

Journal of Tourism Challenges and Trends

Volume V, No. 1,
June 2012

SPORT TOURISM

Editor-in-chief: **Prof. dr. Mihaela Sofia Dinu** (Romanian-American University, Romania)
Address: office@JournalTCT.ro; www.JournalTCT.ro

ISSN: 1844-9742

CONTENTS

- 9 Residents' Perceptions of Sport Tourism and Quality of Life: The Case of Indianapolis
Carina *KING*, Jinmoo *HEO*, Sotiris *HJI-AVGOUSTIS*, Inheok *LEE*
- 21 Golf and Sports Tourism in the Belek Region
Robert *KISS*
- 41 Multidimensional Segmentation of Polish Ski Resorts Visitors
Adam R. *SZROMEK*, Michał *ŻEMŁA*, Andrzej *HADZIK*
- 57 Sport Event Tourism Research: Where Do We Go from Here?
Douglas Michele *TURCO*

RESIDENTS' PERCEPTIONS OF SPORT TOURISM AND QUALITY OF LIFE: THE CASE OF INDIANAPOLIS

*Carina KING**, *Jinmoo HEO**, *Sotiris HJI-AVGOUSTIS**, *Inheok LEE***

Abstract: *Sport tourism impacts host communities economically and socio-culturally. The study investigates the relationship of Indianapolis residents' awareness, perceived benefits, and enjoyment of sport tourism, with sense of community and quality of life, via a structural model approach. Convenience sampling was done when residents attended downtown sport and cultural events in the Fall of 2011. The overall fit indices for the hypothesized model suggest that the model fits the data well. Residents who felt greater sense of community and reported higher satisfaction levels with their quality of life regarded sport tourism as an integral part of the city's economic development efforts.*

Key words: *Quality of life, community support, sport tourism*

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GOLF AND SPORTS TOURISM IN THE BELEK REGION

Robert KISS*

Abstract: *Sports tourism has recently become a significantly and permanently growing part of leisure tourism, with millions of people travelling with the primary motivation of doing physical activities and sports, as well as visiting tournaments and sports museums. The current paper outlines the necessity of the huge investments that were made in the Belek region, Antalya, Turkey in the 1980s, to create a quality seaside resort area. Additional developments starting from the second half of the 1990s, such as the building of golf courses and other sports fields, aimed to open the area towards sports tourism, and bring new tourist segments into the destination. Most of these new facilities belong to luxury resorts to enable them to extend the summer tourist season, and to serve as all-year-round tourist destinations. Due to the new demands and trends in sports tourism, Belek is no longer a golf destination only: it now attracts football and other ball teams, too. Therefore, besides the thousands of golfers plenty of foreign and domestic teams enjoy the mild, Mediterranean climate on the southern coasts of the Turkish Riviera while preparing and training for the coming sports season.*

Keywords: *golf, sport, tourism, Belek, Turkey*

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MULTIDIMENSIONAL SEGMENTATION OF POLISH SKI RESORTS VISITORS

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Abstract: *This research examines the behaviors and preferences of Polish ski resorts visitors, the results of which serve as the basis of segmentation criteria. Using correspondence analysis has made it possible to consider a few important characteristics and behaviors of Polish skiers during the segmentation process. On the basis of the conducted analysis, seven segments were created. This was the starting point for an in-depth analysis of the behavior of visitors, particularly in regard to the frequency and length of their stays along with characteristics that differentiate particular groups of skiers. The conducted analysis revealed how to better match marketing strategies of particular Polish ski resorts to the visitors' needs. The research also proved a high level of utility of the methods used (e.g. correspondence analysis) in doing a multidimensional segmentation of the tourism market.*

Key words: *sport tourism, market segmentation, winter sports.*

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SPORT EVENT TOURISM RESEARCH: WHERE DO WE GO FROM HERE?

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Abstract: *The state of sport tourism research is examined with themes, methods, and opportunities for new areas of pursuit identified. From 2000-2010 commercial impacts i.e., stadium financing, event sponsorship, economic impact dominated the sport tourism research landscape. Sustainability, environmental impacts, developing countries, nation branding, and event legacy have recently emerged as topics of investigation. One-off descriptive studies remain prevalent; qualitative studies, replication, and longitudinal studies have been noticeably absent in sport tourism research.*

Key words: *Sport tourism research, sport event tourism, economic impacts*

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