

IMPORTANCE OF SPORT TOURISM ON FOREIGN TOURIST DECISION-MAKING

(Thesis)

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Sport is a vital component of our tourism culture. Sport is an integral part of our lives, providing recreation, competition, exercise, and mental health from childhood to adulthood. Why should Stratford focus on sports tourism when its cultural tourism assets are so strong? Understanding the sports tourism business offers simple solutions in both economic and social dimensions. Sport tourism provides an opportunity to grow and sustain the socioeconomic activities of tourism destinations that have unique qualities and assets connected to their history, gourmet offerings, and physical attractions. It may therefore transcend definitions that have been constrained by academic, category, or technical points of view since it is seen as a creator of positive socio-economic impacts. The pandemic Covid-19 has slowed down development processes, notably in terms of the realization and socio-economic impact of athletic events in territories throughout the world. A World Economic Organization Research Report released in April 2023 found that the absence of athletic events has had a significant positive impact on the economy. In particular, global sales increased by 7% in 2023 compared to previous years and generated 52.2 billion dollar incomes. The long-term effects of the pandemic included income loss, interruptions of athletes' training and competition, including permanent interruptions, the loss of many operators' jobs, the loss of support from sponsors and volunteers, income loss and salary reductions, and the possibility of lower membership levels and fees. Sport tourism research is still relatively rare due to its new definition as a subject deserving of scholarly attention. Books and special sport tourism editions of numerous magazines are becoming popular, although the amount of published material is currently limited. Furthermore, few academics have taken a critical stance on this developing kind of tourism.

Resolution No. PF-52 of January 15, 2022, "On Creating Conditions for Further Development of Tourism, Culture, Cultural Heritage and Sports," was approved by the President of the Republic of Uzbekistan. In this resolution, a system of



coordination between committees and ministries is envisioned. A decree "On steps to significantly enhance the system of public administration in the sphere of physical culture and sports" was signed by President Shavkat Mirziyoyev on March 5, 2018. Sports tourism has started to grow while the decree was being put into effect. In Uzbekistan, investment is focused on the growth of sport tourism. The President has taken the initiative to focus on growing the number of mountain resorts. As a result, winter sports have been developed in mountain resorts such Chimgan, Amirsoy, and Bildirsoy. Therefore, to develop sport tourism these should be considered as follows:

The strength and hosting experience in numerous sports paves the way for mentorship and growth in these sports and others that will benefit from coordination.

- Improved communication and marketing initiatives will improve visitor experiences and enable more effective and efficient use of facilities during peak seasons, especially winter and spring, and summer.
- Capturing new business during the shoulder and off-season would improve the viability of current and potential new lodging providers, as well as capturing money that would otherwise be left on the table during peak season due to capacity constraints.
- Improved community-wide coordination will ensure that facilities are shared appropriately, avoiding lost facility time for youngsters or any one sport group.
- University residences may provide expanded team or participant accommodations during spring and summer.
- A general, but not exclusive, emphasis on events that draw low volume but high yield visitors will deliver optimal returns while acknowledging existing capacity constraints.
- Coordinating and collaborating with adjacent towns will increase and diversify hosting options.
- Strategic investments in modifications or new facilities will help meet present recreational needs while also allowing for incremental development in sport tourism events. Hosting significant events can serve as a catalyst for capital investment in facilities.



- Aligning partners, such as retailers and food and beverage providers, around sporting and cultural events will benefit both the economy and visitors.
- Hosting sporting events allows you to market your destination and encourage repeat visits. Media coverage of major sporting events frequently includes a feature of the host community, which generates additional earned media.
- A new Sport Tourism Entity might serve as a one-stop shop for coordination, communication, and support for sports organizations looking to design events or bid for and host sport tourism events.
- A Sport Tourism Entity may address sponsorship development, volunteer recruiting, and host training. This will also create a unique chance for cultural events and tourism.
- Membership in Sport Tourism provides access to a wide range of tools, historical event information, and opportunities to engage with sports groups.

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