mao, P. (2018). Ecological transition and recreative leisure in nature. In B. Andrieu, J. Parry, A. Porrovecchio, & O. Sirost (Eds.), *Body Ecology and Emersive Leisure* (pp. 99–111). Routledge.

Dominique Boullier. (2019). *Sociologie du numérique*. Armand Colin.

Falaix, L. (2015). Sports de nature et décentralisation La protection environnementale et le contrôle institutionnel des pratiquants à l'épreuve des politiques départementales. *Développement Durable et Territoires*, 6(1).

22. Are Coworking spaces blending cultural tourism and physical activity prevalent enough in Lille?

Philippe CAMPILLO¹, Eoin LENIHAN²

Faculté des Sciences du Sport et de l'Éducation Physique (FSSEP), Université de Lille (France), Unité de Recherche Pluridisciplinaire Sport Santé Société (URePSSS)¹, Université Catholique de Lille (France)².

Technical advancements have conditioned the evolution of work and therefore society towards more leisure (Dumazedier, 1962), creating separate and independent moments for work, family and leisure: a time for each. Sixty years later, the duration of work over a lifetime has been reduced by more than a third, and the gestures, places, norms and values designed to take up our free time have become the basis of our collective culture, calling into question the prominence of the place of work to involve and associate it with the pleasure of free time and family. New technologies have contributed to the emergence of novel work practices in third places, allowing coworking or even “workation” for those who enjoy idyllic spaces involving work, cultural relaxation and physical practice. The objective of our study was to identify the Coworking spaces in the city of Lille that blend work with tourist pleasure and physical activity. The finding reveals a dynamic that is still in its infancy and is financially atypical. An opposite (and free) process should in theory gain more traction by the involvement of not only sports clubs but also of cultural and tourist centers.

KEYWORDS: Coworking, Third Places, Leisure, Physical Activity.



Session 7: Sport Tourism: History and Culture for Territorial Development

Convenor: Sorina Cernaianu

23. The Sokol Movement in Croatia - Using the history of sport and tourism for territorial development

Jasenka KRNJAČEVIĆ

Institute for Tourism, Zagreb, Croatia.

Influenced by the globalization of sports in Croatia and in the world, there is a noticeable neglect of research on the history of sport and tourism at the local, regional, national and international level which could be used as experience in planning territorial development.

Following the example of the Czech Republic, the Sokol (Falcon) movement was founded in Croatia, first in Zagreb in 1874 and later on in other Croatian cities. Main goals of the Sokol movement were to promote physical, moral and intellectual development as well as to spread national consciousness among the Slavic peoples.

The paper aims to test whether the Sokol movement in Croatia, in addition to contributing to the development of sports and political identity, also contributed to the integration of sport and tourism on multiple levels. Although the Sokol movement no longer exists (ceased to exist after WWII), several questions arise. Has the history of the Sokol movement been recognized as heritage and is it possible to use history lessons for planning territorial development as well as for checking the activities planned to connect sports and tourism?

Historical methods were used to research the history of sport and tourism: i) identifying the activities of the Sokol movement in Croatia until World War I, ii) describing the activities of the Sokol movement in planning territorial development in Croatia, and iii) reviewing the use of historical experience for territorial development planning purposes as a mechanism for checking the link between sports and tourism.

Numerous activities of the Sokol movement in Croatia indicate it served the purpose of linking sports and tourism as well as the purpose of territorial development because it was engaged not only in the planning and construction of individual gymnasiums but also in: organizing mass gymnastics festivals called *slets* (at the local, regional, national and international level), lectures and discussions (on the importance of physical exercise, food and hygiene), conferences and exhibitions (at the local, regional and international level), entertainment (theatre plays, etc.), publishing books (manuals, textbooks, catalogues), posters, postcards, one-day or multi-day trips and education on various sports (fencing, gymnastics, etc.) as well as the presentation of tourist spas.

From the history of sports and tourism aspect, the Sokol movement may be considered as local, regional, national and international heritage that contributed to stronger links between sports, tourism and culture. The Sokol movement contributed to including sports in the territorial development planning at the time, as it participated in the development of guidelines for the planning and construction of outdoor and indoor sports facilities and the organization of numerous activities.

Knowledge of the history of the Sokol movement may be used to present the history of sport and tourism, strengthen the sports, tourism and cultural identity of the individual and the community,

and it may also serve as a mechanism for checking the involvement of sports in the territorial development and linking sports and tourism.

KEYWORDS: Croatia, Sokol Movement, Sports, Tourism, Territorial Development.

REFERENCES

- *** (1911). Katalog druge Sokolske izložbe u Zagrebu 1911. Zagreb, Naklada hrvatskog sokolskog saveza.
- Bučar, F. (Ed.) (1906). Spomen spis I. hrvatskog svesokolskog sleta u Zagrebu 2.- 3. rujna 1906. Zagreb: Savez hrv. sokolskih društava.
- Mazzura, L. (Ed.) (1906). Prvi hrvatski svesokolski slet u Zagrebu : dana 1., 2., 3. i 4. rujna god. 1906. Zagreb, Dionička tiskara.
- Rožanowski, V. (1911). II. Hrvatski svesokolski slet u zagrebu 1911. Zagreb, Naklada hrvatskog sokolskog saveza.
- Šulce, D. (1911). Sokolske vježbe za II. hrvatski svesokolski slet u Zagrebu dne 13.-15. kolovoza 1911. uz prve tehničke upute za slet. Zagreb, Naklada hrvatskog sokolskog saveza.

24. The Role of the Sport in the Relationship between Tourists and Locals. The Case Study of the Maldivian Guesthouses

Claudio MELLI,

Dipartimento di Sociologia e Ricerca Sociale, Università Milano-Bicocca (Italy).

The Maldives has been represented in the collective imaginary as a naturalistic paradise and a privileged location for water sports. In the most classical form of tourism in the Maldives, resorts, it is possible to observe sports as a remarkable component of the touristic offer. The lack of academic references about sports spaces and social connections topics in the Maldives could be due to a low interest in the sport as a touristic experience, compared to other activities. Indeed, in the last Maldives Visitor Survey (MOT, 2017a), sports are not even reported in the first 8 factors of attractions in the Maldives, both in resorts and guesthouses. However, sports reveal a huge power of mediation and cultural translation. Since 2007, there has been a spreading of guesthouses in the archipelago, developing the encounters between locals and travellers. In these tourist contexts, the relevance of sports spaces becomes central as an area of interaction between visitors and residents. Participation in activities along with locals creates a benefit to the tourist experience, being an opportunity for them to have access to the “authentic” dimension of the inhabitants. In this paper, I am going to analyse the forms and ways in which guesthouses sports spaces become meeting places for tourists and residents. Therefore, the examination will be conducted on marketing promotions provided to the guesthouses’ guests and the ex-post narratives about touristic experience, with particular regard to sports-mediated interactions with residents.

KEYWORDS: Maldives, Sport-Tourism, Resort, Guesthouse, Local Community.

25. Pilgrim, sportive or both? Religious routes as post-covid tourist critical consumption. A Sicilian case study

Umberto DI MAGGIO¹, Fabio Massimo LO VERDE²

Lumsa University of Rome, (Italy), (Palermo campus), ¹, University of Palermo (Italy)².

This paper analyses the diffusion of religious routes in Sicily as a specific form of spiritual and sports tourism and as an experience of critical consumption. The qualitative analysis of interviews with privileged observers and secondary statistical data offers a ideal-typical classification of the pilgrim profile. The results attest that the rational choices motivating the decision to undertake tourist experiences are very different from the supposedly exclusive religious motivation. The data collected prove that pilgrimage tourism can be explicitly considered a form of critical consumption to reach personal and community well-being and is strategic in the overall scenario of pandemic and post-pandemic consumption.

KEYWORDS: Religious routes, Tourist pilgrimage, Critical Consumption, Critical Tourism, Sport Tourism, Sicily.



CENTRO DI SERVIZI SPORTIVI
SAPIENZASPORT
DIPARTIMENTO
DI COMUNICAZIONE
E RICERCA SOCIALE
SAPIENZA
UNIVERSITÀ DI ROMA



Session 8: The Future of Sport Tourism: Emerging of New Markets

Convenor: John Saunders

26. Sustainable Luxury Sports Tourism – an emerging market?!

Christiane BEYERHAUS¹, Alexander HODECK²

International School of Management (ISM), (Hamburg, Germany)¹, Chemnitz University of Technology (Germany), EBC Hamburg².

Purpose -The purpose of this paper is to discuss luxury sports tourism as an emerging market which provides opportunities to future sustainable luxury tourism development based on a research to the current state of the art on sustainable luxury tourism development.

Methodology - A comprehensive literature review of 150 research papers under the research term of “sustainable luxury tourism” and “sustainable tourism” published in the last 10 years is made to identify the latest findings of the sustainable luxury tourism research. Six insightful expert interviews are also conducted to further examine the potential of sustainable luxury sports tourism.

Findings - 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, such as the fashion industry can be expected in relation to (sustainable) luxury sports tourism.

Research limitations - It is to be expected that the focus will not be on sport but rather on the "idea" and the concept "behind". At this point, providers in sports tourism should critically examine a corresponding expansion of their offers. Insights of the study can only provide first ideas into that direction.

KEYWORDS: Sustainability, Luxury Tourism, Sports Tourism.

27. Product Innovation and Sporting Tourism: The Case of Terre di Casole Bike Hub

Raffaele Cecere¹, Michele Terraferma², Francesco Izzo³, Barbara Masiello⁴
Università della Campania Luigi Vanvitelli (Italy)^{1,3,4}, Università degli Studi di Napoli Parthenope⁴.

The aim of this study is to understand what are the process stages for creating an innovative tourism offer in a territorial area far from mass tourism and what role did the actors play. In particular, we have analyzed the case of Terre di Casole Bike Hub, a replicable project of cyclotourism product that aims to coordinate the actions of public and private actors in order to transform a particularly suitable territory into a real destination for cyclists. We adopted a qualitative methodology, specifically the single case study method with embedded units, and conducted in-depth interviews with several actors from both the public and private sectors involved in the project. As a result, five phases were identified: birth of the idea, formation of the network, implementation and communication of the bike routes, updating of the territory from a bike-friendly perspective, expansion of the project). The new product development required in some cases individual initiative, in other ones the joint work of the actors involved in the project. This paper offers both useful theoretical insights for scholars of cyclotourism and sport tourism for future research, and implications for practitioners (entrepreneurs and managers in the bike tourism industry) as well as for policy makers and destination management organizations engaged in innovative processes of tourist offer / tourism market.

KEYWORDS: Cyclotourism, Sport Tourism, Bike Hub, Tourism Innovation.

28. Small scale sport tourism events and local sustainable development: establishing a methodology for further research

Ricardo MELO¹, Claude SOBRY², Derek VAN RHEENEN³

Polytechnic Institute of Coimbra - Coimbra Education School (IPC-ESEC), Coimbra, Portugal; Centre for Social Studies - University of Coimbra (CES-UC), Coimbra, Portugal; International Research Network In Sport Tourism (IRNIST), Lille, France ¹, Université de Lille (France), URePSSS (Unité de Recherche Pluridisciplinaire Sport Santé Société), International Research Network in Sport Tourism (IRNIST), Lille, France², Graduate School of Education - University of California - Berkeley, California, USA; International Research Network In Sport Tourism (IRNIST), Lille, France ³.

Scholars have sought to theorize the conceptual foundation of sport tourism as a field or sub-field of research for several decades. While significant efforts have been made to define the conceptual or definitional boundaries of sport tourism (*what it is*), less attention has been paid to the problem of research methods or *how* to study sport tourism. Without getting into distinctions between empirical or experiential, quantitative or qualitative methods of understanding this dynamic field of inquiry, within the International Research Network In Sport Tourism (IRNIST), we are proposing a comparative method of analysis based in a collection of case or field studies in an effort to offer a possible template of comparative study within sport tourism. In this regard, we developed an international research project aiming to outline the importance of sport tourism, particularly the contribution of small-scale sport tourism events for local sustainable development. All contributors to the project agreed on a common methodology, with the intention of comparing results from nine distinct cities and countries, across three continents, including, Algeria (Béjaïa), Brazil (Guarujá), the Czech Republic (Ústi and Labem), France (Phalempin), Hungary (Debrecen), Italy (Rome-Ostia), Portugal (Coimbra), Romania (Bucharest) and Switzerland (Vallée de Voux). Each case study described how sport tourism is positioned in their respective country, documenting the most important sport tourism sectors or categories, and how sport tourism has changed since the turn of the 21st century. The methodological approach also included a survey instrument or questionnaire to collect information from participants of the events, as well as structured interviews applied to key stakeholders involved in the event, to gather further data regarding the organizational and management processes of the event, as well as the perceived and actual impact on local sustainable development. Direct observation was the final aspect of this methodology, a means to triangulate all of the collected data. The data was then analyzed according to a qualitative-quantitative or mixed-method approach. The results revealed some trends. As illustrated in the nine case studies, sport tourism has increased in importance over the last two decades, representing

one of the fastest growing tourism sectors. Of the most important sport tourism activities, scholars cited nature sports, cycling and football tourism as the most popular categories. Authors also recognized small-scale sport tourism events, such running events or races, as exceedingly popular. In regard to the half marathon events, we verified that studied half marathon are annual events organized by both public and private entities; participants are mostly male, middle-aged, well-educated and affluent, and are active athletes motivated by pleasure and challenge. With the growth of sport tourism, particularly sport tourism events, there has likewise been a heightened concern with sustainable development. However, this study revealed that when compared with big sporting events, small scale sport tourism events tend to be more environmental and sociocultural friendly, despite the little economic impact generated by them. This project identified future directions in sport tourism research and practice towards local sustainable development.

KEYWORDS: Comparative Methodology, Local Sustainable Development, Small Scale Sport Tourism Events, Sport Tourism.



Session 9: Communication, Branding, and Sport Tourism

Convenor: Irena Slepícková

29. Environmental campaigns in sport tourism events: Testing the Sport Sustainability Campaign Evaluation Model in Surfing

Rute MARTINS¹, Elsa PEREIRA², António ROSADO³, João MARÔCO⁴, Brian MCCULLOUGH⁵, Margarida MASCARENHAS⁶

Faculty of Human Kinetics, University of Lisbon (Portugal), Research Centre for Tourism, Sustainability and Well-being (CinTurs), University of Algarve (Portugal)¹, School of Education and Communication, Research Centre for Tourism, Sustainability and Well-being (CinTurs), University of Algarve (Portugal)², Faculty of Human Kinetics, Interdisciplinary Centre for the Study of Human Performance (CIPER), University of Lisbon (Portugal)³, William James Centre for Research, ISPA – Instituto Universitário, Lisbon (Portugal)⁴, Health & Kinesiology, Sport Ecology Laboratory, Texas A&M University (USA)⁵, Faculty of Human Kinetics, University of Lisbon (Portugal), Research Centre for Tourism, Sustainability and Well-being (CinTurs), University of Algarve (Portugal)⁶.

Considering the assessment of environmental strategies and practices as an essential factor in the approach to environmental sustainability in sporting events (WTO, 2019), it is important to study the environmental campaigns concerning their impact on sports consumers' behaviour (Casper et al., 2020; Trail, 2016). Thus, the objective of this investigation was to test the sport sustainability campaign evaluation model (Trail & McCullough, 2020) to international surfing events by applying it to the spectators.

The sport sustainability campaign evaluation model (Trail & McCullough, 2020) was applied through a questionnaire to the spectators of two international surfing events, totaling a sample of 625 respondents. The data were analyzed with the Structural Equation Modelling Analysis using the Lavaan package from the R software.

This investigation confirmed the significant effect of: (i) Needs, Points of Attachment and Internal Constraints on Attitudes; (iii); and (iv) External Constraint and Past Behaviours on Sustainability Intentions. Moreover, this research added the direct effect of Internal Constraints on Sustainability Intentions.

This research confirmed the model's ability to help sports organizations better analyze and understand the results of their environmental campaigns, as well as to gain valuable knowledge about their own sports consumers.

KEYWORDS: Environmental Sustainability Campaigns, Nature-based Sports, Spectators, Sports Consumer's Behaviour, Sports Tourism Events.

REFERENCES

- Casper, J., McCullough, B., & Pfahl, M. (2020). Examining environmental fan engagement initiatives through values and norms with intercollegiate sport fans. *Sport Management Review*, 23(2), 348-360.
- Trail, G. T. (2016). *Marketing sustainability through sport*. Sport Consumer Research Consultants LLC.
- Trail, G. T., & McCullough, B. P. (2020). Marketing sustainability through sport: testing the sport sustainability campaign evaluation model. *European Sport Management Quarterly*, 20(2), 109-129.
- World Tourism Organization (2019). *Sport Tourism and Sustainable Development Goals*. <https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2019-09/sporttourismandsdgs.pdf>

30. New forms of communication in sporting tourism: The case of a bike blogger

Rossella Sagliocco¹, Sabrina Celestino², Francesco Izzo³, Enrico Bonetti⁴
Università della Campania "Luigi Vanvitelli", Italy^{1,2,3,4}.

In recent years, cycle tourism has undergone a significant growth and draw the attention not only of the niche segments involved but has become a key component able to improving and enhancing the tourism experience as a whole. In the consolidated universe of sport and tourism journalism, there is the emergence of a new type of a key influencer, , that has not yet been explored in the literature, called bike blogger: a new professional figure who shares her travel stories and tips in the form of a blog. More interestingly for sporting tourism, a bike blogger is able to meet an increasing demand for authentic travel information and real bike traveler stories. Considering the growing influence of social media, blogs and communities on the daily choices of individuals, these figures have a key role in orienting the preferences of users and, more generally, in promoting new practices. The following work aims to define the characteristics of a bike blogger and to understand how this new figure approaches the sport and social landscape in the digital context. Based on these premises, it was decided to use an exploratory study, with the intention of delineating and confining these new figures with respect to cycle tourism. The case study taken into consideration is "Ladra di Biciclette" (bike thief): the bike blog of a pedal-powered journalist.

31. Euro 2020 and Turin ATP: a leveraging model analysis

Alfredo DE MARTINI¹, Barbara MAZZA¹
Sapienza, University of Rome^{1,2}

As a result of the pandemic, the tourism sector, which is among the hardest hit, is facing a number of critical issues caused by a particularly complex context.

If 2019 had recorded a record of tourist flows in Italian accommodation establishments, with 131.4 million arrivals and 436.7 million admissions and growth, respectively, of 2.6% and 1.8% compared to the previous year, 2020, following the pandemic from Covid-19, sees the tourist flows in deep shock.

The provisional data of our country, relating to the first nine months of 2020, are in line with the trend of European decline (-50.9% compared to the same period of 2019, with almost 192 million fewer presences) and highlight the scale of the crisis of domestic tourism generated by the health emergency, after years of constant growth in the sector.

In particular, in the first nine months of last year alone there was a decline of over 68% in terms of the presence of foreign tourists, with a decline of more than 74 million fewer. The biggest drawbacks were the big cities that lost 73.2% of visitors.

The prospects for the immediate future bode well for a two-year recovery, as a result of a number of positive factors, including the gradual return of the health emergency, thanks to the vaccination campaign planned.

According to data presented by the SRM study center, linked to the Intesa Sanpaolo group, *"Scenario e prospettive di ripresa della filiera turistica in Italia, nel Lazio e a Roma"*, after a long period of difficulty, National companies in the tourism sector in the coming months will have several opportunities to share, with a recovery of about 60% of actual attendance in 2019.

A significant contribution to the relaunch of the sector will be given by the great sporting events that will be a showcase for our cities: Euro 2020 and ATP Finals.

A study published by the French agency Pitchinvasion *"Euro2020 official guide"*, has predicted 4 million euros in revenue from tourism for the European Football Championship in Rome, while

for Turin are assumed 400 million induced thanks to the ATP Tennis Finals in the five-year period 2021-2025.

The present work was born with the aim of demonstrating the existence of a link between tourism and international sports events, their ability to affect the tourist flows and the qualitative perception of the territories that hosted them.

In particular, this paper tries to understand the role and the impact of the two sporting events considered, in the tourist relaunch of a destination and what may be the social and economic repercussions on the host territory.

REFERENCES

- CASARIN F., *“Il marketing dei prodotti turistici”*, Giappichelli Editore, Torino, 2007.
- Centro Studi SRM *“Scenario e prospettive di ripresa della filiera turistica in Italia, nel Lazio e a Roma”*, Roma 2021.
- CHERUBINI S., IASEVOLI G., *“Il marketing per generare valore nel sistema evento”*, atti del convegno *“Le tendenze del marketing”*, Ecole Supérieure de Commerce de Paris – EAP, 21-22 Gennaio 2005.
- CHERUBINI S., BONETTI E., *“Il valore degli eventi”*, Franco Angeli, Milano, 2009
- CIAMPICACIGLI R., MARESCA S., *“Due metalinguaggi si intrecciano: sport e turismo”*, ed. ISTEI Università degli studi di Milano, Bicocca, 2004.
- DI MARCO M., ORONZO S., D’INTINO G., *“Manuale del turismo sportivo”*, Franco Angeli, Milano, 2006.
- ENIT *“Piano annuale di marketing e promozione 2021”*, Roma 2020.
- Ente bilaterale turismo Lazio *“Osservatorio del mercato turistico e del lavoro 2020”*, Roma 2020
- FERRARI S., *“Event marketing: i grandi eventi e gli eventi speciali come strumenti di marketing”*, Cedam, Padova, 2002.
- KOTLER P., KELLER K. L., *“Marketing Management”*, 12° edizione a cura di W. G. Scott, Mondadori, Milano, 2007.
- ISTAT *“Movimento turistico in Italia”*, Roma 29 dicembre 2020
- PitchInvasion *“Euro2020 official guide”*, Parigi 2021
- PRUNESTI A., *“Comunicazione e marketing delle imprese sportive”*, Franco Angeli, Milano, 2008.
- RICERCA ACCIARI *“Consulting-Censis sul marketing sportivo”* 2010.
- UNIONCAMERE, ISNART, *“Imprese e turismo”*, BIT 2011.