

THE ROLE OF SPORT EVENTS IN OUTBOUND TOURISM AND ITS EFFECTS

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Abstract: The study showed that sport events has a huge impact on develop the country's' economy and touristic destinations. The study contains quantitative sample. The article appraises three major statements which impacts to sport events. 55 respondents voluntarily informed the questionnaire. 39,4% of respondents agreed, 21% totally agreed with the positive impacts of sport events. All respondents were university students. In survey questions used five-scale Likert from 1 to 5. After taking the results created a table which indicates the level of agreements with numerical data. There were more male respondents than female. Nearly all of them have big interest in sport competitions. The study aims to find ways to develop sport tourism and attract more visitors. It shows to build modern sport destinations, spend more money and call new investments. One of the statements is motivation. The study shows that young generations require more attention. The host country should take local people's conditions into the account.

Keywords. Impacts, sport events, competitions, motivation

Introduction: Sport events are developing, and getting more popular year by year. Especially in tourism sphere. Many countries paying more attention and money to develop sport destinations (Pouder, 2018). In addition, tourists tend to visit attractions which is well known with sport events. Sport tourism gives a great opportunity to show country's attractive places and local culture to the world. (1) However Heather Gibson (1988) investigated that sport tourists different from other

type of tourists. Henry (1964) and Stebbins(2011) learned studies in physical activities and events in tourism, such as management of sport tourism. Sport Events usually divided into two: attractive sport events, which tourists go to destinations for having fun, and participatory sport events. (Sports 2014). The most important thing is finding motivation and desire to visit. However, there are negative effects after taking big events. On the one hand, events bring a big revenue for the host country, on the another hand it causes serious problems such as environmental pollution, traffic jams, crime. These kind of problems are visible after the event taking place. According to Matheson Victor(2006) mega-events attract lots of famous faces, new investors to the host country. Mayor Boris Johnson said, during Olympic games in 2012, created nearly 20 000 new job opportunities. Almost 60% additional investments were taken from outside of London. (London2012). This kind of mega- events give motivation by its gold, silver, bronze medals. After being a winner of the competition, the participants have their own authority among other nations. (Baade, Robert A, 2016). This study aims to examine effects of sport events in outbound tourism. The main purpose of the study is to find most important sport factors and impacts in this industry.

Literature review: Local events have not a huge impact on economy, but still growing and becoming Table 1 Sport tourism events begin from local to large-scale events. (Tourism BC 2011). FIFA Football world cup, tennis championship, Olympic games without any doubt attracting millions of sport fans. Many sport competitions are being held in megalopolises, or smaller towns. Mainly two type of people (local people and foreigners) are taking place. And of course it increases local income. (Destin 2018) Sport events is not always making profit, but also showing, visiting, sightseeing, being healthy, getting experience, and learning culture. (Gibson,2012). Peric M, J Durkin studied outdoor sport events and its models. Rafet Rowinskiy, Anna Ogonovskaya and Paula Richley Geigle did research focused on leisure activities among 65-year-old people, according to their health conditions and physical abilities. As Tichaawa (2015) indicates that bringing famous actors to sport events fascinate more tourists. However, the climate has also visible impacts on sport events. Giving indoor openings amid the

cold and damp months may cultivate standard physical movement practices year circular. Gilliland (2008) While there is been much research on sport tourism, few researchers have taken basic impacts of sport events into the account. This study proposes shows 3 main impacts of sport events in tourism industry. 1. Economic, 2 social media and word of mouth, 3 healthcare.

| Aspects | Characterization | References |
|---|---|--|
| Economic | Cost of organising events Effects income, taxation Investigating billions of dollars for infrastructure of the building, stadiums, hotels | Coatas and Humphreys (2002) (Malning & Zimbalist, 2012) Ahlfeldt & Meaning, (2009-2010a) |
| Advertisement through social media and Word of mouth. | Online broadcasting by Tv, YouTube, Instagram. Discussion about sport events, competitions | (Powell, 2016) Anastasei 2017 Kuenzel & Yassim 2007, Yoshida & James 2010 |
| Healthy life | Preventing chronic diseases Mental health and stress control | Consejería de Sanidad: Murcia, Spain, 2007 Rev. Bras de Ciencias 2016 |

Methodology: In this study used cause and effect relationships between main impacts on sport events. (table 3) Quantitative data collection and created questionnaire survey. The participants were 55 university students who were interested in sport events and participated in international and local competitions. (n=55) All participants allowed to inform the questionnaire voluntarily. In this survey used Likert's five-point scale (from strongly disagree to strongly agree). And mainly numerical data used to present study objects in quantitative research. Tichaawa (2015). Sample size and percentages of Likert-scale was demonstrated with a table.

Results and discussions.: Respondents were (63,6%) male between (18-26 years old). To compare constant level, the answers divided into three (participants who agreed the survey questions A1, who disagreed A2, and who was neutral A3) based on Likert scale. Table 2

| Characteristics of the respondents. | | % |
|-------------------------------------|--|------|
| n-55students | | |
| Gender | | |
| Male | | 63,6 |
| Female. | | 36,4 |
| Age | | |
| 18-19 | | 14,5 |
| 20-21 | | 27,3 |
| 22-23 | | 12,7 |
| 25-24 | | 45,5 |
| Education level | | |
| Undergraduate | | 93 |
| Diploma/certificate | | 7 |

Table 3 indicates numerical results of the questionnaire. As Tichaanova notes that options of respondents are very important. Economic statement showed that 58,2 % of respondents agreed with allocating money to increase the level of sport destinations. Labor and Alton notes the changing of the revenue, tax of people, employment opportunities. Table 3

| Statements | 5 | 4 | 3 | 2 | 1 |
|--|------|------|------|-----|------|
| Economic | | | | | |
| A lot of money needs to be allocated to develop sport destinations | 18,2 | 58,2 | 12,7 | 9,1 | 1,8 |
| Creating new job opportunities for unemployed people | 49,1 | 21,8 | 21,9 | 0 | 0 |
| Motivation | | | | | |
| Sport events inspire young generations to work on themselves | | | | | |
| Olympic games gives chance to disables to travel the world and show themselves | 47,3 | 34,5 | 9,1 | 9,1 | 0 |
| Health | | | | | |
| Sport events develop the healthism ideology, behavior, and protection | 41,8 | 40 | 12,7 | 5,5 | 0 |
| Social media and word of mouth | | | | | |
| Big sport events and destinations call tourists | 21,8 | 29 | 25,2 | 16 | 8 |
| Famous sport events advertise the country | 27,2 | 29 | 21,8 | 9,3 | 12,7 |
| Sport tourism is more popular then business or leisure tourism by competitions | 30,9 | 27,3 | 20 | 20 | 1,8 |
| Total: | 33,7 | 34,2 | 17,6 | 9,8 | 3,5 |

Data demonstrated in percentage. Strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1)

Motivation: Motivation statement shows that nearly the half of the respondents (47,3%) think that there is a big impact of Olympic games to people to show themselves. (London 2012). 34,5% strongly agree with the statement. Weed, Mike (2014) showed how important giving motivation and stimulation to participants.

One of the way to encourage the participants is the award ceremony by rewarding with medals at the end of the big competitions. It's a good chance for every nation to show it's strength. Not only host country, but also the first nation which takes the first place is also advertised to the world because of its best results.

Health: Reflecting on health impact 41,8 % of respondents agreed with health statement that increase the level of protection, healthism. 40% strongly agreed. Bendikova (2014) notes that there are positive impacts of physical activities in the human body. However, it can decrease the level of serious diseases. The event strongly effects the behavior of local people. Meetings with foreigners during the competition gives them a new ideas. It's visible that gathering many different people to one place requires more control. The host country should provide both local people and foreigners with safety. Because every details in mega-events connected with security.

Social media and word of mouth: Around 30% agreed that social media has a great impact to call new tourists to host country. Hosting big sport events like FIFA, tennis sport competitions brings lots of discussions about event during the match. Wilkes K (2006). Because of these kind of advertisements people paying more attention and time to visit sport destinations which is famous for its beautiful stadiums, ice palaces. 30% of respondents agreed that sport tourism becoming more famous than business tourism. **Conclusion:** Briefly saying 33,7 % of the survey participants strongly agreed, and 34.2 % agreed with four statements with the positive thoughts. However, the results show people have a lot of positive thought about sport events. There are lots of sport lovers in the world. And most of them love to visit sport destinations. Especially they indicated the economic impact as a highest one (49.1%) by creating new job opportunities. The majority thinks the future of the sport events grows, and take more attention, investments. The host country should give conditions to local people by less taxes. The study also underlines the sport events impact on health mentally and physically. There is need to have local tournaments among population. By local competitions the host country prepare for holding mega-events. The international tournaments like Olympic games, FIFA and big tennis championships require more investments.

However, the host country should modernize sport buildings and destinations according to the world standards. Of course, it demands on a special security system to control big events.

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