



# Sports Events in the Function of Sports Tourism Development and Destination Branding

Dejan Dašić<sup>1</sup>   
Ana Gavrilović<sup>2</sup> 

Received: September 25, 2022

Revised: March 15, 2023

Accepted: June 6, 2023

## Keywords:

Sport events;  
Sports tourism;  
Image;  
Destination branding;  
Sport event visitors



Creative Commons Non-Commercial CC BY-NC: This article is distributed under the terms of the Creative Commons Attribution-Non-Commercial 4.0 License (<https://creativecommons.org/licenses/by-nc/4.0/>) which permits non-commercial use, reproduction and distribution of the work without further permission.

**Abstract:** *As has been stated extensively elsewhere, places have long used marketing as a planning and management tool, so it should come as no surprise that they would start to embrace the concept of place branding more and more. Undoubtedly appealing is the notion of discovering or creating something special that would set a location apart from others. Places plan and support transient events too, at the very least, increase awareness of their presence as well as create unique brand associations. These connections have to do with the event's organization and substance. It is demonstrating its ability to host the activity while also associating with it. Marathons are examples of athletic tourism. These occasions have been utilized by several locations to increase visitor demand during the past few decades. When we talk about sports events in Serbia, there is a noticeable increase in the organization of marathons, half-marathons and pleasure races, which very effectively brands the destinations where these sports events are held.*

## 1. INTRODUCTION

Globalization, which led to the opening up of sizable markets, greatly increased and accelerated the flow of people, goods, and capital, decreased the sovereignty of national states and opened up borders, and the development of information and communication technologies, which united the world, all had an impact on the massive growth of the tourism industry. Furthermore, globalization affects many dimensions of how society operates, including athletic events, as it is a fundamental element of modern social growth. In recent years, the globalization of athletic events has intensified. The integration and globalization of athletic activities have become a popular new trend in global culture. A strong association between visitor flows to various nations, especially those that weren't previously extremely popular owing to inadequate availability of natural resources or unpleasant climatic conditions, is one of the benefits of globalization in athletic events for society (Mikalauskas et al., 2014).

Tourism cannot be unambiguously defined because, in addition to offering visitors rest, relaxation, treatment, learning, or satisfying some other desires and needs, the events and experiences that tourism encompasses are directly related to numerous product and service activities (Marković, 2018). Sporting events are a common reason for travel and may result in a massive flood of travelers who are beneficial to a place in many ways (Dašić & Kostadinović, 2022). Up until a few decades ago, "sun and sea" tourism, which was joyful, healthy, and delicious, was the norm when people went on vacation. Popular beach resort areas were the main locations for either solitary or carefully planned holidays. These factors tend to shift in the direction of active vacation content due to new trends in the evolution of tourism and distinctive visitor expectations. The modern travel and tourism sector is changing due to the emergence of specialized kinds of tourism, such as thematic tourism (which includes sports tourism). Sports events are commonly

<sup>1</sup> Faculty of Law, Security and Management "Constantine the Great" Nis; Faculty of Sports Belgrade, University Union – „Nikola Tesla" Belgrade, Serbia

<sup>2</sup> Faculty of Sports, University Union – „Nikola Tesla" Belgrade, Serbia

cited as justification for quick getaways. The demand for sports and leisure activities in the tourism sector is significantly impacted by the modern lifestyle, which is a result of technological and market expansion. As seen by the growth of the sports sector, sports' great popularity is the reason for their financial success. By creating selective forms of tourism and promoting them, it was possible to reduce the pressure on certain destinations and to increase seasonality, where today there is a lot to choose from almost throughout the year, something for everyone. Precisely with more choices, one form of selective tourism certainly managed to stand out above the others, namely sports tourism, which in our areas from year to year records greater arrivals of sports tourists as well as increasing investments in infrastructure and superstructure for them. Sport and tourism are two driving forces for the promotion and sustainable economic development of tourist destinations.

A sporting event is a social gathering that involves plenty of participants and activities in a competition. Sporting events are an important and necessary part of the travel and tourism industry. Since ancient times, when the main "tourist" centers of ancient Greece were the same places (sanctuaries) where sports events were performed, they have played a significant role in the tourism industry. Athletic events may be divided into many categories, largely determined by the scope of their effects, such as attendance, media coverage, profile, infrastructure, costs, and benefits (Auger, 2014; Boyer et al., 2007; Dašić et al., 2021).

Sports tourism enables the creation of additional economic effects in tourist organizations or in companies that provide various sports and recreation services. Such services include the rental of sports facilities and sports equipment, the organization of schools and courses for learning various sports, the preparation of athletes, major sports events and competitions, and sports and entertainment attractions. Direct economic effects arise as a result of the sale of sports and recreation services in tourist or sports organizations (Geić, 2011, 277).

Sports tourism represents a specific form of tourism that has been defined by numerous authors in different ways. "Tourism in which sport is the main motive for traveling and staying in a tourist destination" is called sports tourism. It is also important to mention and explain its forms, namely competitive sports tourism and summer and winter sports and recreational tourism. Competitive sports tourism includes "all trips to participate in certain sports competitions, from domestic to international" (Bartoluci, 2003).

## 2. THE THEORETICAL BACKGROUND

The first scientific works on place branding dealt with the topic primarily by connecting it to tourism and city public policies (Ashworth, 2005; Ashworth & Voogd, 1990). There are multiple advantages of branding a place, among other things, attracting foreign investment, increasing political influence and growing tourism. Regarding the place brand, consumer or user behavior is based on positive or negative motivation (Marković, 2018, 33). Seen from the aspect of tourism, the subject of branding can be many things, from purpose-built areas, to villages, cities, regions, and countries. A tourist attraction is a place with the basic purpose of providing interesting, entertaining, or educational content, which serves to attract tourists (Dašić & Savić, 2020). Sport, that is, athletes, with their successes, influence the creation of a positive image of the state and the nation at the global level. Consequently, this affects the creation of a better economic position for the country where the athletes come from, and can also affect the improvement of image, investment and business cooperation (Aziz et al., 2012). That is precisely

why, due to the increased profits in the sports industry and the popularity of sports on a global level, no production branch is not interested in cooperation with the sports industry (Dašić & Dašić, 2021).

Sports events that are seen by a global audience provide nations with an excellent chance to market their place. Sports events can successfully brand countries, regions, or towns, therefore an increasing number of nations hold their traditional, ongoing athletic tournaments. England, for example, hosts Wimbledon and the Football Premier League, while France hosts the Tour de France. Mega-sports events are becoming more and more significant in the current day, and the hosting of these events is becoming a political hot button for a growing number of national states throughout the globe, particularly "as a method of getting worldwide prominence in a specific way" (Cornelissen, 2007, 242).

Selective forms of tourism emerged as the future of tourist trends, given that they are more focused on sustainability, humanity, quality, social responsibility and the even distribution of traffic among destinations. This enabled a departure from the former standard 3S package, and the focus was placed on individuals and their wants and needs. "Selective forms of tourism include trips that are conditioned by the realization of some special interest. Those special interests are the primary and dominant motives that drive tourist consumers to travel to a destination that can satisfy its tourist offer (Čavlek et al., 2011, 40).

Alfier (1994) already in the late 1970s included recreational and sports tourism on the sea, water and mountains in the forms of selective tourism, with specific types such as itinerary-pedestrian, equestrian (riding), circular (cycling) tourism for a "relaxed" holiday in the natural environment, etc. Bartolucci et al. (2004, 2007) state that sports tourism belongs to selective forms of tourism, based on the motivation to travel and appears in different forms: competitive sports tourism, winter and summer sports-recreational tourism. The combination of sports and health tourism can initiate other economic activities, which are complementary in relation to directly productive capital and even enable the creation of an economic multiplier. Serbia has great potential to become a regional leader in health and medical tourism (Dašić, 2016).

Collaboration between event planners and local destination managers may be essential, according to various study findings (Akgöz, 2013; Bertella, 2013). A complete branding plan that crosses international boundaries and neighboring areas may include such teamwork. Along with a strategy for the region's image, such collaboration can also entail the development of joint packages of activities aimed at exposing the area to tourists. Participation in athletic events involves consumer attitudes over the long term, and consumer behavior is impacted by these attitudes over the long term, according to the actions at these events. A variety of sport tourism studies have indicated that travelers may develop a particularly strong, profound attachment to the location that goes beyond the event. This demonstrates that creating an emotional bond between passengers and their trip place may be facilitated by athletic activities (Filo et al., 2013).

According to Som and Badarneh (2011), a range of factors affect whether people return. Satisfaction seems to be one of the often studied factors, whether in direct relation to repeat visits (Brown et al., 2016; George & Swart, 2013) or as a mediating factor between some characteristics and return intention. Sports event tourism authors have focused on the relationship between visitors' or participants' intents to return to the location of the event or even to the event itself

(Dašić & Jović Bogdanović, 2020). It has been shown that visitors' intentions to return are significantly influenced by their past experiences with an event or the venue where it is held. This is because guests are familiar with the venue and choosing to return in the future is less risky. Sports as "big business" have persisted over time. Nearly every city in North America today has a sports tourism strategy, frequently with dedicated staff and organizations, and there is a significant international competition to win events and draw spectators to sporting events. In 1992, the US National Association of Sports Commissions was founded, with Indianapolis' widely reported success serving as a model. The Tourism Industry Association of America 1997 conducted a survey that examined sport-related travel, providing a vastly improved understanding of this market (Getz, 2008).

By applying appropriate marketing and other organizational elements, the effects of sports events can be extremely positive for the host countries. They can be divided into six groups (Đurđević et al., 2014, 206):

1. Economic effects - effects of newly created value and increased purchasing power through increased investments and consumption, impulses to increased employment, fiscal effects;
2. Tourism - increased attractiveness and level of recognition of the local community for tourists;
3. Infrastructure - improved infrastructure, new or renovated sports facilities;
4. Socio-cultural effects - increased importance of experiential values and free time, support for cultural values and traditions;
5. Psychological effects - increase in local identity;
6. Political effects - improvement of international understanding.

### 3. THE RESEARCH METHODOLOGY

Events play a significant role in the development and marketing strategies of the majority of destinations since they are a key driver of tourism. The well-documented roles and effects of scheduled events in the tourist industry are becoming more crucial for destination competitiveness. However, "event tourism" didn't become widely accepted in the tourist sector or among researchers until a few decades ago, so the following expansion of this business can only be characterized as remarkable. Sports events are spatial-temporal phenomena, and each one is distinct due to interactions between the environment, participants, and management systems, including the program and design features. Events have a lot of appeal since they are never the same, and you have to "be there" to truly appreciate the singular experience; if you miss it, it's a missed opportunity. For the objectives of this paper, secondary data sources were employed. These sources included Internet material as well as current works on sports tourism and sporting events. For secondary data sources, the qualitative data analysis approach was used.

Sports tourism as a process consists of several key subjects of consideration that we can present concerning: Sports event - Economic aspects - Image - Positive associations. From the relationships shown, the basic hypothesis follows HO:

*Sports events, whether small, medium, or mega sports events have a positive economic effect, an image and create positive associations with the place where the event is held.*

## 4. RESULTS AND DISCUSSION

### 4.1. Sport and Image

As a positive image can be created based on sports events, a positive image can attract investments. A good image directly affects tourism, investments, as well as obtaining the organization of sports events. If we look only at the effects of sporting events, without any accompanying investments and branding strategies by countries, the benefit will probably be only temporary. Therefore, a greater benefit from the games is in the effects of proper rebranding of the countries organizing sports events, because this improves the image, recognition and attractiveness of the destination or the entire country. Sports events should be used as a start and a reason to promote the country, but continuous efforts should be directed towards emphasizing culture, customs, natural resources, tourism supply, etc.

The image of the place is usually a factor in the tourist's decision, which implies that locations with appealing, positive images are more likely to be chosen. This implies that a destination's image is important for location promotion. The terms "destination image" and "destination marketing" can both be related to a destination's appeal, the tourist's positive perception and opinion of the location in general or/and in reference to certain specific aspects.

The increasing interest in sports at the global level represents an exceptional opportunity for achieving the goals of recognition and image improvement (Mullin et al., 2014). Branding a country is not the same as branding a company, but people can be motivated, inspired and led in the same way, using the same techniques. Spain and Australia, which at the same time managed to significantly improve the image of the nation, simultaneously built a very large number of brands in their countries. The US national identity developed organically, state achievements, constant increase in living standards, sports achievements, etc., influenced the creation of a strong brand of America (Olins & Hildreth, 2015).



**Picture 1.** „Haka“ ritual

Source: [Vijesti online, 2015](#)

An increasing number of countries realize the importance and necessity of branding their country, taking care of their image and reputation. Realizing that a good reputation and a positive image

is reflected not only in tourist visits but also in investments, products, receiving various sports and cultural events, etc., states have recently been paying more and more attention to this issue" (Dašić, 2013, 396). Some authors (Ratković & Dašić, 2018) cite, the fact that the Premier League is responsible for the fact that in 2014, 800,000 people visited England to watch one of the matches, which brought the country an income of 684 million pounds. They also cite the example of Olympic players in Rio de Janeiro. Many of the countries have great global recognition and are participated in the Olympic Games several times, but some participated in this competition for the first time. For example, Tuvalu, a country with only one representative at the Rio Games is located in the South Pacific, is made up of nine islands and ranks as the fourth smallest country in the world. The island nation of Nauru, whose national sport is Australian rules football, has a population of just 10,100 according to the 2016 census. The New Zealand rugby team is a true brand of that country, thanks to the ritual that the players perform at the beginning of each game. Their menacing black sports equipment and terrifying haka ritual, which is based on Maori culture, is a kind of New Zealand brand that evokes positive associations in the audience with the country from which this team comes.

Sports events held every year, which have become a tradition and have been organized for many years, also have significant potential in branding countries through sports. Thus, according to one research, the Tour de France, which is associated with Paris and of course France and the New York Marathon with the USA, has the highest perception among the public (Anholt, 2010, 104).

In 2009, the Serbia Open tennis tournament and Belgrade entered the world tennis map for the first time. Despite the modest participation of famous tennis players, this was a great way of branding a country and a nation. The organizers tried to make the tournament at a higher level every year, and the past three have shown that Serbia has great qualities in organizing a world-class sports event. The increasing popularity of tennis in our country is also indicated by the fact that in a survey when asked the question "Which of the team sports had the most influence on the positive image of Serbia?", as many as 47% of respondents answered that it was tennis (Dašić, 2016). This percentage was certainly influenced by the great individual success of our tennis players, as well as by winning the "Davis Cup".

The cycling "Danube Road" through Serbia has already brought many young sports fans to our region, spreading the word about beautiful landscapes, friendly hosts and good fun, and joining the tourist attraction called "The Road of the Roman Emperors" (which connects archaeological sites and museums in Požarevac, Veliko Gradište, Golupac, Majdanpek, Kladovo, Negotin, Zaječar, Knjaževac, Svrljig and Niš, and it is planned to continue with the road of the same name in Romania and Bulgaria), is an excellent way of branding our country.

When Christian Lautenschlager won the French Grand Prix with his "Mercedes" vehicle, positive associations with Germany became indestructible and almost mythical. Thus, thanks to this sporting event, in which Mercedes won, and many more after that, Mercedes became a symbol of the best in German engineering and, through a process of osmosis, became a symbol of the best of German products. But most importantly, Mercedes has become Germany. He branded an entire nation: German brilliant technique, German technology, German attention to detail and perfectionism.

The FIFA World Cup is certainly one of the biggest sporting events after the Olympics, but according to the Anholt Index, the Olympics don't have nearly as much impact on nation branding as the World Cups, partly because the FIFA World Cup is hosted by a country rather than a specific city.

Successful lobbying and image are of crucial importance for winning the organization of major sporting events. Attention must be paid not only to the attractiveness of the destination but also to organizational skills because the poor organization and missing a great promotional opportunity can have the opposite effect. Investing in organizing a significant sporting event without a good long-term plan for the most optimal and best use of it is equal to zero, like Athens, which did not realize all the possibilities of organizing the Olympics.

Skoko (2009, 162) claims that during major sporting events, not only the host countries but also the participating countries profit. The sports arena is one of the most well-liked and widely-used platforms for advertising, and sporting events, in addition to offering eye-catching visuals due to the spirit of competition, also fostering emotional bonds among spectators all over the world. Many studies of this phenomenon have confirmed this claim, and one of the many examples is the study by Kim and Morrison on the example of South Korea and its organization of the World Football Championship in 2002. The research showed, not only that South Korea improved its image in the world, increased affection for Korean products, broke taboos that Korea is a small, poor country, and significantly improved tourist attendance, but also separated South from North Korea in the perception of foreigners, which was significant after the USA classified North Korea among the so-called "axis of evil".

Large athletic events have recently started to spark a variety of cultural activities. Thus, a "Cultural Olympiad" with over 12,000 cultural events is planned for the period leading up to, during, and following the Olympic Games in London in 2012. An art festival spanning 12 weeks is the finale of the aforementioned four-year "Cultural Olympiad" which was created to emphasize Britain's strong position in the field of art before the Olympic Games (Dašić & Ratković, 2022).

The set of beliefs, notions, and impressions that tourists have about a certain place is referred to as the "touristic destination's image". Cognitive, emotional, and conceptual are these three fundamental categories. The concept of destination participation describes the many attitudes that travelers might have toward a destination, from awareness, which is a limited kind of engagement, to higher levels of involvement, which are characterized by attraction, attachment, and, in the end, allegiance. Tourists' perception of sporting events and their understanding of the location are closely connected processes that are started by sensory signals. Tourists physically and intellectually experience and grasp the place when they participate in an activity that is physically demanding and regularly challenging. A branding extension approach may be a practical way to change how people view athletic events, according to theoretical research. It is suggested when there is a significant correlation between the destination brand and the event brand and when the event lacks a particularly distinctive brand. The literature has also suggested co-branding and the brand features approach based on the distinctiveness of the destination brand and the sporting event brand. Cobranding is considered suitable when there is an unbreakable connection between the event and the host area and the event has a distinctive brand. "Finally, a brand features approach is advised when the event is less well recognized but still has some characteristics that are connected to the destination's image" (Mikalauskas et al., 2014).

Destination marketers are asked to include images from the event in their marketing materials to capitalize on the event's possible effects on the destination's image and its indirect effects on visitors' intentions to return. According to both theoretical frameworks and actual findings, synergy in promotional and organizational activities should be a significant part of sport tourism planning and destination development. Tourists who go primarily for sporting events are

known as sports tourists. By providing and advertising high-quality goods and services in connection with the event's reputation, destination marketers and providers of the tourist experience may benefit from the visitors' exposure to the location. The administration of tourist information centers, travel agencies, tour operators, and other advertising channels like the Internet may all help to efficiently manage the destination image (Kaplanidou & Vogt, 2007).

## 4.2. Sport and Economy

The economic effect is now one of the most often mentioned and used justifications for large event bids. Local chamberlains or regional financial agencies typically demand ex-ante studies on the economic effect, which examine regional revenue and employment consequences. Occasionally, these studies serve as the foundation for votes in the relevant assemblies, parliaments, or public referenda. Economic impact studies are occasionally required by law as evidence of the effective distribution of public resources. To persuade the media and other key stakeholders that the (scheduled) large event is advantageous for the local, regional, or national economy and may, at least to a significant extent, fund itself through the generated tax rises, economic impacts are typically part of public relations (Maennig, 2017).

Numerous studies and economic evaluations focus on the financial implications of various sporting events. These studies aim to determine if organizing a sporting event is lucrative or why, when, and how the host nation's capital investment pays off. The nations compete by estimating the odds and evaluating the anticipated economic consequences and return on investment, mostly for hosting major international sporting events like the Olympic Games, the World Championships, and regional competitions (such as the European Championship). However, given the variety of locales, it is challenging to predict or quantify the impacts of recovery. The host nation will gain economically from the Olympics. The economy-stimulating impact, the increased demand for tourism, and the numerous consequences of tourism are the most significant throughout the planning phase. By strengthening the impact of image and attracting foreign money, hosting such an event will shape the economy even after the event (Müller et al., 2016).

Although the positive contributions of sports are numerous, it seems that there is still no completely exact method of determining the magnitude of each one of them. It should be possible to observe the contributions of sport to the development of society as a whole from the aspect of the impact of sport on GDP growth, the use of production factors, and the impact of sport on the balance of payments. Sport has a hidden potential for achieving additional, i.e. synergistic, economic effects, which in national accounts will not be shown explicitly as a sports effect, but in reality will still belong to the strength that sport possesses in the economic sense (Ratković, 2019, 16).

The global economic space, which is expanding more and more in the integration processes of major world economies, has a crucial role in shaping all aspects of modern sports, endangering that harmony at the expense of national sports associations. International is favored and almost equated with global, so in this new imbalance, economic globalization imposes two dominant, primarily economic concepts on sport: the concept of production and the concept of consumption (Bogdanovski, 2012). Everything is subordinated to the acquisition of profit and one goal, which is quick and large earnings in sports and the sports industry. Through the centralization of media power, sport becomes a very profitable business, which brings enormous profits to companies, clubs and individuals (Koković, 2004).



With a contribution to national economies that is similar to that of forestry, agriculture, and fishing put together, sport is a significant economic sector in the EU. It is important to recognize the sports industry's economic and social potential while considering how to address the economic crisis brought on by the COVID-19 epidemic. A survey's findings revealed that the GDP of sports was 279.7 billion EU euros. In other words, the sports industry generates every 47th euro or 2.12% of the entire GDP. Sport has a high employment rate, which suggests that it generates more jobs than it contributes to GDP. 5.67 million persons in the EU were employed in sports-related fields. This represents 2.72 percent of all employment in the EU. The sports industry employs one worker out of every 37. For instance, following information provided by the consulting and auditing firm [Deloitte \(2019\)](#), the football market in Europe generated 28.9 billion euros in revenue in 2018/19.

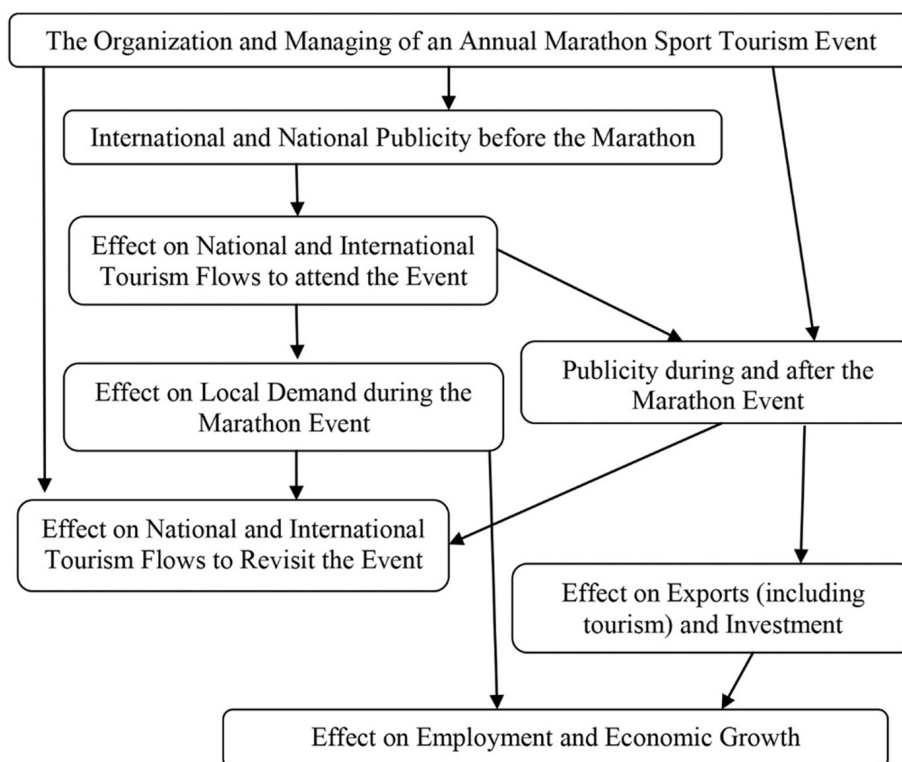
Organizing large sporting events requires large investments that pay back very quickly and can create a very favorable climate for the country where it is organized. Football championships (World and European) are also a very good opportunity for national branding. "The victories and winning championships of individual football teams provide their countries with free advertising and free branding of the countries." In addition, industrial production in many host countries is growing, exports are increasing and new jobs are being created ([Skoko, 2009, 155](#)).

Today, every nation and region on earth strives to improve its standing and create a favorable impression throughout the world ([Prnjat, 2019](#)). The most significant and effective method for successfully promoting states and nations is through sporting events. It would be best to start with the Olympic Games, which are a prime example of excellent and high-caliber national branding. This statement is confirmed by Anholt's Brand Cities Index and cites the example of the Olympic Games in Sydney, where the spontaneous association of Sydney with the Olympic Games is 100% ([Anholt, 2010, 102](#)). The Winter Olympic Games organized in Sarajevo in 1984 brought enormous publicity and a good image not only to Sarajevo and the Republic of Bosnia and Herzegovina but also to the entire former Yugoslavia. It was determined that the GDP growth rate in the countries that organized the Olympic Games in the period from 1952 to 2000 was 1.5% higher in the four years before the games were held. The organization of the Olympic Games enables new infrastructure, new bridges, new roads, new airports, railway and bus stations, and new hotels and motels. Perhaps a bigger benefit from the games is the rebranding of the countries that are the organizers because the image, recognition and attractiveness of the destination or the country of the organizer are also improved ([Rose & Spiegel, 2011](#)). The best example of the above is the perception of Africa, constant wars, a large number of people suffering from AIDS, hunger, unstable regimes, terrorist attacks, robbery and ship hijacking, these are just some of the associations that the average European has. The organization of the FIFA World Cup in South Africa has greatly changed the image of the entire continent positively.

The German Commerzbank studied the probable economic effects of nine football world championships up until 1974. Foreign investments in the construction sector fell by 1% in the host nations the year before the competition, grew by 0.4% during the competition, and rose by 1.5% the following year. Analysts had not anticipated that, though. Since the majority of the preparation work had been started at that time, they had anticipated that the investments would rise before the championship. The anticipated pattern is better supported by data that indicate GDP growth per person: in the host nations, GDP per capita climbed on average by 2.1% the year before the championship, 0.9% during the tournament, and 1.7% the following year. However, the

macroeconomic facts of the nations who took home these titles varied slightly. The average rise in GDP per capita was lower (0.9%) before the championship. It was 1.6% the year of the world cup and 1.8% the following year (Bíró et al., 2015).

Some authors indicate both non-material and non-economic effects. Major events may provide advantages for the host cities, host nations, and their inhabitants beyond the "core" economic consequences (Figure 1). First, changes in policy affecting labor markets and international relations may result from, or at least be hastened by the Olympics. Keep in mind that this argument reverses the causality that Rose and Spiegel (2011) proposed. These two studies on Tokyo 2020 provide evidence for the argument. The predicted—and mostly achieved—increase in foreign travel is also a result of the relaxation of visa rules for leisure travel. Additionally, the estimated gain in employment that the Olympics would bring to the labor-scarce Japanese economy can only be achieved if the work participation rates of women and the elderly are raised. For instance, 230,000 of the 730,000 new jobs in 2018 will be produced in the construction industry. Keep in mind that only 10,000 unemployed people were working in the Japanese construction industry in 2014 (Osada et al., 2016). In order to facilitate any substantial impact effect, opening-up reforms might be necessary in Japan.



**Figure 1.** The economic effect of a sports tourism event, such as a marathon event

Source: Papanikos, 2015

A social gathering that brings a lot of people and activities together for a competition might be referred to as a sporting event. Sporting events are a crucial and essential component of the travel and tourism sector. They have been important for tourism since ancient times when the principal "tourist" hubs of ancient Greece were the same locations (sanctuaries) where sporting events were staged. Different categories of athletic events may be created based mostly on their "scale of impacts," which includes attendance, media coverage, profile, infrastructure, expenses, and benefits (Škorić et al., 2021).

Major sporting events have traditionally been held in developed countries, but in recent years, towns and countries from so-called "developing countries" have begun to compete to host these events. Marathons are examples of athletic tourism. Economic impact assessments are frequently used as a decision-making tool to determine whether a local organization (a province, county, city, etc.) should host an event, particularly if it necessitates the use of government funds. Two things happen when a lot of tourists from both abroad and at home attend marathon events. First off, it temporarily increases local demand. This includes expenditure on lodging, food and drink, sporting goods, event merchandise, and everyday city shopping. When assessing the economic impact of a marathon event, these are the economic consequences that are often taken into account. Second, a marathon event's publicity during and after the event is impacted when a sizable influx of national and international tourists visit and participate. If attendees and participants have a pleasant experience, there is a strong likelihood that they will return to the marathon event and, thanks to the word-of-mouth impact, persuade others to go (Papanikos, 2015).

The magnitude of the event also matters; the negative effects of major events on other sectors of the local and national economy are more noticeable than those of minor catastrophes. As a medium-sized athletic event, the Pan-American Junior Athletic Championships, for example, are unlikely to have had an impact on exchange rates or other industries that compete in import and export. argued in favor of this position, noting that smaller-scale events incur fewer extra costs than mega-sporting events. Due to this, local communities may gain from small and medium-sized sporting events. Similarly, smaller sporting events are (a) less likely to result in a crowding out effect, (b) less expensive to secure, (c) less likely to disrupt regular business operations (thereby supporting the idea that multiplier analyses are more accurate than for mega-events), and (d) less likely to create incentives for inflated results (Taks et al., 2011).

One of the most recent forms of international sport are "sport cities". It is a broad and often used word that is frequently used to justify the expenses of new athletic infrastructure, to increase the economic gain from big sporting event legacies, or as part of a city branding initiative. When all the many types of sports cities are taken into account, what they all have is not just a close relationship to sports but also a desire to use this link to their benefit in terms of the economy, society, or reputation. The development of a sports city should thus balance the community's social, economic, and environmental concerns while maximizing the financial potential of the rapidly growing global sports sector (Pye et al., 2015). In the last few decades, these events have been used by many destinations to boost their tourism demand. When we talk about sports events in Serbia, there is a noticeable increase in the organization of marathons (42,195 km), half marathons (21.1 km) and pleasure runs (5 km). In the center of interest of the Pomeranian and Serbian sports public, the city of Jagodina also on April 9, 2017, organized such a sports event (Jagodinski maraton, 2017).

Adding value-driven attributes to sporting events has the potential to increase long-term financial growth for organizers of large sporting events (Soderberg, 2014). In the organization of this complex and very demanding sports event, strong support was provided by the local self-government, which recognized the potential of this sports manifestation, but also by public and private institutions, as well as numerous sports fans and marathon runners. As we mentioned, a sports event is a means of affirming universal sports values, and a healthy lifestyle, but also a means of promoting a certain geographical area. Taking into account that the first street marathon in central Serbia, the Jagodina Marathon, was international, this was an exceptional opportunity to promote the city of Jagodina, in addition to numerous acquisitions, the Wax Museum, the Zoo, the Aqua Park and other potentials of this sporting event.

## 5. CONCLUSION

Sports events represent a popular motive for travel and can bring a huge influx of visitors with multiple benefits for a destination. Participants in sports tourism are subjects whose main goal and motive of travel is related to certain sports or sports recreational activities. Therefore, it is a recognizable form of tourism that has very wide market segments. Sports tourism is developed primarily in tourist destinations where playing sports is developed. The modern tourist does not just want to watch a sporting event, he wants to actively participate in it. The development of tourism and sports at a specific tourist destination requires numerous activities, primarily investment in infrastructure projects and the construction of: airports, roads, stadiums, sports complexes and other facilities for sports and recreation, and new tourist facilities for accommodation and catering. Also, it is necessary to invest in the knowledge and expertise of employees, modernization of IT and marketing, initiation of new projects, etc. All these activities create good conditions for the economic and social development of the tourist destination, the creation of new jobs and the growth of income.

The optimum scenario for sports event organizers who wish to maximize their tourism potential is for them to take a proactive role in the tourist development of the neighborhood or region. By working together as a lobbying and marketing consortium, events can attempt to influence the destination's positioning and brand, funding and development efforts, research and evaluation programs, and more. The objectives of specific events and the event industry as a whole will benefit from this.

Sport has a significant cultural and economic impact, beyond mere rivalry to become one of the main platforms for state and nation branding in the modern era. The sports sector is experiencing steady expansion and globalization, and sporting events provide fantastic possibilities for nations to briefly capture the attention of the media. Famous athletes might be exploited very readily as product brands and the strongest link to the branding of the entire country. The growth of associations to a certain location in order to secure the organizing of any sporting event is the sole objective of the active rivalry between regions, states, countries, and even whole continents. The hosting of the Olympic Games, football, basketball, or any other world championship provides a significant economic boost to the host country. [Darnell \(2012\)](#) made a distinction between sports for development and legacies in major sports events, stating that while development through sports events goes beyond the sports event legacies and includes the broad social, political, and economic development of a region or country where the sports event is hosted, legacies in major sports events are only concerned with the increase in youth participation in sports and improved sports facilities and related infrastructures. Some authors ([Papanikos, 2015](#)) referred to the sports-related benefits of sporting events as legacies, while they referred to the improved image of the host city and nation in the eyes of the rest of the world, which is an image assumed to increase both investment and tourism. These benefits included increased sport participation, the establishment of new sports programs, the creation and restoration of sports venues and infrastructure, and the formation of sport-related social capital that revitalizes communities.

Apart from the image, countries that are candidates for transformation through branding through sports can also count on great opportunities for promotion and strengthening of national identity. The Japanese branded the nation through sumo wrestling, the Kenyans celebrated their country with athletics, the Brazilians with football, the Scandinavians with winter sports, the Russians

and the Chinese held primacy in gymnastics for many years, and India and Pakistan overshadowed even England, the country from which cricket originated. The main strategic motivation for producing, bidding on, and promoting events is economic development. The 2001 establishment of the Canadian Sport Tourism Alliance was market- and industry-driven. Its objectives include fostering communication between sports and tourism, exchanging best practices, gathering intelligence, generating investment, and setting goals. Sport event tourism became a well-established study area in the 1990s, and it has been rapidly growing since 2000. (Getz, 2008). Taking into account all of the above, the hypothesis that sports events, whether they are small, medium or mega sports events, promote sports tourism, have a positive economic effect, create a positive image and positive associations to the place where the sports event is held.

## 6. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The study has a few drawbacks. Future studies should evaluate the possible advantages of sports cities across many cultural and national contexts to better understand the potential societal benefits of sports. The absence of original data sources is a limitation. Although pertinent sources were used in this essay, they weren't cross-compared. Research that is conducted in the future should compare data from more sources and look for cause-and-effect linkages.

## References

- Akgöz, E. (2013). Using awareness in destinations: Esrefoglu Mosque. In VI International Tourism Congress: The image and sustainability of tourist destinations (pp. 27-29). Peniche, Portugal. ISBN: 978-989-97395-1-2.
- Alfier, D. (1994). *Turizam-izbor radova*. Zagreb: Institut za turizam.
- Anholt, S. (2010). *Konkurentan identitet*. Zagreb: M PLUS.
- Ashworth, G. J. (2005). A Change of Heart in Groningen. In F. Martinelli & L. Andalbrechts (Eds.), *Strategic Planning in Europe*. Rome: Italian Planning Institute.
- Ashworth, G. J., & Voogd, H. (1990). *Selling the City: Marketing Approaches in Public Sector Urban Planning*. London: Belhaven Press. Retrieved from [https://www.researchgate.net/publication/227640188\\_The\\_Instruments\\_of\\_Place\\_Branding\\_How\\_is\\_it\\_Done](https://www.researchgate.net/publication/227640188_The_Instruments_of_Place_Branding_How_is_it_Done)
- Auger, D. (2014). The visitor profile at a major sporting event: The 42nd Final of the Quebec Games (Jeux du Québec) in *l'Assomption, Quebec, Canada*. *Loisir Société Soc. Leis.*, 37, 151–162. <https://www.tandfonline.com/doi/abs/10.1080/07053436.2014.881098>
- Aziz, N., Kefallonitis, E., & Friedman, B. (2012). Turkey as a destination brand: Perceptions of United States visitors. *American International Journal of Contemporary Research*, 2(9), 211-221. [https://www.researchgate.net/publication/256050808\\_Turkey\\_as\\_a\\_Destination\\_Brand\\_Perceptions\\_of\\_United\\_States\\_Visitors](https://www.researchgate.net/publication/256050808_Turkey_as_a_Destination_Brand_Perceptions_of_United_States_Visitors)
- Bartoluci, M. (2003). *Ekonomika i menedžment sporta*. Zagreb: Informator.
- Bartoluci, M., et al. (2007). *Turizam i sport-razvojni aspekti*. Zagreb: ŠK.
- Bartoluci, M., Andrijašević, M., Andrijašević, S., & Omrčen, D. (2004). *Menedžment u sportu i turizmu*. Kineziološki fakultet.
- Bertella, G. (2013). Embodied tourism experiences and rural events: The case of Ecomaratona del Chianti. In ICRETH (International Centre for Research in Events, Tourism and Hospitality) Active Tourism Conference Proceedings, Leeds (U.K.) 23-25 January 2013.
- Bíró, M., Müller, A., & Szalay, G. (2015). Sportesemények szervezése. In A. Müller (Ed.), (ISBN 978-615-5297-30-4). Retrieved from [http://uni-eger.hu/public/uploads/sportesemenyek-szervezese\\_5551e37e308fb.pdf](http://uni-eger.hu/public/uploads/sportesemenyek-szervezese_5551e37e308fb.pdf)

- Bogdanovski, Z. (2012). Globalizacija i savremeni sport. *Nova srpska politička misao*. Retrieved from <http://www.nspm.rs/kulturna-politika/globalizacija-i-savremeni-sport.html?alphabet=1>
- Boyer, L., Musso, D., Barreau, G., Boyer Collas, L., & Addadi, A. (2007). Organising a Major Sport Event. In J. Camy & L. Robinson (Eds.), *Managing Olympic Sport Organisations* (pp. 279–343). Champaign, IL, USA: Human Kinetics.
- Brown, G., Smith, A., & Assaker, G. (2016). Revisiting the host city: An empirical examination of sport involvement, place attachment, event satisfaction and spectator intentions at the London Olympics. *Tourism Management*, 55, 160-172. <https://doi.org/10.1016/j.tourman.2016.02.010>
- Čavlek, N., et al. (2011). *Turizam-ekonomske osnove i organizacijski sustav*. Zagreb: ŠK.
- Cornelissen, S. (2007). Crafting legacies: The changing political economy of global sport. *Politikon*, 34(3), 241–259. <https://doi.org/10.1080/02589340801962510>
- Darnell, S. C. (2012). *Sport for Development and Peace: A Critical Sociology*. Bloomsbury Academic. <https://doi.org/10.5040/9781849665896>
- Dašić, D. (2013). Brendiranje država i nacija. *Kultura*, 139, 396-415. <https://doi.org/10.5937/kultural139396d>
- Dašić, D. (2016). Brendiranje mesta i/ili destinacija. *Kultura*, 152, 377-393. <https://doi.org/10.5937/kultural1652377d>
- Dašić, D., & Dašić, B. (2021). Branding of states and nations in (post) era covid 19. In D. Cvijanović et al. (Eds.), *Tourism challenges amid Covid-19* (pp. 162-179). Vrnjačka banja, Univerzitet u Kragujevcu. <https://doi.org/10.52370/tisc21162dd>
- Dašić, D., & Jović Bogdanović, A. (2020). Sport as a central component of the country and nation branding strategy. In M. Ratković & N. Perić (Eds.), *Branding of states and nations: Possibilities and implications* (pp. 94-113). Beograd: Faculty of Business Studies and Law: Faculty of Strategic and Operational Management.
- Dašić, D., & Kostadinović, G. (2022). Film Industry in the Function of Destination Branding. In V. Bevanda & S. Štetić (Eds.), *6th International Thematic Monograph Modern Management Tools and Economy of Tourism Sector in Present Era* (pp. 441-456). UDEKOM. 441-456. <https://doi.org/10.31410/tmt.2021.441>
- Dašić, D., & Ratković, M. (2022). Safety at sports events as a condition for the implementation of marketing potential. In D. Dašić (Ed.), *Security aspects of modern society-implications and possibilities* (pp. 495-512). Niš: Faculty of Law, Security and Management "Konstantin Veliki" Niš, Union Nikola Tesla University Belgrade, Belgrade Institute for the Humanities and Social Inquiry (BIHSI), Serbia.
- Dašić, D., Ratković, M., & Pavlović, M. (2021). Commercial aspects of personal branding of athletes on social networks. *Marketing*, 52(2), 118-132. <https://doi.org/10.5937/mkng2102118d>
- Dašić, D. R., & Savić, M. L. (2020). The influence of cultural and historical heritage on the attractiveness of a tourist destination. *Baština*, 52, 247-260. <https://doi.org/10.5937/bastina30-27671>
- Deloitte. (2019). *Annual Review of Football Finance 2019*. Retrieved from <https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/sports-business-group/deloitte-uk-annual-review-of-football-finance-2019.pdf>
- Đurđević, N., Mitić, D., Atanasov, D., & Vujović, B. (2014). *Sport u jedinicama lokalne samouprave*. Beograd: Sitopromet A.Z.
- Filo, K., Chen, N., King, C., & Funk, D. C. (2013). Sport tourists' involvement with a destination: A stage-based examination. *Journal of Hospitality and Tourism Research*, 37(1), 100-124. <https://doi.org/10.1177/1096348011425496>

- Geić, S. (2011). Menadžment selektivnih oblika turizma. Split: Sveučilište u Splitu.
- George, R., & Swart, K. (2013). International tourists' perceptions of crime-risk and their future travel intentions during the 2010 FIFA World Cup™ in South Africa. *South African Journal of Business Management*, 44, 47–60. <https://doi.org/10.1080/14775085.2012.734060>
- Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management*, 29(3), 403-428. <https://doi.org/10.1016/j.tourman.2007.07.017>
- Jagodinski maraton. (2017). [www.jagodinskimaraton.rs](http://www.jagodinskimaraton.rs)
- Kaplanidou, K., & Vogt, C. (2007). The interrelationship between sport event and destination image and sport tourists' behaviors. *Journal of Sport & Tourism*, 12(3-4), 183-206. <https://doi.org/10.1080/14775080701736932>
- Koković, D. (2004). *Sport i mediji*. Fakultet za uslužni biznis. Novi Sad.
- Maennig, W. (2017). Major Sports Events. University of Hamburg Faculty of Business, Economics and Social Sciences Chair for Economic Policy Economic Impact. Retrieved from <file:///C:/Users/Racunar/Downloads/HCED58.pdf>
- Marković, M. (2018). Komunikacijske politike u brendiranju grada: Odnos identiteta i imidža Dubrovnika kao turističkog odredišta (Doctoral dissertation). Sveučilište Josipa Jurja Strossmayera u Osijeku.
- Mikalauskas, R., Strunz, H., & Afifi, G. (2014). Relationship between sport events and destination image: Some theoretical approaches. *Transformations in Business and Economics*, 13(2), 297-310. <http://www.transformations.knf.vu.lt/32a/article/rela>
- Müller, A., Bíró, M., Ráthonyi-Ódor, K., Ráthonyi, G., Széles-Kovács, G., Boda, B., Macra-Oşorhean, M., & Andras, A. (2016). Economic impacts of sports events. *Studia Ubb Educatio Artis Gymn.*, Lxi(4), 85-95. [https://www.researchgate.net/profile/Gergely-Rathonyi/publication/313478434\\_Economic\\_impacts\\_of\\_sports\\_events/links/589c465d92851c942ddc5044/Economic-impacts](https://www.researchgate.net/profile/Gergely-Rathonyi/publication/313478434_Economic_impacts_of_sports_events/links/589c465d92851c942ddc5044/Economic-impacts)
- Mullin, B., Hardy, S., & Sutton, W. (2014). *Sport marketing* (4th ed.). USA: Human Kinetics.
- Olins, V., & Hildret, Dž. (2015). Brendiranje države: Juče, danas, sutra. In N. Morgan, A. Pričard, & R. Prajd (Eds.), *Destinacija kao brend: Upravljanje reputacijom mesta* (pp. 75-87). Clío.
- Osada, M., Ojima, M., Kurachi, Y., Takuji, K., & Kawamoto, M. (2016). Economic Impact of the Tokyo 2020 Olympic Games. Research and Statistics Department, Bank of Japan Reports & Research Papers. Retrieved from [https://www.boj.or.jp/en/research/brp/ron\\_2016/data/ron160121b.pdf](https://www.boj.or.jp/en/research/brp/ron_2016/data/ron160121b.pdf)
- Papanikos, G. (2015). The Economic Effects of a Marathon as a Sport Tourism Event. *Athens Journal of Sports*, 2(4), 225-240. <https://doi.org/10.30958/ajspo.2-4-3>
- Prnjat, A. (2019). Xenophobia and Identitarian Nationalism. In V. Milisavljević & N. Mićunović (Eds.), *Xenophobia, Identity and New Forms of Nationalism* (pp. 240-251). Belgrade: Institute of Social Sciences. [http://iriss.idn.org.rs/252/1/Xenophobia\\_GBASIC.pdf](http://iriss.idn.org.rs/252/1/Xenophobia_GBASIC.pdf)
- Pye, P. N., Toohey, K., & Cuskelly, G. (2015). The social benefits in sport city planning: a conceptual framework. *Sport in Society*, 18(10), 1199-1221. <https://doi.org/10.1080/17430437.2015.1024235>
- Ratković, M., & Dašić, D. (2018). *Marketing u sportu*. Visoka škola modernog biznisa.
- Ratković, T. (2019). *Razvojne mogućnosti sporta kao sastavnice nacionalnoga gospodarstva u međunarodnom poslovnom okruženju* [Doctoral dissertation, Sveučilište u Zadru].
- Rose, A. K., & Spiegel, M. M. (2011). The Olympic effect. *The Economic Journal*, 121(553), 652-677. <https://onlinelibrary.wiley.com/doi/epdf/10.1111/j.1468-0297.2010.02407.x>
- Skoko, B. (2009). *Država kao brend- upravljanje nacionalnim identitetom*. Matica Hrvatska.
- Škorić, S., Mikulić, J., & Barišić, P. (2021). The Mediating Role of Major Sport Events in Visitors' Satisfaction, Dissatisfaction, and Intention to Revisit a Destination. *Societies*, 11, 78. <https://doi.org/10.3390/soc11030078>

- Soderberg, M. (2014). Willingness to pay for nontraditional attributes among participants of a long-distance running race. *Journal of Sports Economics*, 15(3), 285-302. <https://doi.org/10.1177/1527002512452876>
- Som, A. P. M., & Badarneh, M. B. (2011). Tourist Satisfaction and Repeat Visitation: Toward a New Comprehensive Model. *International Journal of Economics and Management Engineering*, 5(2), 239-246. doi:10.5281/zenodo.1076526
- Taks, M., Késenne, S., Chalip, L., & Green, G. (2011). Economic Impact Analysis Versus Cost Benefit Analysis: The Case of a Medium-Sized Sport Event. *International Journal of Sport Finance*, 6, 187-203. Retrieved from [https://www.researchgate.net/publication/227450874\\_Economic\\_Impact\\_Analysis\\_Versus\\_Cost\\_Benefit\\_Analysis\\_The\\_Case\\_of\\_a\\_Medium-Sized\\_Sport\\_Event](https://www.researchgate.net/publication/227450874_Economic_Impact_Analysis_Versus_Cost_Benefit_Analysis_The_Case_of_a_Medium-Sized_Sport_Event)
- Vijesti online. (2015). Novozelandska haka: Kulturno nasljeđe koje protivnicima ledi krv u žilama, <https://www.vijesti.me/zabava/155698/novozelandska-haka-kulturno-nasljede-koje-protivnicima-ledi-krv-u-zilama>