



# A Conceptual Study on The Social, Economic and Cultural Development of Sports Tourism

Metin Sürme <sup>1</sup>, Melike Temizel <sup>2</sup> and Ramazan Aslan <sup>3,\*</sup>

<sup>1</sup> Gaziantep University Tourism and Hotel Management Vocational School; surmemetin@gmail.com

<sup>2</sup> Gaziantep University, Institute of Social Sciences, Department of Tourism Management; melike\_temizel341@hotmail.com

<sup>3</sup> Gaziantep University, Institute of Social Sciences, Department of Tourism Management; ramazan.aslan002@gmail.com

\* Correspondence: surmemetin@gmail.com@e-mail.com

**Abstract:** Sports is an activity that can best respond to people's expectations and wishes due to the different branches it contains and the alternatives within these different branches. However, sports is one of the biggest social activities in the world. Tourism, on the other hand, has a large industrial share all over the world. For this reason, sports and tourism contain elements that complement each other and provide mutual benefit to each other. In the scope of the research, the social economic cultural development and sustainability of sports tourism were revealed. As a result of the research, it has been that sports tourism contributes significantly to the regional and country economies and that the sports activities and activities carried out increase, it had significant effects on the promotion of the region and the increase in population. Within the scope of the research carried out, the general definition of sports tourism and the diversity of sports activities in Turkey were discussed. With the literature research carried out within the scope of sports tourism, the importance of sports tourism and its effects on the basis of countries were investigated.

**Keywords:** Sports, sports tourism, social impact, economic impact, cultural impact.

## 1. Introduction

Sports tourism in the world is developing gradually. For this reason, especially developed and developing countries have tried to develop and popularize sports tourism in recent years. The most important reason for this is considered to be the increase in tourism income for sports purposes (Özdemir, 2020: 59). Events and relationships that result from people's participation in a tourism event to play sports or watch sports events are called sports tourism. Today, people are constantly traveling to participate in sports events organized around the world. Some of them as athletes and some as spectators experience the excitement of the organizations (Turgut, 2019). Today, the share of sports tourism in world tourism revenues is 32%. According to the research of the International Council of Sports Tourism (STIC), it is stated that sports activities have become an industry of 182 billion dollars, sports events cause 47 million overnight stays per year, and the staying sports tourist spends 180 dollars per day for the hotel entrance fee and other needs (Yeşil, 2007). 2015: 74). According to the Sports Tourism Report published by TURSAB in 2014; The share of sports in the tourism sector, which reached a size of around 1.2 trillion dollars in the world in 2014, is at the level of 180 billion dollars. While the annual growth rate of global tourism is around 4-5 percent, it is calculated that this figure is around 14 percent in sports tourism. According to the averages in international calculations, the sports tourist spends about twice as much as the normal tourist. Between 2006 and 2014, 90 million people around the world traveled to watch major sporting events such as the Olympics and FIFA World Cup on site. 13 million of them were those who went abroad to watch these sports events, and their expenditures in these countries amounted to 10 billion dollars (Turgut, 2019: 68).

Sports tourism is seen as an important developing type of tourism in Turkey. Turkey is a unique country in terms of football, basketball, volleyball, tennis, golf, air sports, water sports, extreme sports and sports organizations that attract attention all over the world, with geographical conditions, climatic conditions, hospitable manpower and the availability of suitable facilities

**Citation:** Sürme, M.; Temizel, M. & Aslan, R. (2022). A Conceptual Study on The Social, Economic and Cultural Development of Sports Tourism. *Journal Of Economic and Business Issues*, 2(1), 21-32.

Received: 17/01/2022

Accepted: 15/02/2022

Published: 28/02/2022

(Turgut, 2019). Sports tourism in Turkey is seen as an important type of tourism potential. Turkey especially in terms of the world's most popular audience football, basketball, volleyball, tennis, golf, etc. It has important geographical and talent opportunities for organizations in sports branches. It has developed itself as an infrastructure with sports facilities that are under construction and completed in many different regions (Yeşil, 2015). Tourists who come to Turkey for a holiday are usually between the ages of 36-45, and they usually prefer four or five-star hotels. It has been determined that they see sports tourism as the most useful and necessary type of tourism for tourists staying in holiday villages, while tourists staying at hotels see Cultural Tourism as the most useful and necessary type of tourism. The importance of sports and physical exercise in the tourism sector has accelerated the process of providing these elements to domestic and foreign tourists in recent years (Toromanlı, 2014).

It is possible to encounter sports tourism opportunities and activities in our country in every region from the north to the south, from the east to the west. Reflecting the magnificent nature of the Black Sea region, Bartın offers a wide range of climbing, mountain biking, trekking, paragliding, water skiing, windsurfing and motorcross with its steep and steep mountains not exceeding 2000 meters high. With its land, air and railway transportation network, Kayseri Zamantı River, which is an important visitation center for domestic and foreign sports tourists traveling to Erciyes Ski Center for winter sports, offers alternatives in this field with rafting activities, sail wing and paragliding activities. The development of ski resorts that can be considered new in provinces such as Ardahan, Bitlis, Erzincan and Ağrı will help Erzurum Palandöken, especially in the development of sports tourism in Eastern Anatolia (Yeşil, 2015: 76-77).

While sports tourism shows a rapid growth in the world, the arrival of sports tourism in Turkey is not yet at the desired level. Although there has been a great acceleration in this regard in recent years, there are still steps to be taken. A few of them are as follows; (Rahmanoğlu, 2019: 26).

- Apart from the cities of Antalya and Istanbul, which have a share of 70 percent of the Turkish tourism pie, new sports complexes should be built.
- Turkey should be positioned as a country of sports and healthy living in promotions.
- Special sports tourism destinations that will be marketed around the world should be created and direct flights to relevant destinations should be arranged.
- Since the sports tourists coming to Turkey mostly come individually, attractive package tours that meet all kinds of demands should be prepared.

## 2. Sports Tourism Types and Effects

### 2.1. Sports Tourism Concept

Research has been conducted on sports tourism since 1987 (Aylan & Başoda, 2020). Sports tourism has been adopted as leisure travel in previous studies. In the September 1998 issue of Gibson Parks & Recreation, he recommended that sports tourism be defined as leisure-time travel, where individuals spend temporarily outside their homes, playing games, watching physical activities or respecting the love for these activities (Kara, 2005: 55). According to Gammon & Robinson (2003:23), sports tourism is defined as “people's active or passive participation in competitive or recreational sports, individually or as a group, by traveling and/or staying outside their usual place of residence for sports purposes” (Aylan & Başoda, 2020:1774). Sports tourism is national or international tourists who participate in sports activities or who want to travel by leaving their environment to watch. Sports tourism guides domestic or international travels for individuals who want to do sports (Miçooğulları, 2004). Sports tourism is the direct desire of people to travel for the purpose of sports. In some destinations, it is a type of tourism formed by people who participate in similar sports competitions such as water and mountain sports and the Olympics and act as spectators (İçöz, 2008).

The fact that individuals visit regions in different sports branches, participate in events and watch them is called sports tourism. Sports tourism is the whole of events and relations arising from the participation of people who are interested in sports in tourism. For a trip to be covered by sports tourism; Travel should be suitable for the definition and scope of tourism, and it should be done primarily for sportive purposes. The first purpose of participating in sports tourism is to participate in sports activities. Apart from sports activities, people participating in sports tourism also benefit from natural beauties, historical and touristic places and other activities in the places they go (Doğan, 2009).

Sports tourism is defined as all of the travel experiences made with the aim of engaging in sports activities, athletes, managers, fans and similar activities or participating in such activities (Şebin, 2009: 38). Participation in sports tourism does not have a commercial purpose and requires traveling to places far from home or work (Bektaş, 2010). Dr. According to Turco, sports tourism is defined as a type of tourism that consists of travels that take place with the active or passive

participation of people in a predetermined sporting event (Karakoç, 2011: 11). People who do various sports, are interested in sports and have a relationship with sports; The tourism movement that they create in order to personally participate in or watch sports events, Olympics and similar events is called "sport tourism" (Göksel, 2012: 12).

Today, sports tourism is a rapidly developing tourism activity in many countries as well as in our country. When looking at recent years, Izmir University summer games, Trabzon Eyof games, Erzurum University winter games, Istanbul short course swimming world championship and Mersin Mediterranean games etc. shows the diversity of sports organizations in our country. As a result of such organizations, the development of our country to host the Olympics has accelerated (Karaharman, 2014). Sports tourism can also be expressed as the participation of people in tourism activities during the duration of these sports activities, apart from participating or watching sports activities. Sports tourism is one of the fastest growing sectors of the travel and tourism industry worldwide (Silik, 2014).

Sports tourism is an important tourism field that has the power to redefine rural and urban communities and economic approaches, especially in developing countries. It can increase the welfare of the local people as well as increase the quality of individual life through tourism (Derman, 2015: 14). Sports tourism is the intersection of sports and tourism as an economic and social activity. Sports tourism is defined as all forms of active and passive sports activities that can provide daily participation or are organized for non-commercial/commercial reasons and require moving away from permanent residence (Ören, 2018: 10). In addition to traveling for sports purposes, they also want to get to know the natural and cultural riches of the places they go. For this reason, in order for sports tourism to develop in a place, it is important that that place is rich in natural and cultural terms (Tuncay, 2018). Sports tourism is defined as travels made for the purpose of performing a sports activity as an amateur or professional, watching any sports activity as a spectator, or visiting and seeing touristic places with sportive value (Güdük, 2019). Sports tourism is an important type of tourism that consists of people leaving their places to join or watch sports activities in their spare time and accession in tourism activities (Turgut, 2019).

Sport is defined as "*competitive or non-competitive, can be done as a group or individually, with or without official rules, outdoors or indoors; It is defined as the whole of activities based on physical movement with purposes such as entertainment, achievement, rest, enjoyment*". A sports tourist is generally defined as "*individuals and/or groups of people who participate actively or passively in competitive or recreational sport while traveling and/or staying in places outside of their usual environment (sport as the primary motivation for travel)*". More specifically, definitions of sports tourists are grouped under two categories: strict (competitive) and soft (recreational). Under the strict definition category, a sports tourist is defined as an "*active or passive participant in a competitive sporting event*". Therefore, sport is the main motivation for the travel of these tourists. These tourists are usually those who attend the Olympic games and football matches. In the soft definition category, the sports tourist is "*an active recreational participant, primarily in a sport/leisure activity, who travels outside of their usual habitat*". These tourists generally participate in activities such as trekking, skiing and caving (Aylan & Başoda, 2020:1774).

## 2.2 Types of Sports Tourism

Sports tourism has several side branches. It develops depending on the demand and species that have been formed. It is divided into classes on Nature, Winter, Water Sports, Passive Participatory and Nostalgia Sports Tourism. Sports tourism, which is developing around the world, has varied depending on different climatic and geographical structures.

In parallel with its geographical location and structure, Türkiye has become a popular destination for tourism and sports tourism. It is an important destination with activities such as mountaineering, paragliding, caving, hunting and hiking that develop according to the structure of the eastern and Black Sea regions. Paragliding, which is carried out in Muğla /Fethiye Babadağ, has become an important sport tourism activity for the region. Turkey, which has an important position in golf tourism, is an important destination with the Antalya/ Kemer region. The developed upper and lower structure meets the demand to a maximum extent with its bearing capacity. It has an important location for visitors who are interested in hunting sports tourism with game animals raised in the owned mountainous areas.

There are 4 seasons in Turkey. This situation allows various sports activities to be performed. Turkey is one of the important destinations in terms of winter sports tourism.

The important ski resorts of the republic are listed in the figure. Turkey, which has certain destinations within the scope of winter sports tourism, stands out with its diversity and capacity.

Surrounded by the seas on three sides, Turkey welcomes visitors with tourism activities and water sports tourism. It is diversified by sports activities such as Rowing, Streams, Underwater Diving, Sailing and Swimming. The enterprises and facilities established depending on the demands created serve the visitors who come within the scope of sports tourism.

**Table 1.** Types of Sports Tourism (Batman, 2007).

Outdoor Sports Tourism	Winter Sports Tourism	Water Sports Tourism	Passive Participant Sports Tourism	Nostalgia Sports Tourism
<ul style="list-style-type: none"> <li>•Mountaineering</li> <li>•Hiking</li> <li>•Horseback Hiking</li> <li>•Bike</li> <li>•Golf</li> <li>•Direction finding</li> <li>•Paragliding</li> <li>•Hunting</li> <li>•caving</li> </ul>	<ul style="list-style-type: none"> <li>•Ski</li> <li>•snowboard</li> <li>•Ice skating</li> </ul>	<ul style="list-style-type: none"> <li>•Streaming</li> <li>•Shovel</li> <li>•Water skiing</li> <li>•Underwater Diving</li> <li>•Surf</li> <li>•Sailing</li> <li>•Swimming</li> </ul>	<ul style="list-style-type: none"> <li>•The Olympics</li> <li>•Football</li> <li>•Tournaments And Halls</li> </ul>	<ul style="list-style-type: none"> <li>• -</li> </ul>

**Table 2:** Turkey is one of the important destinations in terms of winter sports tourism

Bursa	Uludağ Ski Resort
Erzurum	Palandöken Ski Resort
Bolu	Kartalkaya Ski Resort
Kars	Sarıkamış Ski Resort
Kayseri	Erciyes Ski Resort
Kocaeli	Kartepe Ski Resort
Isparta	Davraz SkixResort
Kastamonu	Ilgaz Ski Resort
Erzincan	Ergan Mountain Ski Resort
Antalya	Saklıkent Ski Resort

Passive participatory sports tourism, which is another type of sports tourism, includes international events. In this area, the Olympics are provided by the realization of Football and Tournaments.

Finally, nostalgia sports tourism, sports museums left over from ancient times, events and festivals that have traditional and historical values are included in this scope.

### 2.3. Effects of Sports Tourism

Although sports tourism has certain limits, it has economic, environmental and socio-cultural effects. These are listed as follows;

#### 2.3.1. Economic Effects of Sports Tourism

In addition to the effect of sports tourism on money movements, which are used directly as an income and expense element, it has macro-economic characteristics such as the expansion of the business volume in the economy and the revitalization of sectors, leading to the intensification of commercial transactions, as well as contributing to the development of the physical and institutional infrastructure in the country. There are also effects (Miçooğulları, 2004: 20). The economic effects of sports tourism and sports activities arise from the expenditures of people (participants, managers, spectators, etc.) who participate in quality activities organized in that country or region in various ways (İçöz, 2008).

“As a result of national and international sports tourism organizations held in the USA in 1999, forty-four billion dollars were reported. In 1998, the return of sports tourism organizations to Scotland was reported as one billion ninety-four million pounds. It was stated that seventeen million dollars were earned in the sports tourism organizations held in Australia in 1999” (Bektaş, 2010: 19). If we look at some indicators of the impact of sports tourism on the economy, the research titled Sponsor's Financing in Europe, carried out by Adreff from 1984 to the mid-1990s under the sponsorship of the European Council and aiming to determine the impact and importance of sports in Europe, aims to share information and democratize in sports. Play the Game” activity was introduced as a scientific report at its meeting in Sweden in 2000 and the study was carried out by organizing comparable data in all EU countries. The data in this study is the source allocated to sports from the central government budgets, 38.4 in Switzerland, 47 in Sweden, 1006 in Italy, 133

million dollars in France, the share of the central government budget in total financing is 0.4 in Switzerland, 0.6 in Germany, France It was determined as 8.9 percent in Turkey and 9.9 percent in Portugal (Salahoğlu, 2010). *Sports Travel Magazine*, in its research in 1999, stated that the sports tourism industry has a volume of 118.3 billion dollars only in the USA and added the following information (Yeşil, 2015: 61).

- Teams and participants travel \$6.1 billion
- Travels by families and sports watchers \$47.3 billion
- Adventure and leisure travel \$62.8 billion
- Business incentive trips \$2.1 billion

Sports tourism can also have negative economic effects. If the cost exceeds expectations, facilities fall into idle state, increase in tax rates, high opportunity costs, an exaggerated perception of economic returns, subcontractors from outside the city are included instead of local stakeholders, and if the goods and services in the region cost more, the economic effects can be seen negatively (Güdük, 2019: 23). When the economic impact of sports tourism is evaluated in an integrative way, it should be repeated regularly, annually or seasonally, regardless of whether the sports tourism destinations are national-local, urban-rural or central environment. The development of destinations through sports tourism will also be possible with a long-term perspective in accordance with strategic tourism and economic development goals (Ören, 2018: 24).

### 2.3.2. Socio-Cultural Effects of Sports Tourism

Understanding the behavior, experience and motivation of tourists traveling to an area to support sports equipment and teams is extremely important to area managers. The behavior of fans of sports equipment can provide both significant benefits and serious harm in the region where these sports are played. Countries hosting sports tourism organizations; They create cultural change to some extent by offering their buildings, staff, living spaces and shopping centers to serve the people who come (Salahoğlu, 2010).

Sports events contribute to the strengthening and change of the image of the city or country where they are held, and they give morale to the community living in the host city or country. Social change, integration with society and sense of social volunteering for the country are among the other social benefits of sports activities (Yeşil, 2015: 63). Countries hosting sports tourism organizations; It offers its facilities, staff, accommodation businesses and shopping centers to the service of incoming tourists. Therefore, this situation will provide a certain amount of cultural exchange between tourists and local people, and various social and cultural changes will occur. However, these social and cultural changes have always occurred in two directions; these effects occur both positively and negatively (Turgut, 2019: 67).

**Table 3.** Possible positive and negative cultural effects (Ören, 2018: 24-25)

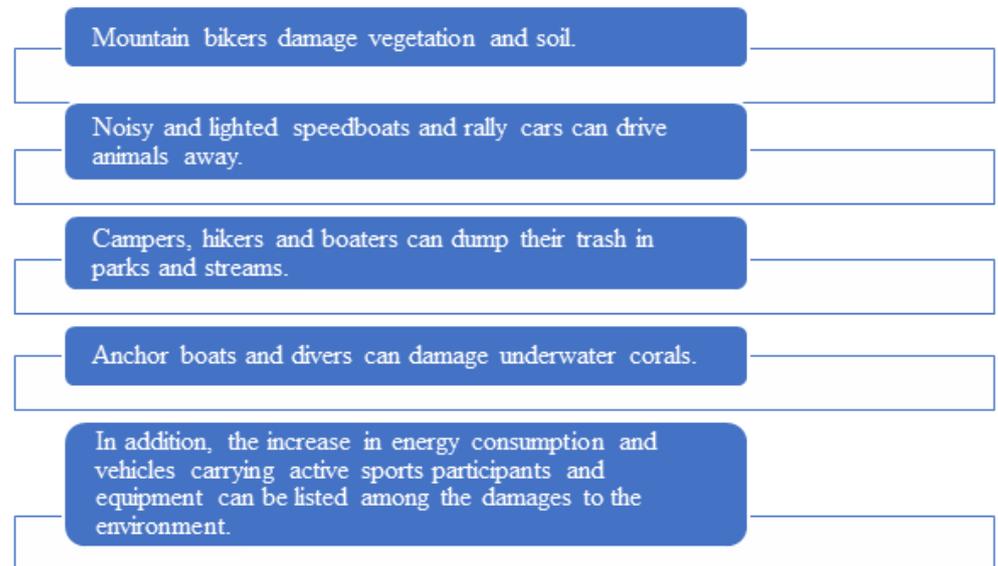
<b>Possible positive cultural effects:</b>	<b>Possible negative cultural effects:</b>
Sports tourism, where local people come together to promote their own culture, can strengthen natural heritage, identity and community spirit.	It should be taken into account that sports tourism can lead to the loss of cultural identity and heritage.
Sports tourism can be a tool for learning different communities and their cultures.	Sports tourism accommodation businesses can cause the change of cultural experiences. Culture can be commercialized.
Sports tourism can encourage the younger generation to preserve cultural traditions.	Sports tourism can take the lead in the crowds during sports events.
	Sports tourism relationship can be in the form of aggressive aggression.
	In sports tourism, with the negative interaction between the host community and tourists, xenophobia may increase and the crime rate may increase.

### 2.3.3. Environmental Effects of Sports Tourism

The development of outdoor (open area) sports activities can be beneficial in terms of the usability, efficiency and more optimum establishment of natural environments. However, these environments also cause damage to the soil, trees and living things living in this environment (Miçoğulları, 2004: 21).

Sports tourism, especially outdoor sports branches, affect nature positively or negatively (Osmanoğlu, 2017). Accommodation and sports facilities built for sports tourism may adversely affect the surrounding flora and fauna (Güdük, 2019). Increasing types of vacations related to natural

resources can harm the environment. In this regard, the activities and the damage caused by the athletes to the environment can be exemplified as follows (Ören, 2018: 25).



**Figure 1.** Negative effects of sports tourism on the environment (Ören, 2018: 25).

#### 2.4. Literature

Gammon and Robinson (2003) conducted a conceptual study on the effects of the link between tourism and sports on the sector. Tourism is the event that people carry out to carry out travel, entertainment and listening activities. Sports tourism, on the other hand, is participation in sports activities as well as tourism activities by participating in activities such as sports activities or participation in Olympic games to be operated in another city or country. Within the scope of the study, the effects of sports tourism and the participation of tourists in terms of sports tourism were conceptually compiled. By using the consumer classification model, tourist preferences and expectations have been tried to be explained. As a result, the study revealed the diversity of the sports tourist and suggested that controlling the participation in tourism and sports activities and meeting the need for appropriate personnel should contribute to the development of tourism activities in the region.

Argan (2004) In the study, the motivating factor is the contribution to be made by drawing a theoretical framework of sports tourism, which can be characterized as a niche market. In the study conducted for this purpose; The concept of sports tourism, the development of sports tourism and the interactive common points between sports and tourism are discussed and examined. As a result of the research, it is to contribute to the academic researches to be made in different categories of sports tourism in our country in the future and to contribute to the strategy formation by creating a projection effect for the practitioners in this regard.

Kara (2005) In the study, the effect of football organizations in reducing seasonal demand fluctuations of accommodation establishments in Antalya, Belek, Side, Kemer, Ankara, Kızılcakhamam, Bolu and Gerede regions and the literature review and in-service training activities provided by the enterprises to their employees on this subject. questionnaire method was used. As a result of the research, it has been revealed that football camps and organizations alone are not effective in reducing seasonal demand fluctuations.

İçöz (2008) In the study, the theoretical infrastructure of the study was created by collecting data from the literature and secondary sources in order to determine which factors affect the decisions of the football teams when choosing the regions and facilities they will go to. In the application phase, data were collected for football teams by applying a questionnaire. As a result of the research, it has been shown that the most important factors in the regional elections of football teams are security, high quality service standards and adequate infrastructure opportunities in the region.

Ball (2005) stated in his study that the correct and orderly development of tourism areas and activities can be realized with educated and entrepreneurial individuals. Within the scope of the research, it is aimed to investigate the importance between education and entrepreneurship by researching the studies in the field of entrepreneurship and sports and tourism. Increasing

accommodation, entertainment, sports and tourism activities and developing them in the field of entrepreneurship have been important building blocks of development and growth on a sectoral basis. Teaching and teaching of educational institutions in accordance with the curriculum under the determined subject headings is reflected within the scope of educational institutions. Throughout the research, it has been suggested that accommodation, entertainment, sports and tourism trainings should be directed to entrepreneurship depending on a certain level and suitability. As a result of the literature studies, it was stated that the link between entrepreneurship and tourism can be improved.

Özdiñç and Özdiñç (2009) In the study, numerical data that will constitute a source for research at national and international level are presented. The definitions and scope of sports tourism in the literature are examined and the scope is determined, the factors that play an important role in the development of sports tourism in Turkey are explained, and the national sports tourism performance in the field of literature and practice is presented with numerical data. As a result of the research, it is seen that the interest in sports activities is increasing on a global scale and the demand for sports tourism is increasing. In line with the demand created, it pushes the states and entrepreneurs to create the necessary supply, therefore, an increasing graphic is observed in the sports tourism revenues obtained in both sports tourism events and the number of sports tourists hosted.

Bektaş (2010) analyzed the natural potential of Kaçkar Basin for extreme sports tourism and trekking in the study. The resource persons of the research consist of 6 elite mountain and trekking guides actively working in this region during the summer period of 2008-2009. As a result of the research, the trekking tracks in the Kaçkar Basin were determined. In this determination; The variables such as the number of tracks and routes, safety on the routes, visuality, difficulty, camping areas etc. were found. In addition, information on all terrain conditions on the route has been standardized.

Martin and Assenov (2012) In the study, it is aimed to examine and analyze the literature within the scope of surf tourism and to gain an analytical interpretation. In the study, it was aimed to collect data by researching the studies carried out, published and presented in the context of surf tourism between 1997 and 2011. It has been tried to gather information with the answers to the questions of how research information and publications carried out in international journals, universities and businesses operating in the tourism sector are applied in parallel with surfing tourism. Surfing activities, surf reefs, sustainability of host regions and surf sites were included in the research. Data were obtained from 156 studies and in this context, documents were obtained from graduate students, academics and journals. The study is in a pioneering position with its wide scope. As a result, they stated that it may be important to develop surfing tourism and to support sports tourism activities in this area.

Silik (2014) In the study, the Mediterranean Games were chosen as an example to indicate the social, cultural and economic effects of international sports organizations on the city. The population of the study consists of the local people living in Mersin. A questionnaire was applied to 384 people. As a result of the research, the economic benefits of the Mediterranean Games and the occupation, income and year of residence of the local people participating in the research; the size of the touristic facilities and the occupation and income status of the local people; the gender of local people with the dimension of international promotion; environmental and cultural conservation dimension and age of local people; A difference was determined between the dimension of social and environmental problems and the income status of the local people. However, there was no difference between the economic costs dimension and the cultural change dimension and the individual characteristics of the local people. In addition, a statistically significant relationship was found between the dimension of touristic facilities and the dimension of international promotion, and the dimension of economic cost and the dimension of touristic facilities. However, no significant relationship was found between international promotion and the dimension of social and environmental problems.

Yeşil (2015) In the study, it is aimed to determine the conceptual framework of sports tourism and to provide information to decision-making bodies in order to develop the current sports tourism practices in the region in a more organized way with the application research covering the province of Antalya. Antalya, which is quite advanced in this field, was chosen as the application area of the study. The data collection process was conducted face-to-face interviews with the managers authorized in their own institutions in the field of sports tourism. As a result of the research, it is revealed that the concept of sports tourism can develop within Turkish tourism and what needs to be done in Antalya in order to compete with large and small countries that are ahead of us despite the wide variety of resources and service quality we have.

Sing et al. (2016) In their study, it was aimed to determine the areas overlapping with ecotourism and sports tourism of the expanded area in order to determine the need for ecotourism. Tourist segments based on two dimensions have been tried to be researched depending on the theory of social exchange. Based on the research findings, four strategic segments were

found. These; Vacation is classified as Green, Action-oriented and Active tourists. In the field of ecotourism and sports tourism, it provides an important opportunity for environmental protection, diversity and sustainability of sports activities. Confidence in diversifying and expanding the scope of sports tourism can contribute to the increase in tourist density. Determining the four tourist segments and ensuring the continuation of the research within the scope of the determined segments is the novelty of the study. The effects of the determined tourist segments were determined as follows; *holiday tourist (low ecotourism and low sports tourism)*; *green tourist (high ecotourism and low sport tourism)*; *action-oriented tourist (high ecotourism and high sports tourism)*; and *active tourist (low ecotourism and high sports tourism)*. Identified tourist segments are rated based on certain levels. *Certification requirements are HIGH for green and action-oriented tourists, MEDIUM for active tourists, and LOW for holiday tourists.*

Tomay and Değirmencioğlu (2017) In the study, starting from the first sports activities in history, the origin of sports tourism in Anatolia in ancient times and its development in the historical process are mentioned. For this purpose, it is to focus on public building examples and finds such as gymnasium and stadium. Archaeological, epigraphic and historical studies were used to reach the samples. As a result of the research, it was concluded that sports became more institutional over time and that the sports activities carried out as a part of daily life were carried out professionally rather than being individual, and important events that left their mark on history, such as the Olympics, were held in this field. These organizations have enabled the revival of sports tourism and the spread of these activities to wider masses.

Ören (2018) In the study, he developed a scale that will enable to determine the expectations of local people and air sports tourists in creating a sustainable destination through air sports tourism. The study was designed on the basis of qualitative and quantitative research methods. In the study, in which air sports tourists constitute the universe, a data set was created from 333 air sports tourists using maximum diversity and snowball sampling strategies. Data were collected through an online survey application. In the study, where the Uşak destination constitutes the population of the inhabitants, data were obtained from 527 local people by face-to-face interview technique. As a result of the research, scales have been developed that can reveal the economic, sociocultural and environmental expectations of the local people from the destination. It has been seen that the Uşak destination has the natural beauties necessary for air sports tourism. A functional tourism management model could not be found in Uşak destination.

Malchrowicz-Mosko and Munsters (2018), in parallel with their work, aimed to determine the growth of cultural heritage and sports tourism in Poland and to determine its place in the market. The development of sports activities within the scope of tourism has contributed to the regional and country economies and development. Source analysis method and observation method were used to determine the socio-cultural connection and development within the scope of the research. In the study, Poland's richness in terms of sports history and the research population in line with this advantage gained importance. Many activities such as sports competitions, Olympic games, sports museums, historical sports monuments, sports stadiums, modernist sports halls, theme parks, marathons, 3rd International football championships, organized depending on the sports infrastructure of Poland, have been researched and made a distinction between sports and tourism. The development of two ties and the relationship formed in this direction in parallel with the demand can enable the researcher to expand. In the study, Polish sports culture and values were determined and its importance was explained.

Turgut (2019) In the study, it was aimed to examine the attitudes of undergraduate students studying Tourism Education and Sports Sciences at Düzce University towards sports tourism. Questionnaire technique, one of the quantitative research methods, was used. Attitude Scale Towards Sports Tourism developed by Kardaş and Sadık (2018) was used and students' attitudes were examined in terms of various variables. As a result of the research, it has been determined that there are significant differences between the demographic characteristics of Tourism Education and Sports Science Education students and the dimensions of the attitude scale towards sports tourism. From the findings of the research; It has been understood that the attitudes of the undergraduate students of Tourism Education and Sports Sciences towards sports tourism are generally positive.

Bakırcı and Güçlütürk Baran (2019) In the study, it was aimed to determine the economic impact on tourism by examining the current situation and tendencies of young people participating in sports activities in the tourism industry on the basis of Muğla province. Data obtained by secondary and face-to-face interview techniques were used. As a result of the research, it was understood that although 74 thousand 147 people in Muğla were licensed athletes as of 2019, 9 thousand 475 of them actively engaged in sports. It has been revealed that the most popular sports branches are football, scouting, sailing, volleyball, chess, kick boxing, karate and rowing. Another important result of the study is the fact that an average of 7,500 athletes is reached as a result of an average of 15 organizations a year in Fethiye alone, and an income of approximately 1.275,000 TL is

provided if a two-night stay is made. According to these results, supporting sports activities (opening sports centers, etc.) will not only affect the health of the individual and society positively, but also create economic effects.

Jiménez-García, et al. (2020) in their study, it has been tried to determine the study subject by emphasizing the importance of the studies carried out in sports tourism and the importance of sports tourism within the scope of this study. In this research, it is aimed to investigate sports tourism and its sustainability by using bibliometric techniques. VOSviewer and sciMAT software were used in the research. Within the scope of the research, a total of 214 articles published in parallel with the Web of Science (WoS) index were analyzed. With the understanding of the importance of sports tourism by countries, supports and developments have led to significant increases. As a result of the articles researched throughout this bibliometric study, it was determined that the number of authors who turned to sports tourism was low. With the data obtained from the articles researched throughout WoS, the first articles on the subject were published in 2002, and a significant increase in articles has been observed in the last 4 years. The development of demand within the scope of sports tourism with the sports activities and Olympic games carried out has become the focus of attention by the authors, and an increase in studies and research has been observed. In parallel with the increase in the number of studies experienced, an increase was observed in article citation rates. In the study conducted in general, it was seen that the demand for sports tourism was also affected in the field of academia, and with the increase in sports activities, the sustainability and development of the tourism sector began to gain momentum and continues.

Özdemir (2020) A study was conducted to examine the attitudes of the students of the Faculty of Sports Sciences towards sports tourism and to examine the attitudes towards sports tourism. As a result of the research, it was determined that students' attitudes towards sports tourism were at a positive level and there were significant differences in terms of age, class and department variables according to the sub-dimensions of the scale .

Çevik and Şimşek (2020) The data were obtained from 405 active sports tourists who participated in the 6th Eskişehir Dance Festival and selected by convenience sampling method. The data were collected through a questionnaire using the face-to-face interview technique. As a result of the research, it has been determined that the resource investment perceived by active sports tourists has a significant effect on event satisfaction. In addition, it has been observed that activity satisfaction has a direct effect on the repeat purchasing behavior of active sports tourists.

Karadeniz and Güdük (2020) The study aims to develop suggestions for the development of sports tourism by determining the strengths and weaknesses, opportunities and threats of Mersin province in terms of sports tourism. Face-to-face interviews were held with 40 experts who have a direct relationship with sports and tourism. The obtained data were analyzed using the strong-weak-opportunity-threat (SWOT) analysis method. As a result of the research, it has been determined that the three strongest aspects of Mersin province in terms of sports tourism are climate, sports facilities and nature suitable for sports tourism. The three weakest factors were identified as inadequacy of infrastructure investments, inadequacy of transportation facilities and insufficient promotion.

Akyol and Akkaşoğlu (2021) In the study, it is aimed to evaluate the sports tourism potential in the destinations in the province of Artvin by considering the concept of "sports tourism", which emerges as a combination of sports and tourism activities. Qualitative research method was used. The sports tourism values related to the destination were scanned, and then the opinions of local administrators, representatives of non-governmental organizations, business managers, club officials and academicians who provide services in the field of sports and tourism in Artvin province were evaluated. As a result of the research, it has been determined that there are significant sports tourism values in Artvin. The nature, rivers, valleys and plateaus of the destination, as well as the festivals and events that take place in Artvin and its districts in summer and winter, host organizations that serve sports tourism and offer alternative options to sports tourists.

Duman, Şahin, Uluç ve Bulut (2021) it is aimed to examine the economic dimension of sports tourism in terms of Turkey. Studies on sports tourism have been examined by document analysis method. As a result of the research, it has been concluded that sports and tourism are integrated concepts, and that each event that occurs in tourism can affect sports tourism as well as affect the country's economy.

Eroğlu and Kaynar (2021) The study is to examine the place and importance of Muş province in sports tourism. It is aimed to highlight the features that Muş has for sports tourism and suggestions that are thought to contribute to the region in terms of sports tourism have been made. As a result of the research, Turkey is an important destination in terms of tourism, and it is important in the creation of new destination areas of cities that have values like Muş in terms of sports tourism. However, it can be said that sports tourism in Muş will have a meaning if the resources are used correctly. Moreover, the fact that the tourism facilities in Muş and Middle East Anatolia

remain at very low levels compared to Turkey in general, these regions are considered to be important in terms of both eliminating this situation and increasing Turkey's share in sports tourism.

Yıldırım (2021) In this study, it is aimed to examine the general structure and characteristics of the field of sports tourism by using the bibliometric technique and to reveal the development process in the national literature. On 14.01.2020, postgraduate theses on sports tourism in the internet database of the National Thesis Center of the Council of Higher Education were scanned. As a result of the research, it has been determined that there has been a slight increase in thesis writing on sports tourism in recent years, and Gazi and Akdeniz Universities have made the greatest contribution in this regard. 39.3% of the theses were written in the main disciplines related to tourism, and 29.5% were written in the main disciplines related to physical education and sports. The most frequently written thesis is the general determination of the potential of sports tourism. This was followed by golf tourism in the second place and trekking in the third place. It was determined that quantitative research method and survey technique (47.5%) were mainly used in theses. It was determined that mostly Turkish sources were used in master's theses, and foreign sources were used in doctoral theses.

### 3. Results

Sports tourism is developing and diversifying rapidly day by day. Sports activities have been shown in different fields and branches by states, nations and countries for centuries. With the developing technology and new ideas, existing or newly discovered sports branches are in demand all over the world. Sports activities that can be developed within the scope of tourism are carried out under the scope and title of sports tourism. In addition to tourism activities all over the world, the number of travel tourists for sports competitions is increasing day by day. In the context of this information, the importance of sports tourism, its contributions to businesses, regions and national economies draws attention. With its geographical location and rich infrastructure and superstructure, Turkey is becoming an important destination within the scope of sports tourism. Developed and developing sports activities are football, basketball, volleyball, golf, table tennis, water sports, air sports etc. Turkey has an important place among competing countries with its operating capacity and guest satisfaction and quality by hosting various sports activities such as Sports activities such as football competitions, championships and Formula 1 races attract millions of people around the world to destinations. Tourists, who generally participate in sports tourism activities, reside in 4- and 5-star hotels. After the sports activities, they enrich their tourism activities by seeing the historical structure, cultural values and richness of the region. Countries earn a significant amount of income within the scope of sports tourism. The activities offered within the scope of sports activities consist of both the athletes participating in the event and the audience who want to watch the sports activities on site. Sports tourism activities, which are developed in Turkey and have a significant potential, are diversifying day by day. Paragliding events in Fethiye/Oludeniz, Rafting in Tunceli/Munzur Valley, football competitions in Istanbul/Ataturk Olympic Stadium, golf events in Antalya/Kemer region, etc. activities such as sports tourism make Turkey an important destination. Raising public awareness and protecting nature is an important factor in tourism activities. It is important to realize the facility or activity to be done in a way that will minimize the destruction of nature and to raise awareness and support the attitudes and behaviors of the people of the region towards the tourism and sports tourism activities to be held. Data were collected by compiling national and international articles published within the scope of literature research. When the studies are examined; Literature data have been reached within the scope of the importance, diversity and sustainability of sports tourism. Within the scope of the studies, the concept of sports tourism, the development of sports tourism and the interaction between sports and tourism are discussed (Argan, 2004), and the regional and effective positive development of developable sports tourism is discussed. Sports tourism developments are becoming an important market. Kara (2005) investigated the causality of seasonal demand fluctuations of accommodation businesses in Antalya, Belek, Side, Kemer, Ankara, Kızılcabamam, Bolu and Gerede regions and how the regional demand changed, the effects of football and other sports activities on the region. Academic studies are important for the enrichment and development of concepts. When it comes to sports, football activities, which have an important audience, have become an important activity. Having millions of spectators becomes an important audience for countries. It has become an important choice in the market for the teams that are affiliated with the football competitions held in our country to choose the facilities with the operation and infrastructure in the regions. İçöz (2008), in his study, created the theoretical infrastructure of the study by collecting data from the literature and secondary sources in order to determine which factors affect the decisions of the football teams when choosing the regions and facilities they will go to. In this context, he carried out a study to determine the capacity and preferences of sports facilities. In general, it has been determined that sports tourism contributes significantly to the regional and country economies and that the sports activities and activities carried out increase the promotion and population of the region. Within the scope of the

research carried out, the general definition of sports tourism and the diversity of sports activities in Turkey were discussed. With the literature research carried out within the scope of sports tourism, the importance of sports tourism and its effects on the basis of countries have been tried to be revealed.

As a result, taking into account the positive images that sports tourism provides to the destinations, being active in matters such as the dissemination and development of sports activities, good promotion and advertisement, hosting major sports events, diversifying accommodation options and being open to innovation will greatly benefit countries. Thus, sports tourism will continue to develop by appealing to larger masses and its share in the development of regions will grow.

**Author Contributions:** All authors have read and agreed to the published version of the manuscript."

**Funding:** "This research received no external funding"

**Conflicts of Interest:** "The authors declare no conflict of interest."

## References

1. Akyol, C. & Akkaşoğlu, S. (2021). Alternatif turizm türlerinin destinasyonlara katkısı: artvin ve spor turizmi. *Journal of Humanities and Tourism Research*, 11(1), 177-194.
2. Argan, M. (2004). Spor ve turizm pazarlamasının kesişim noktası olarak spor turizmine kavramsal bir bakış. *Anatolia: Turizm Araştırmaları Dergisi*, 15(2), 158-168.
3. Aylan, S. & Başoda, A. (2020). Türkiye’de spor turizmi ile ilgili tezlere yönelik bibliyometrik bir değerlendirme (1987-2019), içinde: conference on managing tourism across continents (Edt.: O. İçöz; M.Uysal; M.Tuna; A.Başoda),1(1), 1770 1795.
4. Bakırcı, B. & Baran Güçlütürk, G. (2019). Spor turizmde gençlerin rolü. Uluslararası 4. Gençlik Araştırmaları Kongresi, 52-65.
5. Ball, S. (2005). The importance of entrepreneurship to hospitality, leisure, sport and tourism. *Hospitality, leisure, sport and tourism network*, 1(1), 1-14.
6. Batman, O., & Eraslan, İ. H. (2007). Spor Turizmi. *Sürdürülebilir Rekabet Avantajı Elde Etmede Turizm Sektörü: Sektörel Stratejiler ve Uygulamalar. İstanbul: Uluslararası Rekabet Araştırmaları Kurumu Derneği (URAK) Yayınları*, 197-220.
7. Bektaş, F. (2010). Kaçkar Havzası trekking parkurlarının spor turizmi bakımından değerlendirilmesi. Doktora Tezi. Gazi Üniversitesi Eğitim Bilimleri Enstitüsü, Ankara.
8. Çevik, H. & Şimşek, K. (2020). Aktif spor turizmi etkinliklerinde organizatörün algılanan kaynak yatırımının etkinlik tatmini ve tekrar satın alma davranışına etkisi. *Journal of Tourism and Gastronomy Studies*, 8(1), 355-370.
9. Derman, E. (2015). Manavgat destinasyon yönetimi ve markalaştırılmasında doğa sporları ve su sporlarının rolü: kano sporu örneği. Doktora Tezi. Akdeniz Üniversitesi Sosyal Bilimler Enstitüsü, Antalya.
10. Doğan, S. (2009). Motor sporlarının turizm işletmeleri üzerine etkileri: İstanbul Formula1 Pisti Örneği. Yüksek Lisans Tezi. Gazi Üniversitesi Eğitim Bilimleri Enstitüsü, Ankara.
11. Duman, S. Şahin, H. Uluç, E. Bulut, Ç. (2021). Spor turizminin türkiye açısından ekonomik boyutu. Gaziantep Üniversitesi Spor Bilimleri Dergisi, 6(4), 367-383.
12. Eroğlu, O. Kaynar, Ö. (2021). Muş ilinin spor turizmindeki yeri ve önemi. *International Journal of Eurasia Social Sciences*, 12(46), 1041-1059.
13. Jiménez-García, M., Ruiz-Chico, J., Peña-Sánchez, A. R., & López-Sánchez, J. A. (2020). A bibliometric analysis of sports tourism and sustainability (2002–2019). *Sustainability*, 12(7), 2840.
14. Göksel, A. (2012). Su sporları hizmeti sunan işletmelerde müşteri memnuniyetinin araştırılması. Yüksek Lisans Tezi. Muğla Sıtkı Koçman Üniversitesi Sosyal Bilimler Enstitüsü, Muğla.
15. Güdük, T. (2019). Mersin ilinin spor turizmi potansiyelinin swot analizi yöntemiyle incelenmesi. Yüksek Lisans Tezi. Mersin Üniversitesi Sosyal Bilimler Enstitüsü, Mersin.
16. Gammon, S. & Robinson, T. (2003). Sport and tourism: a conceptual framework, 8:1, 21-26.
17. İçöz, O. (2008). Spor turizmi pazarlaması ve futbol takımlarının hazırlık dönemi kamp yeri tercihlerini belirleyen etkenler. Yüksek Lisans Tezi. Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü, İzmir.
18. Kara, M. (2005). Turizmde mevsimlik talep dalgalanmalarının azaltılmasında futbol organizasyonlarının yeri ve hizmet içi eğitim faaliyetleri. Yüksek Lisans Tezi. Gazi Üniversitesi Eğitim Bilimleri Enstitüsü, Ankara.
19. Karadeniz, E. Güdük, T. (2020). Mersin ili spor turizmi potansiyelinin swot analiziyle değerlendirmesi. *Journal of Tourism Theory and Research*, 6(2), 116-129.
20. Karakoç, B. (2011). 2010 Dünya basketbol şampiyonası'nın spor turizmi ve ekonomik etkileri açısından incelenmesi. Yüksek Lisans Tezi. Muğla Üniversitesi Sosyal Bilimler Enstitüsü, Muğla.
21. Karharman, A. (2014). Antalya destinasyonunda spor turizmi. Yüksek Lisans Tezi. Karadeniz Teknik Üniversitesi Eğitim Bilimleri Enstitüsü, Trabzon.
22. Malchrowicz-Mosko, E. & Munsters, W. (2018). Sport tourism: a growth market considered from a cultural perspective. *Ido Movement for Culture. Journal of Martial Arts Anthropology*, 18(4), 25-38.
23. Martin, S. A., & Assenov, I. (2012). The genesis of a new body of sport tourism literature: A systematic review of surf tourism research (1997–2011). *Journal of Sport & Tourism*, 17(4), 257-287.
24. Miçooğulları, B. (2004). Türkiye için spor turizm stratejisinin belirlenmesi ve geliştirilmesi. Yüksek Lisans Tezi. Muğla Üniversitesi Sosyal Bilimler Enstitüsü, Muğla.
25. Osmanoğlu, H. (2017). Spor turizmi yapan otel işletmelerinin hizmet kalitesinin sporcular açısından değerlendirilmesi. Doktora Tezi. Abant İzzet Baysal Üniversitesi Sosyal Bilimler Enstitüsü, Bolu.

26. Ören, T. (2018). Spor turizmi aracılığı ile sürdürülebilir destinasyon geliştirme: hava sporları açısından Uşak ili potansiyeli. Doktora Tezi. Akdeniz Üniversitesi Sosyal Bilimler Enstitüsü, Antalya.
27. Özdemir, B. (2020). Fırat üniversitesi spor bilimleri fakültesinde eğitim gören öğrencilerin spor turizmine yönelik tutumların incelenmesi. Yüksek Lisans Tezi. Fırat Üniversitesi Sağlık Bilimleri Enstitüsü, Elazığ.
28. Özdiç, İ. Özdiç, Ö. (2009). Türkiye’de spor turizmi mevcut durum değerlendirmesi. Ulusal Turizm Kongresi, 1380-1390.
29. Rahmanoğlu, S. (2019). Dünyada ve Türkiye’de golf turizmi: Antalya Destinasyonu Örneği. Yüksek Lisans Tezi. Akdeniz Üniversitesi Sosyal Bilimleri Enstitüsü, Antalya.
30. Salahoğlu, H. (2010). Spor turizmde hizmet kalitesinin değerlendirilmesi: antalya’daki futbol kampları üzerine bir araştırma. Yüksek Lisans Tezi. Gazi Üniversitesi Eğitim Bilimler Enstitüsü, Ankara.
31. Silik, C. (2014). Uluslararası spor organizasyonlarının sosyal, kültürel ve ekonomik etkileri: 2013 Mersin XVII. akdeniz oyunlarına yönelik bir uygulama. Yüksek Lisans Tezi. Gazi Üniversitesi Sosyal Bilimler Enstitüsü, Ankara.
32. Singh, S., Dash, T. R., & Vashko, I. (2016). Tourism, ecotourism and sport tourism: the framework for certification. *Marketing Intelligence & Planning*.
33. Şebin, K. (2009). Erzurum kış sporları turizmi ile ilgili yöre halkının tutum ve beklentileri. Doktora Tezi. Marmara Üniversitesi Sağlık Bilimleri Enstitüsü, İstanbul.
34. Tomay, B. ve Değirmencioğlu H. (2017). Antik çağda anadolu’da spor turizmi. Süleyman Demirel Üniversitesi Yalvaç Akademik Dergisi, 2(2), 9-11.
35. Toromanlı, A. (2014). Spor turizmde olimpiyat oyunları ve spor turizminin gelişimine katkıları. Yüksek Lisans Tezi. Maltepe Üniversitesi Sosyal Bilimler Enstitüsü, İstanbul.
36. Tuncay, A. (2018). Uluslararası ve ulusal yüksek irtifa ve kamp merkezlerinin spor turizmde yönetim ve organizasyon boyutları ile incelenmesi (Davraz’a Yeni Model Örgüsü). Doktora Tezi. Süleyman Demirel Üniversitesi Sosyal Bilimler Enstitüsü, Isparta.
37. Turgut, F. (2019). Turizm eğitimi ile spor bilimleri eğitimi lisans öğrencilerinin spor turizmde yönelik tutumlarının incelenmesi (Düzce Üniversite Örneği). Yüksek Lisans Tezi. Sosyal Bilimler Düzce Üniversite Sosyal Bilimler Enstitüsü, Düzce.
38. Yeşil, M. (2015). Antalya’da spor turizmi: mevcut durumun tespiti. Yüksek Lisans Tezi. Akdeniz Üniversitesi, Sosyal Bilimler Enstitüsü, Antalya.
39. Yıldırım, O. (2021). Ulusal alan yazında spor turizminin gelişimi: lisansüstü tezler üzerine bibliyometrik bir analiz. Pamukkale Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 43, 319-331.