



P-ISSN: 2394-1685
E-ISSN: 2394-1693
Impact Factor (RJIF): 5.38
IJPESH 2023; 10(5): 217-220
© 2023 IJPESH
www.kheljournal.com
Received: 09-07-2023
Accepted: 15-08-2023

Nutan
Research Scholar, Department of
Physical Education, BHU,
Varanasi, Uttar Pradesh, India

Sushma Ghildyal
Professor, Department of
Physical Education, BHU,
Varanasi, Uttar Pradesh, India

Saroj Gangwar
Research Scholar, Department of
Physical Education, BHU,
Varanasi, Uttar Pradesh, India

Ketul
Research Scholar, Department of
Physical Education, BHU,
Varanasi, Uttar Pradesh, India

Corresponding Author:
Nutan
Research Scholar, Department of
Physical Education, BHU,
Varanasi, Uttar Pradesh, India

International Journal of Physical Education, Sports and Health

Sports tourism in India: Problems and prospects

Nutan, Sushma Ghildyal, Saroj Gangwar and Ketul

DOI: <https://doi.org/10.22271/kheljournal.2023.v10.i5d.3097>

Abstract

Sports tourism is an intricate phenomenon. It refers to travel, which involves either observing or participating in a sporting event while staying apart from the tourist's usual environment. Sports tourism is a fast-evolving part of the tourism industry. It is traveling to a country or state and to participate in a sports event or just to watch the event. India which attracts both domestic and foreign tourists' arrival is well connected with other states and countries. It has also the necessary infrastructure for conducting various types of sports and games. Several national and international sports and games are conducted in India. Indian sports fans encourage a variety of sports from track and field events, hockey, football, cricket, kabaddi, basketball, shuttle badminton, volley ball and tennis to name a few. More sports tourists visit India for participating in sports and to watch also as the country has bequeathed with grounds, hotels and other entertainment factors. Of late Kabaddi, IPL league, BPL league, Tennis tournaments, Football, Cricket and Kabaddi tournaments were held in India which attracted several sports enthusiasts. Though the Sports tourism is growing, it has few problems and prospects in India. The problems are language, few sports infrastructure facilities for certain games, less sponsorship facilities, low availability of sports kits and grounds, and a smaller amount of support from State Government and public sectors. The prospects are more tournaments are going to be conducted in the future in India as there are sports fans, sportsperson, coaches and other necessary facilities. In this research article, the researcher has tried her level best to comprehend the problems in India in sports tourism and has explored the avenues for prospects and suggestions. The warm hospitality of India, tourist friendly environment, blameless law and order, good administration of the State has enabled the sports organizers to conduct the sports event often. If the Sponsors, State Government, Public sectors and people try to motivate and encourage the various sports and games events, the country will go a long way in being called as Sports Capital of India.

Keywords: Tourism, education, sports, tourism

Introduction

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹13.2 lakh crore (US\$170 billion) or 5.8% of India's GDP and supported 32.1 million jobs in 2021.

India has a great legacy of cultural heritage and historic importance, monuments and an ancient culture vibrant and lively till date. Apart from the cultural, pilgrimage and heritage destinations the state has bequeathed with wild life sanctuaries, dense lush green forests, lovely hill stations and lengthy coastline, desert. Due to these tourism products visitors frequent it with enthusiasm, from other states and countries for pleasure and leisure, sight seeing, historical monuments and adventure sports attractions. Sports tourism in India has scored a high place for its self in Indian tourism industry. Sports tourism is broadly define by the adventure sports and game in India. There are indeed several destination in India offering sports tourism. There are varied sports activity that you can indulge during your vacation. Types of adventure sports Distinguished adventure sports: mountaineering, rock-climbing, scuba diving, water rafting, kayaking, canoeing, sailing, surfing, water scooting. Aero sports like: ballooning, paragliding, hand gliding.

Tourism and Sports Linkage In the former decades, many people have considered sports and tourism are two separate activity, and their amalgamation of two subjects has been uncommon. But of late the link between two disciplines have been fortified due to multivarious factors and trends. It has a got a great say in developing economic renewal. The more you exercise it benefits the health of the person.

There is also proliferation of media in international sports and sporting programs. As we know sport tourism refers to travel away from native place to play a game or be the audience, or to visit a sports attraction. It also has few health benefits as well as other doles. Big sporting events have also converted to significant tourist attractions such as Common wealth games, Olympic games, World cup Foot-ball and Cricket. More over sports and games may provide the host city to develop the infrastructure and increased tourism as in the case of FIFA 2014, Rio de Janeiro world cup Football in Brazil. Tourism may assist as an incubator for promoting new sports such as beach volley ball and aqua sports games which have progressed as big events these days.

Objectives

The research study is formulated with the following objectives.

1. To study the concept of sports tourism and the linkage between them.
2. To understand the Indian sports tourism viability.
3. To investigate the prospects in Indian Sports tourism and how it can be enhanced to attract more sports personnel in the future.
4. To find out the problem in Indian Sports tourism sector and suggest few remedies.
5. To suggest the few measures to improve and promote Indian Sports tourism.

Scope of the Study

The scope of the study is to bring out the Indian sports tourism potentials, in India and to know the details about the problems and prospects in this sector. The study also makes a probe into, how the various sports and games events attracts the sports fans in India and abroad, and its role in promoting the domestic and international sports tourism. For simplifying this research study the entire sports tourism potential, games and athletic events conducted and its growth and other relevant statistics and information were brought under its purview. The two variables' sports and tourism have to be studied in depth to come out with new findings and implications involved in it. In several foreign countries, sports and games are vigorously included in the school and college syllabus and more importance is given for the students to practice sports and games in the educational institutions. More sports equipment, ground facilities are available, and new researches pertaining to the sports-oriented subjects are dealt in a professional manner. In India sports and games are played in schools and college, but not much prominence is not given due to various factors. Several schools and colleges do not have ground facilities and quality sports and games kit are not provided for the students. For the common citizen also, ground for playing is not available very much. More support and encouragement may be given to enhance the playing spirit of sports and games by both private and public sectors.

Research gap

Though there are few studies about the sport tourism in India and abroad, but there are very fewer research work done in Tamil Nadu sport tourism sector. Even if few research papers have dealt with Sports and Adventure tourism in India, but it has not been extensively and exclusively dealt with problems and prospects in the sports tourism title. Hence, the researcher has tried his level to explore this research gap and come out with few suggestions and findings which will help people related in this sports field.

Research Methodology

Primary data was related with research study was collected from the field visit in different place of India. Data was collected by interviews and by observation method. To assess the various features of Indian sports tourism, interviews and opinions of various sports personnel coaches, sports officers were taken in this regard. The secondary data was collected from the books, journals, magazines, internet, newspapers, publications and reports of tourism.

Literature Review: Tourism being fundamentally an accommodating venture requires coordination of various activities at a scrupulous tourism spot which is provided by the tourist organizations at different levels. Sports tourism is a diverse identity and has to be dealt in different method. The review of existing literature on the chosen topic are as follows: The authors Tom Hinch and James Higham, in their book, Sport Tourism Development, (2011) focus on the sports tourism markets, conceptualizing demand for sports tourism, event sport tourism markets, nostalgia sport tourism, spatial analysis, marketing place for sport tourism, seasonality, evolutionary trends in sport tourism. This book points out the important changes in the way the sport tourism are managed by multiple stake holders. The Sport and Adventure Tourism book, (2003) author Simon Hudson, provides detailed information about sports event tourism, forces and trends shaping sport tourism, planning developing and marketing sport tourism, evolution of market and golf tourism. In terms of popular sports participation and sports practice, however, they are inextricably linked. Very few information pertaining to the topic is available in books and websites.

India Sport Tourism Problems

The sports tourism will increase only when the stake holders, media, sports person, State and Central Government organizers and other try to have unity among themselves. The stakeholders can be classified as: Sports lovers, Sports persons, Media, Coaches, Trainers and support staff, Central and State Governments, Sports Governing Bodies, Sporting goods and apparel manufacturers, Sponsoring partners. Almost all the stake holders have a financial as well as emotional interest in performance of their sports teams and development of sports in the country. But at times the vested interests, ego clashes and other bad factors weaken the sports structure and sport personnel. Sports Association and its eagerness to generate finance: Most sports association in games and track events have a great urge to accumulate more finance. In this intention, they at times forget the true sportsmen and sportswomen and try to give chances for lesser talented persons who are rich and wealthy. Nepotism plays a spoiled sport and it spoils the sport spirit Lack of finishing school in sports: When interviewing the sport physios and trainers the main thing the lament is to produce top class athletes and professionals in games who can compete in international tournaments, that there is no high tech sports structure set up, and no model for the upcoming sports persons. The Physical education teachers who train in the sports colleges and universities learn the way the games, how to play, rules and regulations and minimum level of playing techniques. What they have to acquire more is about the coaching tactics, game techniques, improving fitness levels, nutrition based studies and sports psychologist to enhance and fine tune the performance level of their wards to highest competition standards. So, it is suggested that there should be high tech sports finishing school with the above criteria for

the sports trainers and coaches. Restricted freedom and disputes among the sport association bodies to conduct tournaments and selection of sports persons, which leads to several problems. The sports association freedom is clipped by the top bureaucrats which affects the function of the members. Ego clashes between the members of the association president, secretary and office bearers often infuses bad blood among the association, and thereby professional behavior is wanting at times. The sports person should be provided proper infrastructure to play games. For ex. Our hockey players are playing in the mud grounds. But when they go and play state, National and International games they need to play in turf ground which will posse a few hurdles for them. Same thing applies for track and field sports persons too.

Poor quality playing kits: Most sports persons are not able to buy quality playing equipments and kits due to financial problems. There are certain games like cricket, golf and tennis which involve huge amount of cost for its kits like cricket bat, tennis racket and other accessories. If less quality kits are used the talent level, skill level and confidence level of the person drops. Poor staying facility, transport and food facility for players: When the sports persons travel to participate in sports, they are provided in second class train travel, poor accommodation in dormitory and less nutritious food are usually provided which makes the players to perform in a below par level. Government and private sectors role in developing sports and providing jobs are appalling: Government sports quota job provision is dwindling due to several reasons. Even in private sectors sports persons are not given jobs, and are not allowed to practice their games. Less media coverage of sports and track events: When popular sports like Cricket's Ranji Trophy (State level) is telecasted in TV, other games National level competitions are not telecasted. Sports and track events get very less coverage. Even in other print media the sports person from non-popular sports do not get adequate publicity. This spoils their confidence and they are not able market themselves in the future. Many trainers and coaches lack the way and scientific method to groom and develop sports persons to participate in high competition events like common wealth and Olympics games. More marketing techniques should be employed by the coaches, trainers for the events conducted and generate more anticipation, excitement among the sports persons and public.

Sports Tourism Prospects

Indian sport tourism has several prospects. The State has good education facilities, and good literacy rate. Also more people watch sports as well as indulge in sports and track events which shows that people are more interested in sports tourism field. The Ministry of Youth Affairs and Sports and Sports Development Authority of India finds young sports talents by conducting 15 days camps and groom them to participate in games. They provide infrastructure and other benefits for the sports persons. Major tournaments conducted: Badminton, Cricket IPL, Pro Kabadi, Pro Football, chess tournaments, ATF Tennis tournaments were conducted in Chennai and other places. Film fraternity, corporates are involving in developing sports and they also conduct few tournaments which develops the brand image of sports and state. Media coverage is being carried out for the big tournaments, which indirectly helps the sports tourism. Top cricket stars and film star now own the kabadi, shuttle badminton and cricket teams which directly and indirectly motivates several sports

aficionados to undertake trips to encourage and motivate their favourite stars teams. Popular film stars of Indian film industry join and conduct cricket tournaments among themselves in various parts of India which is supported well sports fans. Various sports in schools, colleges are getting started. Sporadic opening of shuttle courts, TT courts and cricket coaching academies are happening and it is supported by people. More people undertake sports as a main occupation which is a good sign. More Sport nutritionists, physiotherapists, trainers and getting inside the sports segment which augments well in the sports developing scenario. More marathon running events are conducted in the different state. The support to participate and sponsor is growing well. More information about sport journalism, sport technology, sport lighting, digital marketing of tournaments are spread through interne

Finding of the Study

Following are the few findings of the research study. People are interested in involving their children in sports which are very common and popular among people. Less income oriented and less popular sports are neglected by the citizens of Tamil Nadu. Media coverage plays a major role in attracting variety of sports. Popular games like Cricket, Football are given much coverage and other games are not given due coverage due to less viewership and sponsorship by viewers.

There is a big division of sports and tourism among rural and urban citizens of Tamil Nadu. Rural people involve in games like Kabadi, Kho Kho, football and volley ball whereas urban people have an inclination to play Cricket, Tennis and Basketball. Sports kits and machinery to practice various sports also play an major role in sports tourism. Sports is an additional talent or skill for the students and it can never be first hand profession for most of the sports parents. Even if they excel in the sports in State level too they have to study in the other times. Incase they do not do well in education most parents try to stop sports practice and send their wards to schools for more study. Schools do give certain privilege for sports students when they win medals. For daily practice not much support is given by the private schools. In Government schools few. Technology to play sports and games in higher level is a big bottleneck for several sports aspirants. The cost of applying technology to develop their performance in sports is an expensive factor and not all can travel to USA and other places to fine tune their skills in swimming, tennis, basket ball and other track events. In one way the technology is not available in our country and in another aspect the cost is also very expensive for those who undertake a trip to abroad to develop their performance in sports. Sports personnel who undertake trips to attend sports and games meet do not take any special steps to visit the nearby tourist places to relax even after the meet is over. The organizers also have not evinced any interest in this regard. They may at least disseminate information to the participants about the tourism spots in the vicinity.

Implications of the Study

Few implications involved in the research, are listed below. Most people who undertake sports tourism in India fall in the age group for 25 to 45 only. This is the major percentage as the old age people still believe that they are not needed take interest in sports. The sports persons who undertake tourism in India and other countries only visit the venue, where the sports events are conducted and never try to go around other

tourist destinations, due to financial and time constraints. The Indian sports persons success in Olympics, Common wealth and other global sports tournaments had changed the mind-set of people and they do think that their children can take up the game and be successful in it. Most of the sports parents opine that, personalised coaches, trainers for games like swimming, athletics and other track events are very much essential for their children to win the tournaments and events. Participation in sports by young sportsmen are constantly pressurized to win medals in all the events they participate. Encase they do not win either they stop practicing the sport and game or change the coach trainer in the subsequent months.

Most coaches, trainers, sports personnel do not have refined sports information about bio mechanics, nutritive diets, sports physio, video analysis to enhance performances in their sports and games events. Most sports parents feel that winning medals is the ultimate aim and participating with good team spirit, learning life skills like winning and losing are part and parcel of life attitude is missing in most of them. More sports based Tv channels, newspapers, sports schools can be operated to develop the sports.

Conclusion

Sports tourism in India has been growing fast in encompassing manner with visible socio-economic indication. Its transformation process is very interesting with new sports consumer groups of distinct travel motivations, life style patterns and travel requirements evolving in each facade. Sports tourism in India offers both opportunities, developments and also difficulties and challenges. But both the sectors are neglected area in the schools and colleges as well in the industry level. Due to this very little information and knowledge are available. The public sectors as well as the government level also, very less credible information and documentations are available to have a better understanding. On the contrary certain good aspects are more and more youngsters are willing to take sports as an main occupation and passion, which is a positive spot light. Common people rich and poor, young and old indulge in sports activities and do travel to be a part of sport tourism. One section of people undertake tours to adjacent cities and abroad for sports and game related activities. The future of sports tourism in India is booming because of its diverse topography and climatic condition. In India the sports tourist lovers can enjoy sports in land, water and air too. Sports science and sports related technology, machinery, equipments are rapidly developing in India. Moreover more parents of sports children, assume that winning is what matters if you indulge in sports rather than participation. If sports and games are developed only, sports tourism will be promoted. So its better to promote sports in all parts of India and all type of sports. Traditional sports like Kittipul, Marble game, pitthu, New games like Taekwondo, Judo, Fencing, Table Tennis, Shuttle cock badminton, popular games like Cricket, Hockey, Football, Volley ball and Basketball in both rural and urban India which will do a world of benefits in the future for the county. Moreover it is needed to educate everyone that the ultimate aim of sports and games is not winning, but participating in it with sports spirit which will make several people to develop sports tourism.

If the sport stake holders, Government, Public sector, educational institutions and non-Governmental organizations, Corporates, Companies and public take more interest in involving sports and games and encourage and motivate the sports and sportsmen Tamil Nadu can create quality sports persons who can win medals in top tournaments, but also it

will enhance the sports tourism sector. Through this the Tamil Nadu tourism segment will benefit a lot and the young generation in future will be a healthy and prosperous one.

Reference

1. Kumar A, Singh R. Sports tourism in India: An emerging trend in international tourism. *Journal of Sports and Tourism*. 2018;15(3):231-245.
2. Rajput S, Chauhan P. Exploring the potential of adventure sports tourism in India. *Tourism Management Perspectives*. 2019;32:45-54.
3. Mehta N, Sharma A. The impact of major sports events on host destinations: A case study of the Indian Premier League (IPL). *Event Management*. 2020;25(2):189-204.
4. Gupta S, Verma R. A comparative analysis of sports tourism policies in India and China. *International Journal of Sports Policy and Politics*. 2017;10(4):567-583.
5. Mishra D, Singh M. Sports infrastructure development for promoting sports tourism in India. *International Journal of Tourism Research*. 2016;18(5):467-481.
6. Reddy KR, Rao SS. Challenges and opportunities in promoting rural sports tourism in India. *Tourism Geographies*. 2019;22(3):529-546.
7. Nair S, Menon G. Exploring the role of social media in sports tourism marketing: A case study of India's cricket tourism. *Journal of Travel & Tourism Marketing*. 2018;35(6):789-803.
8. Sharma V, Chatterjee S. Eco-friendly sports tourism in India: A sustainable approach. *Journal of Sustainable Tourism*. 2017;14(2):123-138.
9. Joshi M, Yadav P. The economic impact of sports tourism: A study of selected cities in India. *Current Issues in Tourism*. 2020;23(7):851-865.
10. Patel B, Desai S. Sports events as a catalyst for tourism development: A case study of the Goa International Marathon. *Journal of Hospitality and Tourism Insights*. 2019;3(1):78-91.
11. Goyal R, Gupta A. Exploring the potential of golf tourism in India. *Journal of Sport & Tourism*. 2018;22(4):567-580.
12. Singh P, Kapoor S. Cultural implications of sports tourism: A study of Indian traditional sports festivals. *Journal of Heritage Tourism*. 2017;13(3):245-260.
13. Shah R, Trivedi S. Medical sports tourism in India: An analysis of the prospects and challenges. *International Journal of Sport Management and Marketing*. 2019;22(1):45-59.
14. Verma A, Jain M. Analyzing the role of pilgrimage sports tourism in India: A case study of Kailash Mansarovar Yatra. *Tourism Review International*. 2016;20(2):89-103.
15. Prasad S, Yadav A. A systematic review of sports tourism research in India: Trends and future directions. *Journal of Sports Science & Medicine*. 2020;19(3):456-468.