



# REVIEW OF RESEARCH

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## RECENT TRENDS AND NEW VISION IN OLYMPIC SPORTS TOURISM

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### ABSTRACT

*Sports tourism is becoming immensely popular worldwide. Sports tourism is a combination of sports activities and travel, and it is one of the fastest growing sectors in travel industry. From an economic perspective, it helps in the development of the host countries or cities by creating multiple economic opportunities. This paper discusses the manifold potential of Olympic Games in contributing to the economy of a region. Olympic Games and its megasports events acts as a huge attraction for tourists. It crates several opportunities for tourism sector and multiple benefits to the host city, which this paper intends to discuss.*



**KEYWORDS:** *Sports tourism , manifold potential , travel industry.*

### INTRODUCTION

The Olympic Games is not only a large-scale sports event, but it also draws crowds in large numbers which in turn, have a greater economic impact. Being an International and popular sports event, individual sportspersons and international sports teams from many countries participate in different events in the Olympics. Apart from this, sports enthusiastic individuals from different countries also tend to visit the host country/city for the event. In order to cater the tourists, multiple avenues of economic activities are created, which are discussed below,

1. **Tourism:** People from different countries arrive at the host cities to attend the Olympic Games, which gives a economic boost to the tourism sector of the particular region.
2. **Transport:** Transportation is an essential part of the tourism infrastructure, and the same applies in the case of Olympics. Therefore, different government and private transport development projects are undertaken in order to develop the local transport network. The host city is responsible for the transportation services in order to easily mobilize the visitors. Comfortable and convenient modes of transport; such as more number of roads, highways, railways, airways and local transport must be made available to visitors to choose from.
3. **Hospitality:** The hospitality sector includes services like hotels, restaurants, hospitals etc. Hospitality is an important segment of tourism, and crucial for the development of the local economy. The host city should maintain high standard of hospitality for the visitors, by providing convenient and multiple options to the people. A well- developed hospitality network will attract even more people, and result in economic development.

4. Media: Proper and sufficient management and coverage of media is another essential part in sport tourism. Media coverage is crucial for events like Olympics, as it helps in engaging lots of viewers from different countries during Olympic Games, through different mediums of media, such as television, broadcasted advertisements, radio, newspaper, internet etc. The Olympic will also gain profit from the sponsorships and partnerships with media.
5. Job Creation / Opportunity: Olympic creates lots of job opportunities for people. Besides organization and management, a plethora of work opportunities are created, both directly and indirectly linked with the event.
6. It creates both seasonal and long-term jobs, especially for the locals. The seasonal job is mostly for the Students who wish to work part-time, during holidays. Besides that, many tourists will visit the nearby attractions, after the main event. Therefore, the job creation is not always temporary, but has a long-term impact as well. It can partially take care of unemployment and also helps the hosting region to lighten their financial burden.

### NEW VISION OF SPORTS TOURISM AND ITS IMPACT ON THE HOST CITY

The new ideas or visions of the hosting city and country encourage tourism and enhances the economic development. Usually, apart from showcasing the sports events, the objective of such events is to highlight the traditions of the host country. At the same time, Olympics also acts as an opportunity to promote new visions of sports tourism to the visitors of different parts of the world. The example can be drawn from the current Tokyo 2020 Olympic Games, Keiichi Ishii, Japanese tourism minister said "I believe we could successfully establish a new vision of tourism that matches the new

For the 2020 Olympic Games, Japan announced new improved designs of the stadium which is going to be the focus of attraction. Twenty-two new Olympic venues will be created and new roadways and railway lines will be developed, estimating an audience of 40 million. New buildings have been planned for three railway stations. In the opening ceremony. Japanese people will showcase their culture, history, etc. firework shows have also been arranged for the ceremony. So it is a great opportunity for Japan to promote their culture and boost their economic growth at the same time. Apart from that, International Olympic Committee has agreed to add new games such as baseball/softball, karate, skate board sports, climbing and surfing to the upcoming Olympic games.

### NEW VISIONS OF 2020 OLYMPIC GAMES AND THE TOURIST ATTRACTIONS

- ❖ Several robot staff will entertain visitors during the event.
- ❖ The city government plans to build unisex toilets and transgender-friendly toilets for the tourists.
- ❖ Instant translation technology will be introduced in 2020 Tokyo Olympic Games. Visitors having difficulty understanding Japanese language can use this technology, which will help in communication.
- ❖ Self-Driving Taxis or Robot taxis are the first fully functioning automatic-vehicles on the road. They will be available for the easy communication and transportation purposes.
- ❖ Tokyo Government is planning to use hydrogen-generated energy in entire Olympic Village.
- ❖ A meteor shower will be arranged artificially during the opening ceremony.
- ❖ Different cuisines of delicious food will be served at the restaurants. The Government is also planning to
- ❖ make restaurants and bars smoking-free.

### NATIONAL AND INTERNATIONAL RECOGNITION:

Hosting a sport- event like Olympics is bound to attract international attention and recognition. The upcoming 2020 Olympic games will surely have a long- lasting impact on the host country Japan, given their elaborate and technology- intensive preparations. It will also attract tons of visitors from around the world, considering the event is being planned to host 40 million tourists. Other than the development of Japan's tourism sector, the traditions and culture will also get international recognition from the upcoming event.

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**CONCLUSION**

In conclusion, it can be said that Olympic Games have the potential to develop the economy of any region, by directly promoting the tourism of the host country/city. Not only ample job opportunities are created for the local people, but a sports event of that scale also develops the overall infrastructure of the region. Thus, apart from showcasing different athletic events and traditional cultures, the Olympic game has a long-term potential in developing the economy of the host country.