

## **SPORTING EVENTS: THE SLEEPING GIANTS, MARKETING STRATEGIES TO ATTRACT SPORTING EVENTS**

A major type of the so called 'sports tourism' is that of passive consumption, and concerns sports Spectating and events. The latter can clearly be widely ranging in scale and have generated a disproportionately large literature within this overall field, most probably because of the economic significance and appeal, particularly of large events. Ritchie (in Hall, 1992), being amongst the leading analysts of 'events', describes the most significant, or 'hallmark events', as: 'major one time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term'.

Tourism attracted by such events has unsurprisingly been termed as 'event tourism', which is concerned with the roles that festivals and special events can play in destination development and the maximisation of an event's attractiveness to tourists. Although clearly sport represents only one type of major event, with expo's and arts events also generating great interest and travel, the world's major one-off events and some of its most popular recurring events are sports based.

Both sport events and sport tourism products have been examined as outcomes of transforming processes that can be a key part of tourism developments. The macro - economic impact of the establishment of the host country as a tourism destination is one of the most attractive arguments for games bids