

Call for papers: Special Issue of
Journal of Hospitality & Tourism Research on the topic

SPORTS TOURISM

supporting

The III International Conference **Innovations in Sports, Tourism and Instructional Science (icISTIS-2018)**, Chelyabinsk, Russia

Special Issue Guest Editor:

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The III International Conference on **Innovations in Sports, Tourism and Instructional Science (icISTIS-2018)** will be held in **Chelyabinsk, Russia**, on **December 6-7, 2018**, organized by **Institute of Sports, Tourism and Service of South Ural State University**. During the Conference, scientists from several countries will discuss topical issues of sports studies, sharing their ideas and expertise in research, educational and project activities, and converse about directions and approaches to further development. We warmly welcome submissions for consideration for the “Sports Tourism” track of the icISTIS-2018 Conference and for a Special Issue of the Journal of Hospitality & Tourism Research (WoS – SSCI, Impact Factor 2017: 2.685 and Scopus: Q1). More information about the Conference on <http://icistis.susu.ru/>

Rationale of this Special Issue

Baron Pierre de Coubertin (1863–1937), the father of the modern Olympic Games, gave initiation to the development of sports tourism in the belief that it would bring nations together, thus contributing to a better understanding among peoples. His notion gave sports tourism its vitality and stimulus for a pursuit of business entrepreneurship and financial profitability (Kurtzman, 2005). The use of sport as a touristic endeavor has been a part of the intensive social development and movements of the 1990-es. Two main reasons may be attributed to such actualities: the “sports tourism” phenomenon has been evidenced due to the worldwide popularity of mega-

sports events, together with the fact that sports fans tend to follow their favorite teams and sport stars; the new notion of health, through physical activities at all age levels, sparked renewed interest in a diversity of physical activity involvement (Kurtzman, 1993; Ritchie & Adair, 2004; Weed & Bull, 2004).

Sports tourism can be defined in several ways. Some authors (e.g. Hudson, 2002; Hinch & Higham, 2004; Weed & Bull, 2004; Downward, 2005) described this type of tourism as a wide range of active and passive, competitive and recreational, and formal and informal tendencies. Kurtzman (1993) explained sports tourism as “the use of sports as a vehicle for tourism endeavours” (p. 5), in which activities encompass the physical context of any sports activity. Weed & Bull (2004) stated that sports tourism is “a social, economic and cultural phenomenon arising from the unique interaction of activity, people and place” (p. 37). This, according to Weed (2005, p. 234), establishes sports tourism as “related to but more than the sum of sport and tourism”. Weed and Bull (2004, p. 123) proposed that there are five main types of sports tourism: tourism with sports content, sports participation tourism, sports training, sports events and luxury sports tourism. Furthermore, these types may be multi/single-sport, active or passive, and may involve instruction, elite sport and/or a corporate element. On the other hand, Gammon and Robinson (2003) noted that “sports tourist is quantified by active or passive participation at a competitive sporting event. We can classify a hard sports tourist as someone who specifically travels (staying in places outside their usual environment) for either active or passive involvement in competitive sport. Therefore, the sport is their prime motivational reason for travel” (p. 23). This involves the most well-known international sports event such as the Olympic Games, FIFA World Cups, the Paralympic Games, the Grand Slam tennis tournaments, etc. Moreover, the same authors claimed that sport and tourism are not just about the management and operations of mega-events – it also concerns offering the consumer specific sport and tourism related services and experiences. The subject is clearly large enough to warrant thoughtful consideration from industry, whilst at the same time, specific enough to sustain academic attention. The sports tourism industry has long acknowledged experience as a key marketing objective but has yet to describe it in a way that is actionable. Research of the impact of experience on consumer behavior is largely descriptive and focused on exploring ‘what’, rather than ‘why’ experiences drive behavior (Weed & Bull, 2004; Weed, 2009).

Nowadays, people all over the globe are participating more in sports and traveling to certain destinations for the pleasures and enjoyments of physical activities, both amateur or professional. An important notation to this statement was that a sports tourist may be an active participant or a passive spectator. Nevertheless, both groups are more aware of the inherent values emanating from sports and are prepared to financially support their inclinations. In addition, sports tourism is gradually increasing for all levels and ages of society and sports tourism activities (in general) could take place in any surroundings: urban/non-urban, indoors/outdoors, in all types of climatic conditions and in all seasons (Zauhar, 2004).

Activity categories have been determined and were assigned to sports tourism in keeping with existing touristic activities/amenities: sports events, sports attractions, sports tours, sports resorts and sports cruises (Kurtzman, 2005). The primary qualifier for the modern concept of “sports tourism” lies in visitors’ participation/attendance at a (predominant) sports event or sports tours, and visit sports attractions, resorts and cruises, as well as the leisure, recreational and health aspects of these involvements (Marković & Petrović, 2013; Mijatov, Ivkov-Džigurski, Pivac & Košić, 2016). Apparently, it is the “physical” aspect of the sport that is the “polarizer” for tourism. Sports tourism has also been observed along the lines of activity categories which have direct relationships with tourism. Historical background, destination, policy, economic impact and socio-impact elements are considered within each activity category in the development of contemporary sports tourism. On the other hand, natural (e.g. unpredictable weather, volcanos, earthquakes) or non-natural hazards (e.g. terrorism, sports fans fights) have a significant impact on global sports tourism and sports visitors’ behavior (Parent & Smith-Swan, 2013).

Turco, Riley & Swart (2002) underlined the fact that sports tourists’ decision to travel to a destination is primarily driven by involvement with the sport, not the destination. Eventually, a thorough knowledge of the sports visitors’ total involvement with the destination is important if repeat visitation is to be realized. In addition to the direct economic and social advantages to the host destination, both to city or country (Petrović, Jovičić, Marinković & Marković, 2013), an event can significantly improve the image of the destination resulting in an enhanced long-term image and re-visitation among visitors. Hence, if destination marketers are to leverage the long-term benefits of hosting sports events, a greater comprehension is required of whether sports tourists develop a level of involvement with the destination as a result of attending a sports event (Filo, Chen, King, & Funk, 2011).

Globally observed, as one of the fastest-growing sectors of the travel industry equating approximately \$7.7 billion (<https://www.sportscommissions.org/>), sports tourism provides significant economic impact, not only from the hosting of major sporting events but also from the development of sports resorts and sports attractions. In addition, increased marketing of sports tourism at all levels (national-regional-local) suggests a potential for improved tourism receipts (Kurtzman & Zauhar, 2003). Even more, sports tourism represents international business highly attractive for well-organized international media coverage, investments, political interests, sports participants and spectators (Klaus & Maklan, 2011).

Despite such recent advancements, insight into the nature of contemporary sports tourism trends remains sparse in the literature to-date. Therefore, it highlights the need for more research to be conducted to further advance the literature by addressing significant research issues and challenges. This encourages the current Special Issue. Finally, this Conference track/Special Issue will seek to address some of the most pressing challenges in understanding this phenomenon, both from a theoretical and practical perspective.

Submission

Both conceptual and empirical, quantitative, qualitative or mixed method studies are welcome. The Special Issue will be particularly focused on original contribution to sports tourism theory considered as novel and interesting in the broad category of this selective type of tourism, although it should adhere to the mission of publishing works with a theoretical focus with implications that are generalizable beyond a specific city or country. Some example dimensions of topics include, but are not limited to the following:

1. Sports tourism as a part of global, contemporary trends in the travel industry
2. Health aspects of sports tourism
3. Natural/anthropogenic hazards and risks and their influences on sports events and visitors' behavior
4. Impacts of sports events on host destination – an international perspective
5. Role of sports tourism in rural/peri-urban/urban development: worldwide examples and comparisons
6. Importance of marketing tools in sports tourism and sports events global progress

The timeline

Manuscript submission deadline: January 31st, 2019 (however, earlier submission is highly encouraged);

First comments (initial acceptance/rejection) on manuscripts: March 1st, 2019;

Revision due: June 1st, 2019;

Special Issue will be published in the second half of 2019.

Guidelines for authors

All papers submitted to the Journal of Hospitality & Tourism Research will undergo a double-blind peer review process. The manuscripts should be structured in line with the guidelines, available at <https://us.sagepub.com/en-us/nam/journal-of-hospitality-tourism-research/journal200848#submission-guidelines>

Please submit your manuscript through <https://mc.manuscriptcentral.com/jhtr> and select the Special Issue from the drop-down menu for your submission. Informal inquiries are valued and can be directed to the guest editor.

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