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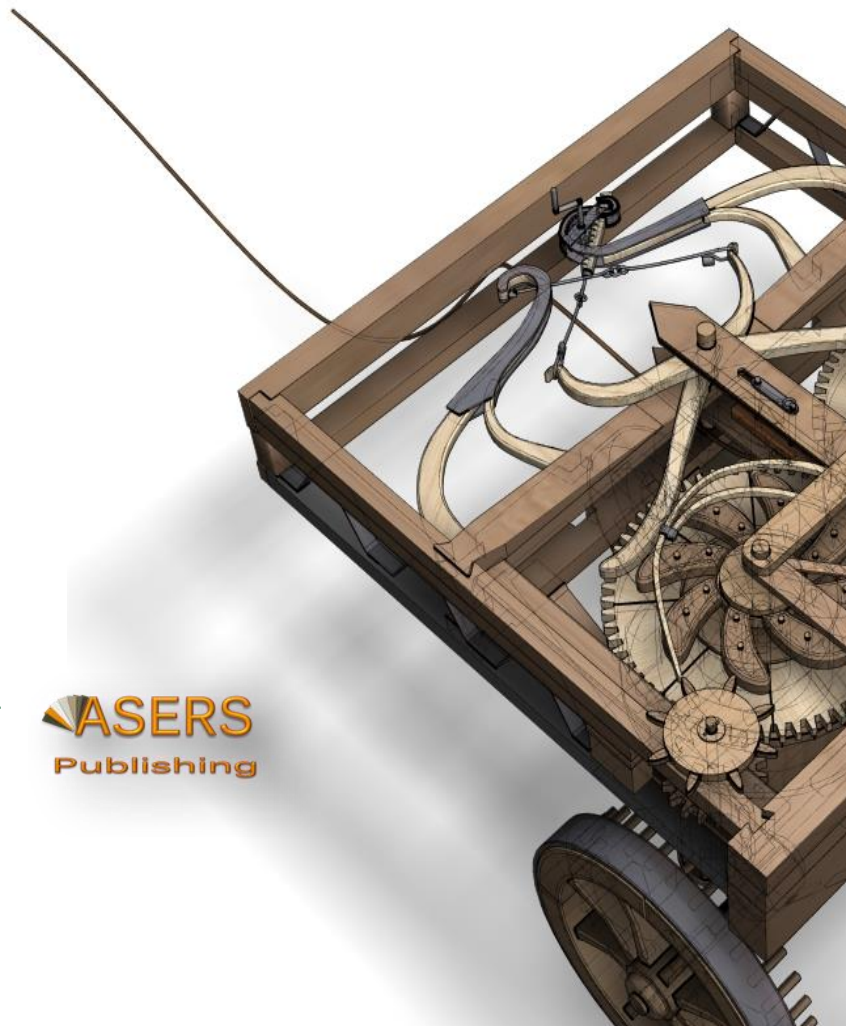
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Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

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Tennis Tournaments from the Perspective of Sport Tourism

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Abstract:

Tourism development over the last years led to an increase in the number of sport events attendees and, on the other hand, the sport events expansion generated the growth of sport related tourism. Sport tourism is a meaningful branch of overall tourism referring to the individuals participating in sport events both actively and passively. Referring to tennis tournaments, there has been a constant increase in media publicity, advertising space for the sponsors and the number of spectators. Thus, tennis, as a sport and a touristic product, has a significant contribution in attracting tourists and in regional development. Long-term development strategies should consider the socioeconomic traits of tennis related tourism.

Keywords: tennis; sport tourism; tournaments.

JEL Classification: L83; Z32.

Introduction

Tourism has an interdisciplinary aspect, comprising various areas such as economic, social and geographical location, influencing the land development, communities, cultural planning and transport infrastructure (Binkhorst and Dekker 2009). The economy in many countries relies on tourist services, like transport, catering and accommodation, that produce an important revenue, being one of the most important parts of global economic development (Andersson 2007; Bille 2012).

The most common definition of tourism could be the activity of a person, the tourist, that travels in order to achieve personal objectives (Freyer 1997). Over time, researchers tried to give different definitions for tourism and the overall conclusion implies that a person is considered a tourist if he travels or visits a new location for a predetermined period of time, without settling down or taking a job in that zone.

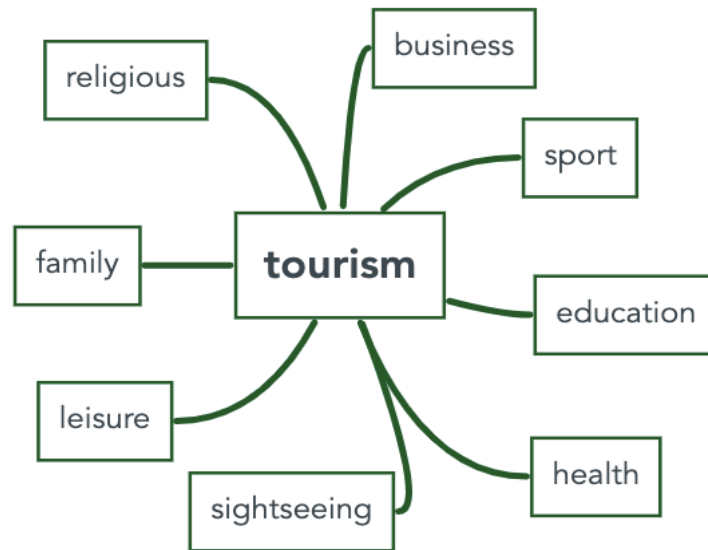
Of all the available definitions of tourism we can extract a few common features: traveling to a different location, staying at a new venue for a temporary amount of time (between one day and maximum a year), the place and the location of the travel is decided by the tourist, the local infrastructure is used for traveling purpose achievement (Goeldner and Ritchie 2003; Knutson and Beck 2004; Sirgy 2019).

Selective tourism (Kazimierczak and Melchrowicz-Moško 2013) as a significant part of overall tourism has been on a continuous growing trend mostly due to the development of recreational (Ewert and Hollenhorst 2000) and sport tourism (Bartoluci 2003). These types of tourism have evolved based on the interconnectivity of healthcare and sport as two of the most important aspects of individuals' concerns.

1. Sport Tourism

In the last years, tourism has been on a continuous development, expanding over various touristic branches like the ones presented in figure 1. These subdivisions of tourism types are the motivational base for choosing a specific destination. Tourism is also influenced by the number of participants (individual or group), their age (youth, families, seniors), available transportation means (car, bus, train, plane) or tourists' residence location.

Figure 1. Tourism type



The development of sport tourism (Bouchet *et al.* 2004; Chi and Sun 2006) as a specific type of tourism leads to overall tourism progress and the expansion of the other touristic branches as well (Kaspar 2010).

Analyzing the available sources of information, we can observe that a multitude of sport events (Getz, 2008; Jeong and Kim 2020) take place all over the world during a calendar year, thus, in this paper, we will be reviewing the concept of sport tourism from the perspective of tennis tournaments (De Knop and Van Hoecke, 2003; Jeong and Kim 2020). The notion of sport tourism cannot be precisely defined since this branch of tourism has a close relationship with the other tourism divisions (leisure, health, recreation, sightseeing or business).

Sport is considered a physical activity beneficial for the human body and mind, involving competition, following rules, cultural and social development (Greenweel *et al.* 2002).

Since the beginning of their evolution, sport and tourism have been sharing common activities regarding the recreational aspects, creating a tight relationship between them.

Starting with the 1980s, the notion of sport tourism started being researched even if the sport and the tourism were separately discussed and developed in previous work. The fusion between the two terms implies leaving one's residence, sport being the main purpose for the travel (Gammon and Robinson 1997). In this case the travel purposes include tournaments, competitions and other sport related activities such as sport journalism or sport equipment production and marketing (Harrison-Hill and Chalip 2005).

If we look at tourism from a sports point of view, it involves active and passive attendance to a sport related event (Kaplanidou and Vogt 2010). If we look at sport from a tourism product perspective (Weed 2001; Weed 2008; Weed and Bull 2004), it involves several goods and services being offered and purchased both prior to or during an event (Hinch and Higham 2011).

The sports tourism industry has grown considerably in recent years. Sport tourism is a business for everybody involved in the event: players, staff, media, sponsors, local businesses, and many more. People participating to a sport event are doing many other activities that has no connection to the event itself, for example they visit local museums, use relaxation facilities or visit historical places in the area.

In the last years, the mount of people that attend to a sport event significantly increased due to the continuous growth of sport popularity. The sport is considered the biggest social phenomenon, and it is preconized to become the biggest industry. Even today, sport related tourism represents approximately a quarter of the overall touristic industry.

The concept of sport tourism (Perić 2010) involves several areas, such as:

- training in good climate conditions and infrastructure (sport camps);
- commercial offers for sport holidays;
- expensive sport disciplines (like golf);
- sport club vacation offers;
- sport events supporters and spectators.

Sport events in host cities lead to growth of tourism in those areas making them popular destinations during the events. Prior to the sport events, the local authorities prepare the sport venue, the volunteers for the manifestation, the accommodations, local transportation, tournament and region promotion (Piechota 2013; Sobry 2011).

From the socioeconomic point of view, the impact of sport events generating tourism has two aspects (Kurtzman 2005):

- positive impact
 - contribution to economic growth;
 - local and regional infrastructure improvement;
 - urban expansion;
 - socio-cultural interconnectivity;
 - promoting local culture;
 - solidify the community;
 - favorable circumstances for entertainment;
- negative impact
 - economic expenditures;
 - traffic issues;
 - safety risks;
 - social friction;
 - environmental perturbations.

Sport events have economic impact on all industries:

- finance, insurance and real estate;
- food and beverage;
- services;
- recreation and entertainment;
- manufacturing;
- retail;
- transport;
- healthcare;
- communications;
- construction;
- personal services;
- agriculture;
- government.

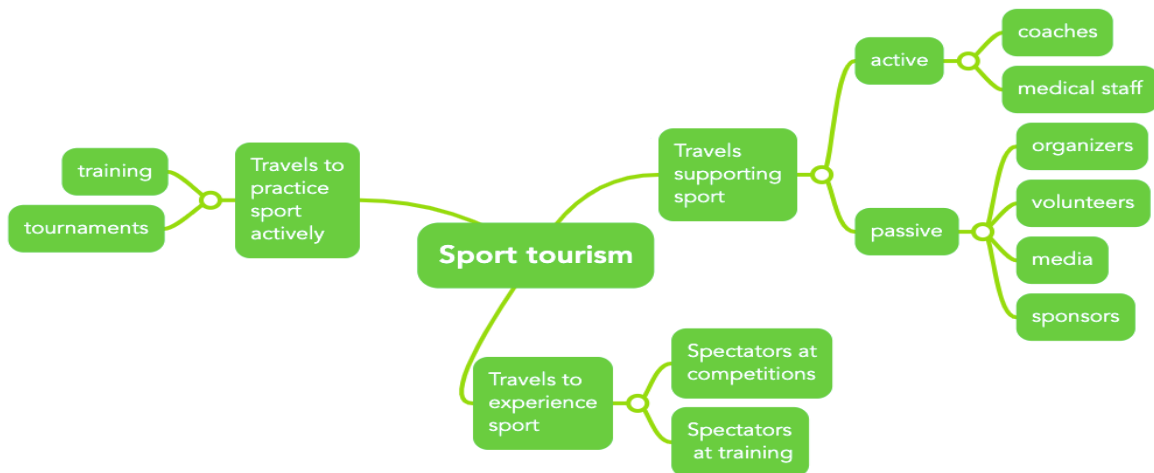
Tourists connected to sport tourism are divided in three main categories:

- travelers that practice sport;
- travelers that support sport;
- those who travel to experience a sport event.

The sportsmen are the ones that practice sport, participating at training and competitions. The spectators travel to experience sport, participate in training sessions and tournaments. Sport tourism is considered a trip with active or passive attendance to sport activities (Robinson, Lück and Smith 2020).

Travelers that are actively supporting sport are doctors, coaches, physiotherapists, and the ones that are passively supporting sports are competition organizers, volunteers, sponsors and media staff that promotes the respective sport event and the local attractions as well. These sport tourism (Hadzik 2014) related categories can be summarized as in figure 2.

Figure 2. Sport tourism

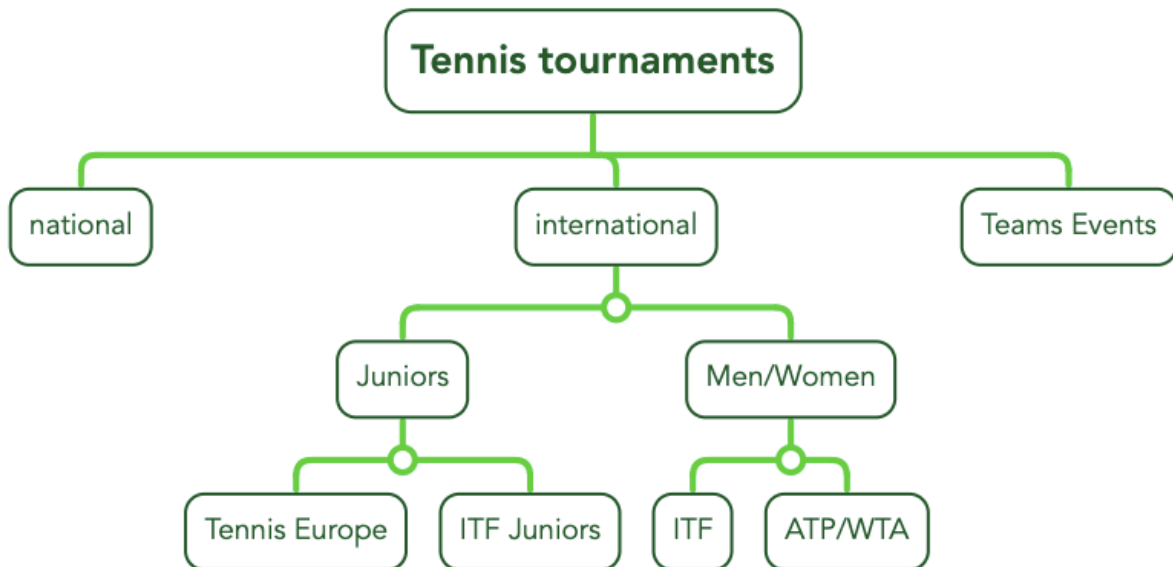


Overall, we can extract two sets of sport events participants: the spectators and the sport players, each category with its own traveling purpose. For a better analysis of sport tourism, we consider tennis tournaments exemplification.

Tennis tourism, in particular, represents one of the most challenging sections of overall sport tourism having not only an important amount of reputation, but also a significant number of players and fans.

The total sport tourist expenditures (Wicker *et al.* 2012) related to a tennis event depend on the location and category of tournament. A graphical representation of tennis tournaments organization can be visualized in figure 3.

Figure 3. Tennis tournament



Tennis tournaments are classified as follows:

- National tournaments: U10, U12, U14, U16, U18, Seniors;
- International tournaments:
 - Tennis Europe: U12, U14, U16;
 - ITF Juniors: Junior Grand Slams, J500, J300, J200, J100, J60, J30;
 - ITF seniors:
 - M15, M25;
 - W15, W25, W40, W60, W80, W100;
 - ATP: Grand Slam (Australian Open, French Open, Wimbledon, US Open), ATP Finals, ATP Masters 1000, ATP 500, ATP 250, ATP Challenger Tour (Challenger 50, Challenger 75, Challenger 100, Challenger 125, Challenger 175);

- WTA: Grand Slam (Australian Open, French Open, Wimbledon, US Open), WTA Finals, WTA 1000, WTA 500, WTA 250;
- Teams events: Billie Jean King Cup, United Cup Davis Cup;

Big tennis tournaments such as ATP and WTA attract a large number of spectators (Shipway and Kirkup, 2011) that generate revenue, but also sponsors that are directly financially interested in advertising their products (Tribe 2020).

National tournaments are smaller, usually there are only a few spectators so the main touristic contribution to the region is given by the players and their staff. They are the ones that travel and need accommodation when participating to these tournaments.

International tournaments for young junior players are also with a small number of spectators, the media promotion is mainly local. The impact on tourism is also given mostly by players and their staff. The main difference between these tournaments and the national ones is that the players are travelling between countries, so the total expenditure is bigger. The players and their staff, coming from a different country with a different culture, usually visit the region while they are participating the tournament.

The ATP and WTA tournaments are the ones that have a great impact on regional and national tourism. The spectators' number is getting bigger with the tournament category. Fans are traveling to see their favorite player mostly because they want to experience the sport event itself. The fans are following players all over the world, they make travel and accommodation expenditure, they buy tickets to sport event, they buy sport product, they visit the region and while they attend the tournament they also participate in other socio-cultural events. The sponsors, the journalists, the staffs, all contribute to local and regional tourism development.

The tennis tournaments have impact on wages and taxes, jobs, local businesses:

- direct impact: travels related to sport creates economic growth;
- indirect impacts: goods and services are purchased by everyone involved in the sport event;
- induced impact: the income generated by a sport event is later spent or invested in local economy.

Conclusion

Sport is fundamental to human health while tourism represents the subjective, recreational part of life, thus their interconnectivity leads to a meaningful concept that could improve many aspects of individuals lives.

Future tourism development will rely on sport as one of its most important components based on the continuous increase in sport events number and due to their inclusive and opportunistic features. Like any other type of tourism, sport tourism has economic, social and environmental impact, with a small number of disadvantages, but a lot of advantages:

- sport tourists are visiting the region;
- people need accommodation, they eat at local restaurants;
- the sport event creates exposure for local community;
- after the event, the sport infrastructure can be used by local people;
- the infrastructure is developing for a sport event due to the increased number of visitors;
- media promotes potential touristic destinations;
- the event creates new jobs, even temporarily, for local community.

The negative impact must be also considered mostly because usually the infrastructure for the event affects the natural environment.

Other types of tourism could evolve based on sport tourism growth by attracting specific groups of tourists and improving the touristic variety.

Tennis tournaments are spread worldwide regardless of weather conditions or season, being available both indoors and outdoors. In conclusion, tennis tourism, as a significant part of sport tourism, improves not only the seasonality issues of tourism, but also the variety and quality of touristic offers, expenditures and gratification of tourists.

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