Sports Tourism: Factors Influencing Runners Joining Marathon Events

Ranee Atlas, Nuraini Putit, Patrick Atan, Lucy Batchy Gabriel Puem, Tina Stephen Enggong

Sports Tourism: Factors Influencing Runners Joining Marathon Events

Ranee Atlas, Nuraini Putit, Patrick Atan, Lucy Batchy Gabriel Puem, Tina Stephen Enggong

Faculty of Hotel and Tourism Management, Universiti Teknologi MARA,
Malaysia

Abstract

Sports tourism has been recognized as one of the upcoming tourism markets with the most significant economic potential. Massive arrivals of both participants and spectators during marathon events have tremendously intensified a destination's popularity among this niche market. The main objective of the study is to understand the characteristics and travel behavior of runners and the marketing of running events. The understanding of travel behavior of runners is very vital for developing tourism products and services. This paper aims to explore the motivational factors influencing runners joining the marathon, length of stay, their next running destination, criteria of the destination, and to provide some insights to the destination marketing organizations to cater for this market. For the purpose of this study, an online survey was carried out among runners and marathoners who actively participate in marathon events outside of their hometown. The outcome of the study will discover new values and demand by runners and contribute to the fundamental that will create a new brand image of Malaysia as sports tourism destination.

Keywords: Sports Tourism, Marathon, Motivation, Destination, Event, Brand Image

Introduction
Background of the Study

Sports tourism is one of the important income generators in the tourism industry in Malaysia which contributes approximately RM 5 billion annually. (See & Seah, 2017) For instance, in the year 2014 only, sports tourism had recorded 27.44 million sports-related tourists' arrival from various sports backgrounds and level of participation (Chin & Teoh, 2015). As running is gaining more popularity, the numbers of runners involved in various distances of long runs and marathon in Malaysia has also increased tremendously. The Penang Bridge International Marathon (PBIM), Kuching Marathon (KM), Borneo Marathon (BM) and PJ Half Marathon are just to name several of the annual marathon events and anticipated run in the country. These sports events are some of the largest mass participation sports events in Malaysia. In 2017, PBIM has gathered 35,000 participants;

meanwhile, KM, BM and PJ Half Marathon in 2018 attracted 10,000 runners each. With more leisure time, more disposable income and cheaper cost, the sport is no longer just an add-on for travelers - in many instances the sole reason for traveling in the first place. The intriguing nature of the business of sport and tourism emanates from the fact that it knows no barriers of language or culture, spans every sport imaginable, every age group and includes both those who travel to play and those who travel to watch the sport of their choice. Most sports tourists are generally actively engaged in sports activities, high-spending people who enjoy new sporting experiences at the destination. Very often they also stimulate direct and indirect multiplier effect to other tourism sectors.

The general objective of this study is to identify the runners' characteristics and their behavior in choosing the destination for their next marathon events. The findings of the study will benefit the tourism planners and destination management organizations (DMOs) for future marketing strategy and development plan.

Most of these marathon events have been organized for a number of years and in several states. However, sports tourism may be still seen as a minor tourism product and hence, not much serious marketing and positioning seen. This paper reports a part of the full study and aims to develop a basic understanding about the characteristics and travel behavior of runners which include their demographic profiles, length of stay, their next running destination, and criteria of the destination of their choice. The study also hopes to propose appropriate marketing strategies for event management companies, marathon organizers and DMOs to sell marathon as tourism events.

Literature Review
Scope of Sports Tourism
Tourism is about "the movement of people to countries and places outside their usual environment" (UNWTO 2008). Hinch and Higham (2011) expand that in order for someone to be called a tourist this person must return to their home at some point. They also view that sport is an important part of tourism, as tourism often associated with various types of sport

A look back at history shows that people have engaged in sport-related travel for centuries. However, in the past twenty years, the popularity of this form of travel has increased. Various explanations, such as the increased emphasis on health and fitness and increased use of sports events by cities to attract tourists, are examined. De Knop (1995) suggests that in Europe the trend was away from spectating to active participation. He identifies three types of active sport vacations: (1) the pure sport holiday, such as a trip to go skiing; (2) taking advantage of the sport facilities at a holiday destination, although sport is not the primary purpose of the trip; and (3) the private sporting holiday, where tourists take part in non-organised sports activities such as volleyball on the sand or beach cricket. Glyptis (1991) and Glyptis and Jackson (1993) also highlight active participation in sport by tourists rather than spectating in their conceptualization of sports tourism. They report 56% of the holidays taken in the UK by British tourists to include those participating in at least one sport. It was noted 26% of British holiday-makers indicated that sport is the primary vacation activity.

According to McPherson et al. (1984) sport is often thought of as "a set of competitive physical activities based on elements of play, games, and contest". On similar account, some sport scholars, particularly those from sociological and psychological backgrounds agreed with the following idea that sport is "an institutionalized competitive activities that involve vigorous physical exertion or the use of relatively complex physical skills by individuals whose participation is motivated by a combination of personal enjoyment and external rewards" (Coakley, 1998).

In their study of Japanese sports tourists, Nogawa et al. (1996) sought to resolve the definitional problem by combining Kenyon's (1969) definition of sport with the delineation of a tourist as designated by the World Tourism Organization (1992). Nogawa et al. (1996) suggest that a sports tourist is a temporary visitor staying at least 24 hours in the event area and whose primary purpose is to participate in a sports event, with the area visited being a secondary attraction". They also suggest that sport tourists can be divided into: (1) event participants, those individuals whose primary purpose in travelling is to take part in an organised sport event; (2) event spectators whose primary purpose is to watch an organised sport event; and (3) sport enthusiasts who travel to take part in "self organised" sports. Nevertheless, Nogawa et al. concede that "a more thorough discussion of these categories and the definition of sports tourist are needed". Researchers like Hall (1992a, 1992b), include activities that are non-competitive and "self-organized" under the rubric of sports tourism, they nonetheless fail to note the importance of tourism to sports attractions, where Redmond (1990, 1991) points out it is an important component of sports tourism. Indeed, research into visiting sports halls of fame and sports museums is limited (see Lewis & Redmond, 1974; Redmond, 1981; Zelkovitz, 1996).

Like Nogawa et al (1996), Gibson (1998) divides active sports tourism into three different typological categories as; 1) tourists visiting attractions associated with sport; 2) tourists-spectators, watching live sports and recreation events; 3) active sports tourists, participants of events. He proved that persons representing the third group have a high level of education, high income and a strong need to challenge themselves, even in retirement age. Kurtzman and Zauhar (1997) further adding the differentiation in term of types of participants in tourism as 1) organized teams and structures; 2) sports spectators –fans; 3) sports enthusiasts – faithful fans; 4) active participants taking part in the competition.

According to Gibson (1998) "Active sports tourism" refers to participation in sports away from the home community and within that general category "serious sports tourists" have been identified and their sport-related travel patterns partially analyzed. Green and Jones (2005) stressed the importance of traveling for the runners in sports events to subcultural identity. A further study done by Shipway and Jones (2007, 2008) added that the running careers of amateur distance runners who collected subculture capital from participation in events, leading to "the desire to travel and collect places".

Sports Tourist Behavior
There have been various studies associated with sports tourist behaviors since the 1990s. Harry Edward (1973) gives a definition to the sport as activities having formal recorded histories and

traditions were stressing the involvement of physical through competition with formal rules and guidelines to determine the final outcome. Hall (1992) enhance the definition by inserting two primary behaviors such as traveling away from home to observe the sport or traveling to participate in sport to become sports tourism. He opines that tourism as non-commercialised or leisure behavior as the sporting activity is not only part of the purpose of the trip but also the tourist can be a participant and a spectator. These definitions make it clearer by looking at a person plays football where they travel to play and at the same time also watching other teams playing during the tournament.

Hinch and Higham (2011) clarify the differences of tourists as athletes and spectators who travel for sports as they do not have a similar motive for their travels. According to them, tourists who participate in sports while traveling are athletes while spectators travel to look at the competition or want to pursue their passions. Sports tourism is a form of tourism where sport usually has an active part when it comes to planning and implementing a trip. A sports tourist is a person who takes part in sport by being either a participant or a spectator.

Scholars have reported that there are many factors affecting the sports tourists' behaviors and their decision making, including destination image (Lu, 2013; Jago et al., 2003; Bennekom, 2014), satisfaction level and tourists' characteristics (Kaplanidou, 2009). Past researches reported that the image of sports event significantly affected the host destination image because the image of the sporting event may form an image that contributes to the development an attractive destination for travelers to visit (Bennekom, 2014). In contrast, the destination can also affect the sports event image because they are providers of the destination experiences that are related to the event (Kaplanidou & Vogt, 2007).

Studies by Archer (1989), Glyptis (1989), Hu and Ritchie (1993) and Shoemaker (1994) have conducted studies on tourism in North America and in Great Britain. Most of their studies focused on socioeconomic impacts, motivational factors, travel destinations, and the push-pull factors of tourists. Glyptis (1991) stated that sport and tourism have been treated by academic and practitioner alike as separate bodies of activity. Like Nogawa et al. (1996) stated that destination marketers must understand the motivational and behavioral profiles of sports tourism market segments. It is inconclusive to assume all sports tourists are the same and are looking for the same things in the destination as each destination has its uniqueness.

In their research, McGehee et al (2003) found that highly-involved runners traveled more on overnight trips to participate in events when compared with the medium-involved. They confirmed the well-established proposition that greater involvement results in higher levels of participation, and for runners, this means competitive events. They also found that runners did not attend all the races they would have liked, owing to a number of constraints such as family obligations. Event characteristics and destination choices were not examined.

In another study of runners, Chalip and McGuirty (2004) examined "bundling" and specifically how the athletes could be attracted through augmentations such as other activities and attractions.

The research also found that dedicated runners were older and only interested in official marathon parties, not the destination. The other segments had varying degrees of interest in destination bundling. The running tourists were younger and less involved with the sport, so they were less attracted by opportunities to celebrate with other runners. Events, in this context, represent an opportunity to combine running with a holiday at the host destination. According to Shipway and Jones (2007), amateur distance running is often serious leisure. Shipway & Jones (2008) have also classified London Marathon runners as serious sports tourists on the basis of the level of ability needed to compete in a marathon, length of trip and stay necessitated by participation and the relatively high cost of training for the event. They argued for the existence of a runners prototype reflected in the homogeneous look of the participants—clothing, and badges as subcultural capital. According to their observations, discussion between participants—often focusing on past experiences—emphasized the importance of travel, with faraway events generating more social capital. Running careers were discussed, and the London Marathon, for some, was a career marker toward becoming a serious runner. The collection of subcultural capital leads to the desire to travel and collect places and a lot of storytelling.

According to Ogles and Masters's (2003) marathon runners are influential as their personality and self-esteem motivations are more important than their social and competitive motives which cover both intrinsic and extrinsic motivations in areas such as psychological, social, competitive, and their achievements. When Gets & McConnell (2011) employed factor analysis to those motivations, it reveals a structure that conforms to the established athletic motivation play a major role. They also found that the top preferences for them were to be well organized and to offer a challenging route. Participants preferred a scenic and interesting route with more detailed information on a user-friendly website. It is noted that cost, prizes offered, size and exclusivity of the event are their least concerned by the participants. Thus, destinations do not play a major role in attracting the participants.

The findings by Gibson (1998) supported the views of Ogles and Masters's (2003) and Gets & McConnell (2011) on active sports tourist that the uniqueness and effective branding of a location the more important factors in attracting participants. He finds that these active sports tourists are generally dominated by males with higher education and income they are expensive and appeal to people with special interests. This proves can be seen in an event like the Trans-Rockies Challenge are expensive and only appealed to people with special interests. These long-distance tourists traveled to the Canadian Mountains specifically for the event even though it is expensive as their main concerned is the challenge that appealed them the most.

Sports tourism has an opportunity to revitalize a city or region by landing a hallmark event. Since the 1980's and 1990's, many cities and regions planned to market and invest in sport, tourism, and entertainment, thus attracting new and more visitors to the area (Getz, 2008). The development of sport as part of the tourism industry for a locality could include construction of new stadiums and facilities for professional to youth teams, leading to a revitalization of certain areas of the city. This investment would allow the city to host new sports events such as a youth soccer tournament or baseball that would generate a significant amount of additional income for the city with increased

hotel and restaurant revenue. The Convention Visitors' Bureau (CVB) along with a tourism authority will work to determine the economic impact of a sporting event on the community and the citizens (Burgan & Mules, 1992).

Sports Tourism Marketing

Sports-recreational events, like marathons and similar races organized in the center of big cities and smaller towns, are also an effective form of popularization and promoting the region which could form a touristic value activating the areas and actuating the image of the city. Ritchie (2005) views that government, tourism players and academics have shown a growing interest in the field of sports tourism which is gaining recognition as a viable tourism market. He also suggested that the interest in sport and tourism in a way that is most familiar to the spectators as their marketing strategy. This will help to make a city as a tourism destination and thus motivating the participation. This is also supported by Aidid (1997), on his study in Penang, which proved that sports have made Penang become one of the established or well-known tourist destinations in Malaysia. Kosasi (1997) and Devados (1997) profile the sports tourism industry in India. Wang (1987) discusses how Singapore was marketing itself as a sports destination by the 1980s.

Sports tourism organizers around the globe are looking for ideas to pull more participants including by trying to get the whole families into running recreationally and making it more attractive. In countries like the U.S., there is the notion of individual participants in sports tourism. Sporting events in the USA generate about 25% of the revenue of total revenue expenditure on tourism, therefore increase in investment in sports and recreation infrastructure is observed constantly, also in Europe. Moreover, tourism and sports shall supplement each other and the resulting revenue from sports tourism can be an economic leverage. It is also believed that it can increase local economy productivity and meet the social and recreational needs of different users.

Methodology
Data Collection Process

The sample for this study was individual participating in various marathons and long runs held in Malaysia and neighboring countries between the year 2017 and 2018. The respondents are active runners identified through Kuching Runners Network, a Facebook-based running club consists of more than 33,000 runners from Malaysia and residents of other countries. The minimum age was kept at 18 years and there was no upper age limit. Though there was no planned mandate for judgment sampling, the field data collection, and online survey instrument distribution was broadly done in a manner so as to take care for fair distribution of gender ratio, age bracket, employment status including students and housemaker category.

The questionnaire was used to collect data. Following Bennekon (2014), Getz (2008), Glyptis (1991) and Nogawa et al. (1996) we developed a questionnaire to obtain data on the factors influencing runners joining marathon events. It contains 12 items covering such issues as the demographics, motivational factors, the destination of choice, criteria of the destinations and benefits that they get from the marathon in an open-ended question by filling in the space provided.

The questions posed in the questionnaires are mainly related to the experienced runners who had joined several marathons outside their hometown.

The data for this study was gathered on two occasions in June 2017 and August 2018. Prior to the actual survey, a pilot study was also conducted in May 2017 to ensure the validity and to reduce sampling errors. The data for this study were mainly obtained through an online survey using questionnaire created in Google Forms. The link was forwarded through email and social media application such as Whatapps to running friends and acquaintances who, in turn, helped in getting more responses in their network members, thereby giving it the added advantage of snow-ball type sampling also. Respondents were asked to answer the questionnaires either through their smartphone or computer then submit their responses online.

Data Analysis
A total of 55 responses received from the willing participants were obtained for this empirical study. However, only 50 fulfilled the criteria for sports tourist which became the sample for data analyses. Data from Google forms were converted to numeric code and data from physical forms were punched in excel sheet in numeric codes. Both these data were aligned and put in a single sheet in excel, resulting into 50 rows and about 15 columns. The data obtained from the Google Forms were collected, stored and analyzed by Google Drive which later was analyzed through word counts using Microsoft Excel to determine the frequencies of word count. Similar responses then grouped together, the highest repetitions or word counts were presented in the findings section.

Limitation

Most items are designed in open-ended question which allow the respondents to express their answer without restrictions, therefore, there is no percentage of the frequency presented for these items in the findings.

Findings
Demographic and background of respondents
The age of respondents for this study is between 24-54 years. 70 percent of the respondents are female, single and residing in Kuching, Klang Valley, Kota Kinabalu and other parts of Malaysia. The respondents are from various backgrounds of professions ranging from teacher/educator, rural outreach coordinator, engineers, sales executives, and undergraduates to self-employed in food catering business. All of the respondents join the locally-organized runs or marathons on regular basis, from two to more than twenty times in a year. The respondents view that Kuching is their favorite destination followed by Kuala Lumpur, Kota Kinabalu, Penang, and Singapore. It is noted that the runners will stay in the host cities for two to three days when the run or marathon is held outside their hometown.

Reasons for Joining the Marathon

People join long run or marathon for various reasons. Some of the respondents stated that being healthy has been the newest black and trending a lot of the respondents stated that they run for health benefits. They perceived run or marathon could help in reducing weight, increasing stamina and testing their limits. With their involvements in running events, respondents also can benefit from it by taking it as a platform to meet new friends of the same interest, getting positive vibes and inspiring them to be a better runner. It is also noted that taking part in the run or marathon allows them to create a new networking and sharing of ideas. Some also indicated that they took up running as a new hobby which perceived to be a fun and an enjoyable activity. In addition, running also allows respondents to explore and enjoy the new routes and places when the participating in trail running. Most of these runners are very passionate about their running where it gives them self-satisfaction and pride. This can be seen as some of them are charting their own running goals to be achieved on a yearly basis. Runners run for their health, personal agenda but many times also their participation are to contribute to raising funds for charity purposes. Thus, there are various reasons for the respondents to involve in running a run or marathon ranging from health, friendship and networking, hobby, passion and also helping others through charity runs.

Respondents testified that there are several other benefits that they get from joining the marathon. Many runners said that over the years their health, endurance, and strength have improved. One of the respondents said, "I have become healthier than ever and I can do many things that I can't do in the past." They also recounted that they feel fit and stronger. The change of lifestyle has led to happiness and improved mental health too as running has built a platform for them to interact with more people. Running allows the runner to connect with other runners, thus establishing new friendships. Besides, when you exercise, your body releases chemicals called endorphins. These endorphins interact with the receptors in your brain that reduce your perception of pain. Endorphins also trigger a positive feeling in the body.

Apart from health, networking, hobby, and charity, other reasons for joining marathon are the rewards on the winnings such as sponsorships, cash prizes, and merchandises. Top runners would gain media attention and thus increasing their popularity. Some runners actually had achieved their self-satisfaction through their achievements and at the same time feeling better for being able to help the needy through charities. In many cases, apart from getting the medal, the processes of involved in the running also made the runners more disciplined through healthier eating habits and training regimes.

Preferred Marathon Destination in Malaysia

It has been noted earlier that Kuching, Kota Kinabalu, Penang, Kuala Lumpur, and Putrajaya are the respondents' choice as most preferred marathon destination. Runners specified that they would love to go to places where they can run, meeting friends and enjoying the environment or the city. Some stated that beautiful routes as important criteria where it allows the runners to enjoy the scenic view of the city, highways and roads and other infrastructures along the routes. In more rural routes, runners could enjoy and explore the scenic village areas and other natural vegetation like waterfalls, lake or dam. Sometimes running routes are designed to allow the runners to have a multi-

experience where the trails passing through jungle trails used by local villagers to perform their daily chores, running across the paddy fields and crossing bamboo bridges.

Criteria of Marathon Destination

The runners indicated several criteria in choosing the future runs destinations. Among the most popular criteria includes availability and quality of attractions at the destinations. Most runners will not only go to the destination to run but many will go for "runcation" where they are running and having a vacation stay for two or three days stay. They would visit interesting places, local eateries places and experience the local way of life. Some runners would explore the city or nearby natural environment for as part of their recovery plan.

It is noted that logistics are also concerned of some runners such as the distance of the destination from their hometown. Some even indicated that they also are looking at an efficient transportation system and availability of a navigation system or roadmap. Runcation runners too indicated that availability of direct flight and affordable airfares as their important criteria.

Most of the experienced runners specified that they also look at the date of the marathon as important criteria to avoid overlapping of dates with another run in another location. Date identification also acted as a recovery strategy as running a full marathon may need longer gap for recovery. As an experiences runners having to go through all the ups and downs during their participation, the impact on their performance and their personal best are also considered in addition to the routes, elevations, and quality of the track. Others aspects of the event that caught the attention of the runners are the smooth running of the event where the runner is looking into the credibility of the event organizers, sponsors as of their decision making criteria.

Discussion

To make increase the popularity of the marathon as a boost tourism product, collaboration from all parties involved in the event is important. Among areas of improvement include:

(i) Various running festivals should be organized as events upholding the atmosphere of the main race. They are an opportunity to raise the turnout of runners and to attract the tourist runners who are not prepared to overcome the marathon distance yet and are able to start in a shorter race. The festivals also often involve a rich offer of contests, games, recreational games for families and friends of runners.

(ii) Run organizer work closely with Destination Management Organizations (DMOs) or national or state tourism promotion authority to place marathon on their Calendar Event, sponsorship, photo booth and website linkage to places of interest or popular landmark and eating outlets.

(iii) Run organizers should plan the run routes out allowing for their sightseeing uniqueness. Promotion of event is inextricably linked with the promotion of the town in which it takes

place, so that participants often receive numerous promotional materials from the organizers (like folders, brochures, leaflets, tourist guides, gadgets with symbols of the region, discounts on tickets to museums, local attractions); especially when the city hall or marshal office is a co-organiser of the event.

(iv) DMOs and Convention Visitors Bureau should recognize the potential of marathons as a profitable event for sponsorship

(v) Local travel companies should organize trips for special interest groups or runners to attend popular local marathons in Penang, Kota Kinabalu, Kuching, and Kuala Lumpur.

Until the 1990s tourism associated with running was to develop discipline, lifestyle, where health training is realized every day. Now it is still new, but already a recognized field of tourism – a profitable strategy for economic recovery of the region. Cyprus and Dubai are good examples as a venue for numerous events, multi-day running festivals and training camps for amateur runners. More and more runners travel to take part in competitions, contributing to the development of domestic tourism in particular as it is in Kuching, Penang and Kota Kinabalu. Those of them who are more advanced in their sporting passion, for which competition in the recreational activity is a way of life, more and more travel to the most remote corners of the world to participate in running events. Most of them spend at least one night in a place where the event is organized, in the company of other runners or community of runners, eating meals together and also combining sporting rivalry with visiting local attractions and purchasing souvenirs. Integrative function of sports and recreation events contributes to the development of this type of tourism.

In conclusion, there are numerous trends that are shaping sports tourism in many ways. It is important that marketers keep in mind the power of social media while destinations must look into how they are going to keep up with the aging population and their demands while battling the issue of climate change

Conclusion

Sports tourism based product including marathons and various distances of the long run have been very popular in recent years. Some events are well-promoted and targeting outstation runners who would like to sample the destination's local delicacy, taking photos at the city's famous landmark and visiting places of interest. Some travel agencies, eating outlets and lodging facilities are also keen to develop their packages along with running events such as offering special rates for hotel, carbo-loading buffet for runners, extended breakfast time, homestay that offers a variety of breakfast options and many more.

Marathon events could attract tourists around the world and most have permanently gained a place in the calendar of international sports tourism. Although most scientific studies on running tourism emphasize the economic benefits and show the possibility of development of the region and its promotion. Future research must pay attention to the pro-health advantages and strong relations

between health and leisure tourism and sports and recreation tourism. Foreign research on the international or even global running tourism is usually concerned with the marathons or festivals participants (runs on shorter distances associated with the marathon). It is the marathons, not popular mass runs at shorter distances, which are the main destination for amateur runners – both in the form of an organized trip (by specialized travel agencies), group and an individual trip.

In conclusion, there are numerous trends that are shaping the tourism industry in many ways. It is important that event organizers and marketers look into how they are going to keep up with the increasing number of sports tourists and their demands while battling other issues of mass tourism.

Corresponding Author

Ranee Atlas, Lecturer, Faculty of Hotel &Tourism Management, Malaysia
Email: ranee@sarawak.uitm.edu.my

References

Aidid, S. (1997). Penang (Malaysia) as a tourism sports center. *Journal of Sports Tourism*, 4, 4–5.

Burgan, B., & Mules, T. (1992). The economic impact of sporting events. *Annals of Tourism Research, 19(4)*, 700–710.

Chalip LB, Green BC, Vander Velden L. (1998). Sources of interest in travel to the Olympic Games. *Journal of Vacation Marketing 4*: 7-22.

Coakley, J. (1990). Sport in society: Issues and controversies. St Louis: *Times Mirror/Mosby College Publishing*.

De Knop, P. (1995, November). A figurational perspective of the development of sports tourism. Paper presented at the North American Society for the Sociology of Sports Conference, Sacramento, California.

Devados, R. (1997). Sports tourism in Tamil Nadu (India). *Journal of Sports Tourism, 4*,8–9.

Getz, D., & McConnell, A. (2008). TransRockies Inc.: The effective use of stakeholder management in event projects. In U. Wuensch (Ed.), Facets of contemporary event management – Theory and practice for event success (pp. 113–134).

Gibson HJ. (1998). Sports tourism: a critical analysis of research. *Sports Management Review 1*: 5-76.

Gibson, H. (1998). Active sports tourism: Who participates? Leisure Studies, 17, 155–170.

Glyptis, S. (1991). Sport and tourism. In C. Cooper (Ed.), Progress in tourism, recreation and hospitality management, 3 (pp. 165–183). London: Belhaven Press.

Glyptis, S., & Jackson, G. (1993, July). Sport and tourism—Mutual benefits and future prospects. Paper presented at Leisure in Different Worlds, the Third International Conference of the Leisure Studies Association, Loughborough University, UK.

Green, B.C., & Chalip, L. (1998). Sports tourism as the celebration of subculture. *Annals of Tourism Research, 25*, 275–292.

Hall, C. (1992a). Adventure, sport and health tourism. In B. Weiler & C. M. Hall (Eds.), Special interest tourism (pp. 141–158). London: Belhaven Press.

Hall, C. (1992b). Hallmark tourist events. London: Belhaven Press.

Hall, C., & Hodges, J. (1996). The party's great, but what about the hangover? The housing and social impacts of mega-events with special reference to the 2000 Sydney Olympics. *Festival Management and Event Tourism, 4,* 13–20.

Hinch, T., & Higham, J. (2011). Sports Tourism Development. Bristol: Channel View Publications.

Innsbruck Tourism. Geschäftsbericht 2012. Annual report. 2012d.

Innsbruck Tourism. Hauptstadt der Alpen. Brochure. 2012e.

Kosasi, V. (1997). Sports tourism in India. *Journal of Sports Tourism, 4,* 6–8.

Kurtzman J., & Zauhar J. 1997. Wave in time: the sports tourism phenomena. Journal of Sports Tourism, 4, 7-24.

Lewis, G., & Redmond, G. (1974). Sporting heritage: A guide to halls of fame, special collections, and museums in the US and Canada. New York: A.S. Barnes.

McPherson, B. (1984). Sports participation across the life cycle: A review of the literature and suggestions for future research. *Sociology of Sports Journal, 3,* 213–230.

Nogawa, H., Yamguchi, Y., & Hagi, Y. (1996). An empirical research study on Japanese sports tourism in Sport-for-All Events: Case studies of a single-night event and a multiple-night event. *Journal of Travel Research, 35*, 46–54.

Ogles, B., & Masters, K. (2003). A typology of marathon runners based on cluster analysis of motivations. *Journal of Sports Behavior, 26*, 69–85

Progress in Tourism and Hospitality Research 3: 129-148.

Redmond, G. (1981, spring). The world's sports museums. *Sports International*, 31–34.

Redmond, G. (1990). Points of increasing contact: Sport and tourism in the modern world. In A. Tomlinson (Ed.), Proceedings of the Leisure Studies Association Second International Conference, Leisure, Labour, and Lifestyles: International Comparisons (pp. 158–169), Conference Papers no. 43. Eastbourne, UK: LSA Publications.

Redmond, G. (1991). Changing styles of sports tourism: Industry/consumer interactions in Canada, the USA, and Europe. In M. T. Sinclair & M.J. Stabler (Eds.), The tourism industry: An international analysis (pp. 107–120). Wallingford, UK: CAB International.

See, S.S. & Seah, W. W. (2017). The influence of destination image and event image on the behavioral intention of sports event: The case of Penang Bridge International Marathon. *TEAM Journal of Hospitality and Tourism, 14(1)*, 29 – 40.

Shipway, R., & Jones, I. (2007). Running away from home: Understanding visitor experiences and behavior at sport tourism events. *International Journal of Tourism Research, 9*, 373–383.

Shipway, R., & Jones, I. (2008). The great suburban Everest: An 'insiders' perspective on experiences at the 2007 Flora London Marathon. *Journal of Sport & Tourism, 13*, 61–77.

Sports tourism in Barbados–The development of sports facilities and special events. (1997). *Journal of Sports Tourism, 4*, 2–4.

Weed ME, Bull CJ. 1997a. Integrating sport and tourism: a review of regional policies in England.

Weed ME, Bull CJ. 1997b. Influences on sport tourism relations in Britain: the effects of government policy. *Tourism Recreation Research 22(2):* 5-12.

World Tourism Organization (1992). Yearbook of Tourism Statistics (Vols. 1–2). Madrid: Author.

Zelkovitz, B. (1996, November). Halls of summer 1995: Sports halls of fame and museums in cross-national perspective. Paper presented at the North American Society for the Sociology of Sports Conference, Birmingham, Alabama.