



## SPORTS TOURISM IN INDIA: AN OVERVIEW

Shila B. Mohite<sup>1</sup> and Savita V. Bhosale<sup>2</sup><sup>1</sup>Matoshree Bayabai Shriptrao Kadam Kannya Mahavidyalaya, Kadegaon<sup>2</sup>Arts And Commerce College, Kadepur

svtbhosale2@gmail.com

**Abstract**

Sports Tourism in India, a new market in India-the Asian Sub continent, where sports and travel mixes with each other. From the very ancient times in Indian history, sports amuse the mass. Throughout the world, different types of sports entertain the people. In Rome, the Roman amphitheatres were built to give birth of several gladiators, while in Mahabharata, Chess and Pasha emerged as an entertaining game and strategic game to rule the kingdom. While Martial arts emerged in the name of "Kalaripayate" in ancient India to foster not only emerging soldiers, but also it amuses certain section of people in India. After the medieval era, the Europeans influenced Indians in different sectors of Indian society. Football, Indian Cricket, Polo in India, Swimming in India and many other popular games emerged. Now in this modern day, Indians are now entering in the world of games and tourism. From Indian Premier League Cricket to Traditional Boat Race (Boat races in Kerala) and from Indian Super League to Traditional Buffalo Race all have English Polo Game to adventure treat to a traveller all the organisers now have a motive not only to foster sports or the sports culture, but also to give a high scope to enhance tourism in India.

**Keywords:** Continent, Entertaining, Emerging, Enhance, Motive etc.

**1. INTRODUCTION**

India is a popular holiday destinations in the world where sports tourism is gaining immense prominence and popularity. Sports tourism in India is being encouraged by the tourism providers in India. It means that vacations to India are sports-oriented. Sports tourism in India is indeed lucrative from the point of revenue-earning. Sports are an integral part of the Indian sub-continent. India is top destination offering tourists with great and excellent scope for skiing in the Himalayan ranges, going on bicycle tour on the Indian roads or canoeing or whitewater rafting in the hilly streams and rivers. You can go in for mountaineering, rock climbing and aero-sports like hand gliding, ballooning and paragliding in places like Himachal Pradesh, Uttaranchal and Darjeeling. There are numerous water sports and activities in India, especially in Goa and other popular beach destinations. Surfing the waves or water-scooting is great fun in the Indian seas. Scuba diving, angling and fishing are integral part of sports tourism in India. Golf courses in India largely encourage sports tourism in the Indian peninsula. Golf is an internationally acclaimed sports and favorite to people. The magnificent golf courses attract professional golfers and amateur golfers. Even the luxury resorts in India have private golf courses where tourist can tee off to a fun time during their leisure vacation to India. There are many traditional games in India which tourists take great interest; one such sport is the famous boat race of Kerala.

Business tours combined with active sports activities are becoming highly popular; here business meets leisure and such kind of sports

tourism on business tours is a global corporate strategy for employee entertainment and well-being. Moreover sports tourism is nurtured by the professional sportsperson; they have to travel extensively for their career. Sportsmen and sportswomen come from all parts of the world to participate in international championships and tournaments like Cricket World Cup, Soccer World Cup or tennis events like Wimbledon. For instance ASEAN games and Commonwealth games have drawn sports professionals to India and will do so in all the future sports events in India. Sports tourism in India is an absolute must for all the thrill seekers. The geographical diversities of India open up great avenues for adventure sports and activities.

**2. OBJECTIVES OF THE STUDY**

1. To study the Sport and Tourism sector in India.
2. To study the offerings of Sport Tourism in India.
3. To study the Sport Tourism opportunity in India.

**3. METHODOLOGY OF THE STUDY**

The present study has been descriptive; the data for this study were obtained from secondary sources. The secondary data has been collected from various references which already existed in published form; part of the paper is based on literature review the method comprising of collecting all the available papers relating to the theme and selecting relevant papers/books for the review purpose. Selection of the paper is done on the basis of their relevance and contribution to the body of knowledge. The author has made an attempt to do primary

reading of the selected papers which will constitute the core of this review study.

#### **4. SPORTS AND TOURISM SECTOR IN INDIA**

A holiday with friends or family to witness a mega sporting event is no longer a strange idea for travellers belonging from India. The number of travellers keen on a ring side seat to applaud for the Blue Men of Indian Cricket Team at the ICC Cricket World Cup 2015 in foreign countries or their favourite team during T20 tournament or driver in a formula one race is rapidly growing. With the hands of Commonwealth Games in India, ICC Cricket World Cup 2011, Indian Premier League, Indian Super League, Buddha Circuit Formula 1 Race the sports tourism is growing rapidly. And these sporting enthusiasts are willing to spend much money to jet set across the globe to experience the thrill of sports with nationalism watching their favourite game live in a stadium. These followers also like to live it up by exploring these destinations simultaneously.

#### **5. OFFERINGS OF SPORTS TOURISM IN INDIA**

The Grand Prix, Wimbledon matches or PGA Championships enhance the sports tourism and has diversified from its conventional form restricted to viewing the sport live, to be clubbed with MICE or leisure trips. Hence, the members from corporate world are often witnessed weaving their conventions and business sessions with various sporting events. The present scenario has further evolved itself to include families accompanying delegates and fans to the sporting event. They consider the event as an incentive to visit and explore the destinations wherein they treat in shopping and other leisure activities.

#### **6. SPORT TOURISM OPPORTUNITY IN INDIA**

Correspondingly, there has also been a noticeable increase in the number of tour operators and agents specializing in servicing the requirements of this particular segment. It is not only niche specialists, but also big mainstream tour operators who set up a separate division to tap the potential of sports tourism of India. This concept in India about a decade ago, sports tourism, though a niche segment has evolved rapidly over the past five years. A large number of tour agents are introducing with interesting packages surrounding major sporting events. The sports tourism is a well organised and booming sector with major revenue churning in several nations around the world like United Kingdom, Germany, Singapore, South Africa, Malaysia

and many other countries. Several National Tourist Offices are uncompromisingly functioning towards promoting their destinations for sport tourism in India to tap the corporate, as well as fast growing upper middle class and the youth.

#### **7. CONCLUSION**

Sports Tourism can be a vital force for world peace and increasing understanding and interdependence. Throughout the world, sports tourism can contribute to the establishment of a new international economic order that will help to eliminate the widening economic gap between developed and developing sports tourism countries and insure the steady acceleration of economic and social development and progress in particular of the developing countries. Although Sports Tourism is a niche segment in India, it is growing rapidly, with a large number of entrepreneurs willing to invest in it. In order to support their endeavor's, the government needs to arrange an overall sprucing of infrastructure management, security issues and marketing strategies. The travel operators themselves feel the need to introduce more value-added services so as to beckon international tourists to India.

#### **8. REFERENCES**

1. Hendrik-Jan Ottevanger (2007), Sports Tourism: Factors Of Influence On Sport Event Visit, Master of Arts in European Tourism Management Bournemouth University (UK).
2. Vimala Ko Sasi (2005), Sports Tourism In India, Journal of Sport Tourism, 10(2), pp. 135-138
3. Simon Hudson, Tom Hinch, Gordon Walker & Bonnie Simpson(2010), Constraints To Sports Tourism- A Cross Cultural Analysis, Journal of Sport & Tourism, Vol. 15, No. 1, pp. 71-88.
4. Kyriaki Kaplanidou & Christine Vogt(2007), The Interrelationship between Sport Event and Destination Image and Sport Tourists Behaviours, Journal of Sport & Tourism, Vol. 12, Nos. 3-4, pp. 183-206