

**An Empirical Assessment of Sport Tourism-
Potentials, Barriers and Prospects: The Case of
North Cyprus**

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Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the degree of

Master of Science
in
Tourism Management

Eastern Mediterranean University
January 2019
Gazimağusa, North Cyprus

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ABSTRACT

This study aims to investigate and explore the present processes, potentials, barriers and organizations of sport tourism in Turkish Republic of Northern Cyprus (TRNC) in order to provide a clear policy guideline to the tourism operators and practitioners as well as to the decision makers. Furthermore, this study aims to achieve exploring the deficiencies that might have hampered the development and planning for sport tourism. Sport Tourism is one of the popular forms of Tourism Industry that motivate so many tourists to go to a destination. Sport Tourism in its Hard or soft categories are able to attract millions of tourists from hundreds of different countries to travel and participate in sporting events. This form of tourism has the potential to have positive impact economically and socially. However, sport tourism requires infrastructural consideration and certain technological preparation with specific land use issues.

This study assumes that potentials to establish this form of tourism exists; however, the infrastructure for and commitment to this highly suitable tourism is not in place. An examination of planning process of sport tourism with respect to scale, scope, resource protection, product development and institutional responsibilities will be other aims. A qualitative data analysis will be performed to collect data and result for this paper. This study will be also a pathway to provide guidelines how to market and locate sponsors for sport tourism as an entrepreneurial initiative.

Keywords: Niche tourism, Sport tourism, Tourism planning, North Cyprus

ÖZ

Bu çalışma, turizm operatörlerine ve uygulayıcılara ve karar vericilere açık bir politika rehberi sağlamak için, Kuzey Kıbrıs Türk Cumhuriyeti'nde (KKTC) mevcut süreçleri, potansiyelleri, engelleri ve spor turizmi organizasyonlarını araştırmayı ve incelemeyi amaçlamaktadır. Ayrıca, bu çalışma spor turizmi için gelişim ve planlamayı engellemiş olabilecek eksiklikleri keşfetmeyi amaçlamaktadır. Spor Turizmi, birçok turisti bir ülkeye gitmeye teşvik eden popüler Turizm Endüstrisi formlarından biridir. Sert veya yumuşak kategorilerdeki Spor Turizmi, yüzlerce farklı ülkeden milyonlarca turisti seyahat etmek ve spor etkinliklerine katılmak için çekebilir. Bu turizmin ekonomik ve sosyal olarak olumlu bir etkisi olma potansiyeli vardır. Bununla birlikte, spor turizmi altyapısal değerlendirmeyi ve özel arazi kullanım konularında bazı teknolojik hazırlıklar gerektirir.

Bu çalışma, bu tür turizmi tesis etme potansiyellerinin bulunduğunu varsayar; ancak, bu son derece uygun turizmin altyapısı ve bu konuda bir kararlılık mevcut değil. Spor turizminin planlama sürecinin ölçeği, kapsamı, kaynakların korunması, ürün geliştirme ve kurumsal sorumluluklar açısından incelenmesi diğer amaçlar olacaktır. Bu makale için veri toplamak ve sonuç elde etmek için nitel veri analizi yapılacaktır. Bu çalışma aynı zamanda girişimci bir inisiyatif olarak spor turizmi için sponsorların nasıl saptanacağına ve nasıl pazarlanacağına dair rehberlik sağlama yolu olacaktır.

Anahtar Kelimeler: Niş turizmi, Spor turizmi, Turizm planlaması, Kuzey Kıbrıs

This Thesis is dedicated to my family and my loved ones,
especially to my Father.

ACKNOWLEDGEMENT

I would like to thank my thesis advisor, Prof. Dr. Habib Alipour of the Faculty of Tourism at Eastern Mediterranean University for his patience, motivation, enthusiasm, and immense knowledge. His guidance helped me in all the time of research and writing of this study.

Besides my advisor, I would like to thank my lovely mother and sister who always support me from distance.

TABLE OF CONTENTS

ABSTRACT	iii
ÖZ	iv
DEDICATION	v
ACKNOWLEDGEMENT	vi
LIST OF FIGURES	x
1 INTRODUCTION	1
2 LITERATURE REVIEW.....	4
2.1 Tourism: An Overview.....	4
2.2 Impacts	7
2.2.1 Environmental Impacts	8
2.2.2 The Political Impact of Tourism.....	8
2.2.3 The Economic Impact of Tourism.....	9
2.2.4 The Social and Cultural Impacts.....	10
2.3 Types of Tourism	11
2.3.1 Cultural Tourism.....	15
2.3.2 Historical and Artistic Tourism	15
2.3.3 Religious Tourism.....	15
2.3.4 Business Tourism.....	16
2.4 Future of Tourism.....	16
2.4.1 Tourism in Developing Countries.....	20
2.4.2 Tourism in Developed Countries	21
3 SPORT TOURISM	22
3.1 Sport Tourism: Historical Background	22

3.2 Sport Tourism: As an Alternative Tourism	27
3.2.1 Soft Sport Tourism vs. Hard Sport Tourism.....	31
3.2.2 Sport Event Tourism.....	32
3.2.3 Nostalgia Sport Tourism.....	33
3.2.4 Active Sport Tourism.....	33
3.2.5 Technology and Sport Tourism	34
3.2.6 Sports Tourists	34
3.2.7 A Sport Tourism Model as Alternative Model	35
3.2.8 Sport Tourism: Pros and Cons	36
3.2.9 Sport Tourism and Economic Impacts.....	37
3.2.10 Sport Tourism and Socio-Cultural Impacts	38
3.2.11 Sport Tourism and Environment Impacts	39
3.3 Sport Tourism: Pros and Cons.....	39
3.3.1 Advantages of Sport Tourism.....	39
3.3.2 Reasons and Economic Requirements.....	42
3.3.3 Innovations in the World of Technology.....	42
3.3.4 Change in Attitudes and Values.....	43
3.4 Issues and Challenges.....	43
3.5 Cases and Examples	47
4 THE CASE OF NORTH CYPRUS	53
4.1 Country Study: Introduce North Cyprus	53
4.2 Economy.....	56
4.3 Geography	61
4.4 Climate	62
4.5 Tourism in North Cyprus	63

4.6 Sport Tourism in North Cyprus	67
5 METHODOLOGY AND DATA ANALYSIS	70
5.1 Data Collection.....	71
5.2 Data Analysis Process	72
5.3 Findings	74
5.4 Conclusion and Implications	79
REFERENCES.....	81
APPENDIX.....	98

LIST OF FIGURES

Figure 1: Panhellenic Games	25
Figure 2: Olympic Games	25
Figure 3: Isthmian Games	26
Figure 4: Nemean Games.....	26
Figure 5: Pythian Games.....	26
Figure 6: A consumer classification of sport and tourism.	32
Figure 7: Kurtzman and Zauhar's Model of Sport Tourism.....	36
Figure 8: General Impacts of Sport Tourism	38
Figure 9: Issues and challenges: economics, culture, tradition, health etc..	41
Figure 10: Maslow's Hierarchy of Needs Theory.....	47
Figure 11: Map of Cyprus	53
Figure 12: Tourism Movement	67
Figure 13: Result of the content analysis of the interviews	76
Figure 14: Framework of barriers and challenges to the development of sport tourism in TRNC	77

Chapter 1

INTRODUCTION

One of the popular and growing forms of tourism is 'sport tourism'. This form of tourism has become an alternative to mass tourism and it encompasses a spectrum of activities in various spatial setting. 'The tourism industry has started to recognize sport tourism, i.e. the experience of travel to engage in or view sport-related activities, as an important market. In order to compete in the growing sport tourism market, it is crucial for communities to develop a profound understanding of the benefits and impacts of sport tourism, of the process of bidding for events, possible sponsorship opportunities and other elements involved in the planning and hosting of a successful sport event' (Ross, 2001).

Sports Tourism is characterized as an explicit travel which its aim is going to the place from the hometown where the initial reason and motivation for this trip is sport and the travelers can be as passive involvement or active one in this event. The leisure factor can play role to strengthen this experience (Tourism News for Travel and Tourism Industry Professionals | .TR, 2018). Another definition worth noting explains 'sport tourism as a combination of sports activities and travel. From a sport marketing and sport management perspective, it consists of two broad categories of products: a) Sports participation travel (travel for the purpose of participating in a sports, recreation, leisure or fitness activity); and b) Sports spectators travel (travel

for the purpose of spectating sports, recreation, leisure or fitness activities or events)’ (Pitts, 1997: 31).

According to its surprising development, the World Tourism Organization (WTO) perceives that sports tourism as a market is presently a developing business sector of tourism industry. Surely, in the course of recent years, the enthusiasm for elite events which are branches of sporting has developed. There are twofold impacts of sport tourism in the different levels which are direct and indirect impacts in level of local, national or universal. The direct impact refers to the participation, spectators and all accompanying people and indirect impact might be very huge which can be from marketing in the place of sports events or benefits of hallmark sports event which is envisaged to be of this phenomenon (Tourism News for Travel and Tourism Industry Professionals | .TR, 2018).

While the market for sport tourism is growing, north Cyprus has not capitalized on its potentials. Geographic location, climate and popularity of the island make it a prime location for sport tourism if tourism policy makers commit themselves to building the foundations that are essential for this type of tourism. The government and public at large need to recognize and establish the importance of sports tourism as a catalyst for growth. On the other hand, sports have always been an integral part of the nation’s life and it is increasingly being recognized that sporting events and activities have the potential to be a major tourism draw card.

The following questions guide the conceptual reasoning for this study:

- What are the benefits of sport tourism?
- What are the potentials of sport tourism in TRNC?

- What are the challenges to develop sport tourism in TRNC?
- What are the barriers to sport tourism development in TRNC?
- What are the responsibilities of private and public sector in developing sport tourism in TRNC.

Chapter 2

LITERATURE REVIEW

2.1 Tourism: An Overview

From the middle of 1980s while we debut to compose the primary release of the Geography of Travel and Tourism, it was the first time for introducing and spearheading a new area where a little bunch of geographers figure out that tourism can be a subject for research which lead us to understand it. From that point forward the region has become good and really investigated by a large group of writers composing course books and expert reports and journals. Also, in those years, the extent of tourism in case of geography has turned out to be genuinely worldwide, with substantial territories that were once in the past beyond reach to travelers getting to be available. Besides, in that time, the Cold War was especially a truth, and the interest for worldwide tourism became as a great extent amassed and focused in a couple of created nations or developed territories such as North America. By far most of the world's kin had neither the pay nor the chance to go a long way from their home locale; these days request is substantially more broadly spread. The developing white collar class in China, for instance, is set to end up the world's greatest high-roller on global the travel industry. by for most of the world's kin had neither the pay nor the chance to go a long way from their home locale; these days request is substantially more broadly spread. The developing bourgeois in China, for instance, is getting to reach to that point to be the largest people who spend their time and money in tourism industry as globally (Boniface et al, 2016).

Gibson (2006: 134) indicated that 'that sport tourism could be defined as 'leisure-based travel that takes individuals temporarily outside of their home communities to participate in:

- a) Physical activities [Active Sport Tourism],
- b) To watch physical activities [Event Sport Tourism], or
- c) To venerate attractions associated with physical activities [Nostalgia Sport Tourism]'.

Leisure, recreation and tourism are three terms which can be very close and related to each other. Leisure is spending spare time or free time to enjoy for individuals as a point of view of mind for evaluating of time and an aspect of choice should be involved. Although it introduces the obstacle of if all free time can be leisure. For instance, leisure can be measured as 'enforced leisure' for a jobless person or as 'serious leisure' for an applicant at a sporting event. if as we said that leisure is evaluation of time and recreation include the tasks and the activities are done during that time, so tourism can be veritably a kind of recreation which is a bit hard to recognize the difference between these two terms (Boniface et al, 2016: 4-5).

Obviously sport tourism is a distinguished type of amusement and requests discrete attention. Specifically, from the topographical and geographical perspective, tourism is only one type of impermanent or recreation portability and dynamism, perceiving that innovation and technology in the public arena and community have enabled individuals to travel widely. As such we can consider the tourism industry as a type of willful, impermanent portability in connection to anywhere individuals live (Boniface et al, 2016: 4-5).

For quite a while, tourism industry has become to numerous researchers of the board a not exactly ideal decision in their scholastic and research systems. bunch of them may have presumably even rejected to tourism in case of "industry" and a vast larger part would have imparted the idea that, regardless, it was anything but an intriguing one, particularly in nations like Italy, the place that a horde of little and medium estimated firms were basically misusing the remarkable legacy of nature and history with a renter manner. Just some extensive companies, for the most part abroad, appeared to understand a variety of the "industrialization of services", by bringing in the executives instruments and strategies that had been conveyed to development in steadfast ventures or industry (Bellini & Brondoni, 2016).

Lately, this situation has changed quickly. Both globally and in Italy, the quantity of researchers, establishments, journals, diaries, productions and training programs managing the tourism has expanded, including a few regularities such as sociological contribution as most wonderful commitments, and completely embracing and accepting both the great modulus such as terrible propensities or habits of current sociologies. There are complex purposes for this variation. Most importantly, feature them force to consider tourism more solemnly. 10% of the worldwide GDP and 7% of the world fares or exports are from tourism industry and emanating one out of eleven occupations, As indicated by the United Nations World Tourism Organization (UNWTO). This is the outcome of a stupendous development of the marvel: 25 million worldwide travelers existed in 1950 and practically 1.2 billion out of 2015, computing to in excess of 5 billion residential voyagers (UNWTO, 2016). Along these lines, tourism industry has without a doubt been a central point of flexibility for both residential and national economies amid the ongoing scene financial emergency situation and a motor of export development (Bellini & Brondoni, 2016).

Development hurdle with a reorganize of the worldwide market which is set apart by the job of rising economies, driven by China, where is currently the biggest wellspring of outbound current. As UNWTO (2016) indicated, “the market share of emerging economies increased from 30% in 1980 to 45% in 2015, and is expected to reach 57% by 2030, equivalent to over 1 billion international tourist arrivals”. In the medium and long haul this sensationalizes a few issues going from satisfactory transport foundations to intercultural operation are in long term and medium term (Bellini & Brondoni, 2016).

2.2 Impacts

Tourism industry like as another industry has different impacts which can be negative and positive. it is obvious these impacts are not easy to recognized because tourism industry is almost seasonal which means that these effects will appear by passing time in various levels of development (Ryan, 2003).

First, environmental impacts which affects the air, the environment, water and natural incidents, second, sociocultural impacts which affects the behaviors, attitudes and culture of people through the interplay between culture background and them in related to worldly goods and third, economic impacts which is mostly known as positive effect among improving cultural education, superior services, chipping in employment and social stability but these effects may also cause to increase expenses for living in community and increase costs for residential lives by pushing their business away from the areas, are three main classes of tourism industry impacts (Rollins, 2016).

2.2.1 Environmental Impacts

Each kind of improvement coordinate and meets up with nature abundance advancement brings the expense of nature and harm to the untamed life and vegetation. The domestics are requested to migrate frame drifted regions to make offices that provide food the travel industry request and as drifted areas are so delicate thus made to the over utilization of the house and wrecking of regular assets with the absence of thought of the waste transfer. The expansion in labor, more astute and contamination will make several of issues in the areas biological system (Archer, 2005).

As the tourism industry is a dynamic development system, portrayed by quickly expanding traveler numbers, it needs to be considering a sustainable evaluation for tourism industry through its precedent and future commitments to worldwide asset use which is a focal necessity. In light of evaluations of resource use intensities (RUIs), a first appraisal of the tourism industry worldwide resource and asset use and emanations is made for the duration of 1900 to 2050, by using the Peters Global Tourism Transport Model. Based on results, c.16,700 PJ of power, 138 km³ of pristine water, 62,000 km² of land, and 39.4 Mt of sustenance, additionally causing emanations of 1.12 Gt CO₂ could be a requirement for global tourism industry during the year 2010. In spite of endeavors to execute a series of sustainable types of tourism industry, investigation shows that tourism industry's general supplies utilization could develop by between 189% (land use) and 92% (water) for the duration of 2010– 2050 (Gössling, 2015).

2.2.2 The Political Impact of Tourism

The focal administrations of country states together with the worldwide multilateral establishments are the remainder of the role players in this investigation of the

tourism industry. So, governments are that have a crucial task and have the potential capacity to control, plan and rule the development and advancement of tourism. Furthermore, it is to a great extent through governments that any issues related to tourism industry such as international enterprise and accommodation and oversees goals are concurred and diverted. All things considered, it is generally concurred that for the tourism industry to aid advancement and development, a desirable national strategy condition is necessary (Mowforth, 2015).

2.2.3 The Economic Impact of Tourism

The tourism industry is currently a worldwide industry including a huge number of individuals in global and residential travel every year. For the first time, according to The World Tourism Organization (WTO, 2014), over than one billion international tourists in 2012. Up to 2013 this number had increased to 1.087 billion universal tourists, that be considered as about 14 percent of the total populace in the world (WTO, 2014). however, a portion of this movements may contain similar tourists and travelers who travel more than once for every year and consequently the exact measure of the tourism which is considered as an industry, is in some uncertainty, a huge number of individuals work straightforwardly in this business all around the world and a lot more are utilized but not directly. Countless individuals who are named are ‘host’ people, unconsciously welcoming the tourism industry movement and activities because their living areas are as tourists’ destinations. A bunch of dollars and money are paid through every year over marketing, publicizing and advancing occasions and the tourism industry goods (Mason, 2015).

tourism industry globally could be delegated an impalpable or imperceptible export for destinations by bringing various currencies to these host areas, subsequently it has been contributing straightforwardly to the equalization of disbursement, therefore

this amount of money is such as export earnings for that host country that can help for consistency and growing in business, increasing employment, boosting income and finally government income and revenue (Murphy, 2005).

2.2.4 The Social and Cultural Impacts

The foreseen results of unbelievable traffic may lead to the foundation not to adapt to the circumstance, stepping to a weak health and hygienic issues of public which can cause prompt numerous infections and illness for visitor and local people also. Local people sometimes believe that tourists and visitors are disturbing for their society and ruin their calmness, the host nation or destination may modify the way of life of visitor and this can cause to lack of the local traditions and customs and a small group of local people may make a beeline for wrongdoing as an approach unfairly free income from traveler which consequently might make a higher wrongdoing rate and lack of standards and good in the area (Theobald, 2005).

Tourism is an activity other than economic and employment benefits, social impacts, and so on Has a lot of culture. From the interaction of thoughts, thoughts, sentiments and beliefs in the context of place and in the realm of time, the visible dimension of culture, civilization, is crystallized and civilization and urbanization are born. Today's cities in the national, regional and global dimensions of the center deal with and disseminate the space of different and sometimes conflicting cultural dimensions and elements that not only play an important role in their socioeconomic and political development, but also spatial space requirements for the development of structures and It requires proper infrastructure (Khaksari, et. al., 2014).

By studying different studies, it can be seen that the consequences of tourism development for women are very ambiguous and complex, and the effects of

changing the traditional patterns of children's education, increasing the employment opportunities and women's social status, creating autonomy and self-sufficiency, creating opportunities for gaining positions and management positions, and Leadership and increased opportunities for women in lateral activities and positions (Khaksari, et. al., 2014).

Tourism is a phenomenon that relates to people and motivations of the wishes of his needs and aspirations that derive from the culture of society. It can be said that the main driving force of tourism is the difference between cultures. With its powerful influence, it can explain the nature of the purpose of the structure and operation of tourism. Tourism and host they have different culture and social patterns and interact at the time of the tour. Their cultural and social influences are very important to each other. Considering the cultural and social effects of tourism and recognizing the dimensions of tourism, its effects on culture and society have been shown and the results show that tourism plays an important role in creating cultural change, as well as the promotion of positive cultural elements and social anomalies in one Creates a culture (Sahabi, 2010).

2.3 Types of Tourism

Mass tourism is the dominant mode tourism that exists extensively throughout the world. Tourism replaces a kind of tourism that has been developed in response to the disastrous development of mass tourism and aims to employ new ways of tourism in place of destructive tourism. Therefore, it is clear these two important categories of tourism industry are depending on quantities of tourists and travelers. In any case, it can be a definition for alternative tourism which it is a procedure that advances simply type of travel and trip among individuals from various societies. It looks for

getting to that point for reciprocal comprehension, unity, and correspondence between participants (Holden, 1984).

These types of tourism industry enhance relation between visitors and hosts, cause to positive and advantageous cooperation and shared encounters and memories as experiences, advancing society as well and maintainability in advancement and development for tourism industry in sustainable way (Edington, 1992).

By combining and arranging a few assortments together of the established significance of alternative tourism industry, it is clear to discover a grasping and clue and bright idea in every parts of it that is ecological security, social capitalization and cultural of the legacy which related to local people and the interest of local people in the improvement of activities a whiling and making and productive monetary advantage or financial for the society (Teng, 2015). There is an enthusiasm for some factors to continuing and advancing tourism industry from the alternative tourism, for example, society tourism or urban tourism, eco-tourism and etc. (Duterme, 2007).

With the expansion of the trip to third world countries, concern about the damage caused by massive tourism to people and tourist sites is shaping the type of tourism alternative. Today, one of the new and popular models for tourism in the world is alternative tourism, which includes various types, among which ecotourism is the most important. This tourism methodology, known as "Peaceful, Ethical, Environmental, and Responsible Tourism", has its own audience. Most of this market is made up of "backpackers" or "non-destination" travelers. (Alternative Tourism, A New Approach to the Tourism Industry, 2018).

Then again, there is a homogeneous, institutionalized, and unbendingly bundled types of tourism related to mass tourism as like as Henry Ford arrangement of assembling (Poon, 1993). In creating nations, mass tourism in developing communities, is regularly showed in the surrounded nature of improvement, for example, geologically detached or geographically and cut off hotels containing all travel industry offices and administrations required by vacationers and travelers (Anderson, 2011).

The ascending of mass tourism makes a wide range of natural and social challenges which cause to some problems in cultural issues as well. Enormous aspect which turns mass tourism in abuser of nature and environment for making travelers happy and satisfied. The jungles is the land characteristic of the crude material and supplies (Mitchell, 2001; Ashley, 2000).

The mass tourism has been famous in terms of a tremendous income that is a spine for the financial success and development, the enormous approaching of vacationers (who are for the most part customers) conveys pay and plan to the general population who are giving services and working in this industry area, tourism industry as an immense help and power for the lumbering that is absence of occupations or business alternatives or for little scale speculators or investing chances, these distinctive a fluctuated occupations and all related and have a place in related to tourism industry in different sectors such as restaurant or hotels and not directly the general exchange, and the entire economic system can be motivated by the monetary standards or currency which originate from the nation (Mitchell, 2001; Ashley, 2000).

Accordingly, mass tourism will have the highest levels of pollution and environmental degradation. Also, in the investment sector, we will see that the quality of tourism services will be minimal, as demand will be high and services will not meet the needs. For example, a room to be cleaned in half an hour should be cleaned up in 10 minutes in the presence of a mass tourist and provided to the tourist, and investors will be in trouble in the area of service production (Mitchell, 2001; Ashley, 2000).

Alternatives to virgins are not a substitute for mass tourism; many believe that a small number of alternative tourism tourists, often made up of influential people, are attracting financial benefits and, on the contrary, less damaging to natural and human environments. However, it cannot be expected that mass tourism will be completely stopped and alternative tourism will take its place, because the scarcity and scope of alternative tourism projects and the specificity of the customers prevent them from a good alternative to mass tourism. Alternative VRIS is in fact a complement to mass tourism and provides a model for specialized, cultural or community-based tourism and environmental protection (Maleki, 2016; Mitchell, 2001; Ashley, 2000).

The beaches were of great importance in mass tourism, and tourists rushed to coastal areas with tourist tours and searched for peace at home. "For example, the beaches of the Mediterranean Sea are a good example for mass tourism. The increase in travel to these coasts from European countries after World War II has increased dramatically. What made the mass tourism process in these trips was the attraction of the four's', which was summed up in the sea, the sun, the sand and the sex. Hence, the massive tourists sought calm in search of areas that were not so important, but were chosen because of their location along the sea or the position of the Sun. These tourists

considered their culture to be higher than their hosts, and for this reason they needed to have their own cooking facilities and facilities outside their own country. Although they sought calm, they usually caused a lot of destructive effects for their hosts. Overall, mass tourism represented a significant consumption of leisure time in standardized places, which increased the utilization of tourist spots, especially on the beaches Generates the maximum negative output (Maleki, 2016).

2.3.1 Cultural Tourism

Cultural tourism is an important part of global tourism demand. According to the World Tourism Organization, 37% of international tourism is being driven by cultural motivation and this demand is on the rise. The growth of cultural tourism and heritage tourism as new elements of tourism has attracted the attention of policymakers and researchers around the world. Cultural tourism is the travel of people from their homes to places of cultural interest. This is where the purpose of information and business is to meet the cultural needs of tourists (Sights of Iran, 2019).

2.3.2 Historical and Artistic Tourism

This type of tourism, also known as heritage tourism, and visiting museums, historic sites and buildings, today is a major part of tourism. Because of having thousands of historical buildings (one million two hundred), Iran can be very successful in this regard. Artistic tourism is the source of knowledge about the arts of nations (Sights of Iran, 2019).

2.3.3 Religious Tourism

In this type of tourism, there are people who travel to visit holy places or carry out religious affairs. Millions of Muslims travel to Arabia, Christians travel to the Vatican, or the holy churches, the Buddhists, to Banskas and the Brahmins to Lhasa

and ...etc. It can be said that Iran has the largest number of such tourism. Annually, 15 million Iranians travel to Mashhad alone, where one of their holy Imams is buried there. This city is located in northeastern Iran. Also, trips to Mecca, Karbala, Najaf, Damascus, and Medina are among the most popular among Iranians who travel abroad (Economic effect of football matches on incomes of hotels, 2016).

Almost most Iranians wish to visit the sites at least once in their lives. They believe that it is spiritually giving them a degree of satisfaction, but it is economically beneficial to the Iraqi, Syria, and Saudi Arabia, which is home to many Shiites (91% Shiite Iranians). Iranians spend a lot on these trips. They buy souvenirs for themselves and their relatives and bring huge income to the markets of Saudi Arabia, Iraq and Syria. This type of tourism, as it is fully in line with the ideology of the ruler, is very much promoted in Iran, and large investments are made both inside and outside the country. For example, during the bombings that have taken place in the cities of Karbala, Samarra, during the Iraqi crisis, both the government and the Iranian people have been helping to rebuild them. However, due to the construction of dams, highways and some facilities, hundreds of ancient sites in Iran have been destroyed (Economic effect of football matches on incomes of hotels, 2016).

2.3.4 Business Tourism

It is not intended to be a recreational or recreational tourism, but a part of the traveler's journey. It is a prominent feature of this tourism business in conferences, conferences, seminars, scientific and research seminars (Sights of Iran, 2019).

2.4 Future of Tourism

As we explained above, we can say that the tourism industry is one of the green industries. Sustainable management and development experts believe that one of the

capabilities and capabilities that Corporate Social Responsibility Statement (CSR) can offer the future community is helping to develop sustainable tourism. Namely, tourism that helps people become friendlier with each other, and the needs of tourists today do not expose the needs of future tourists. This is a clear definition of sustainable tourism. Sustainable tourism means that if you are going to Barcelona in Spain today, or to see the glory of Persepolis in the city of love and adoration, Shiraz, you will be proud, do not pollute the environment, do not write on ancient monuments, and you should not smoke and Do yourself a selfie or flash photography. That is, try to see Barcelona and Persepolis in the next 100 years, as well as your outcomes. Sustainable tourism, the tourism of the present and future century and should be respected.

This enthusiasm for the worldwide tourism industry is a positive pattern these earlier years, small numbers of them have confronted occurrences and a few goals have seen a misfortune in various vacationers however all together they are all inspiration developing expanded availability and spending air organizations (UNWTO, 2017).

The proficient method to expand efficiency is why actualizing the data, correspondence and innovation (ICT). The converging of ICT with different plans methodologies and administrative measurements are fruitful with the enhancement in the work abilities and human asset the board, the reason for these advances causes a quicker and proficient path for arrangement diminishing work and vitality, decrease of west speedier administration and increment adaptability. The administration advancement is firmly associated with the association of a partnership, dealing with the general population and pushing down assignments to the subordinates, profession offers and compensating the representative, one of the troublesome circumstances

confronted is to direct quality laborers, keep up cost control and adaptability (Hu et al, 2009).

The tourism industry is changing rapidly and allows us to watch the world around you in more detail. The ideas previously used as a science fiction element have now become a natural issue. These innovative ideas and projects that are around us, make the future and its events more appealing. The 2017 winner of the contest was a student at the University of Nevada called Brendan Sibirket, who presented the idea of the Hyperlub hotel. The structure is actually made up of tubes that connect 13 cities across the US. In this setting, the guests relax in the luxurious suites with a bedroom, bathroom and living room and visit. Hyperlub hotels seem like a dream tube, but it will come true by 2020 (Travel Magazine, 2018).

Thanks to the approach of prevalent Internet advances, more current roads for contacting goal gatherings of people have developed. Computerized showcasing nowadays is turned into an imperative piece of each business regardless of its capacity which related to type or size. Digital marketing has a good place in world of marketing in order to attract more people and customers. The requirement for digital marketing becomes recognized like at no other time in tourism sectors and industry which clients are lucky to access to a wide range of data on the most recent offers and most reasonable costs quickly. Nowadays, digital marketing assumes a vital duty in the achievement of every business related to tourism industry (Kaur, 2017)

Geopolitical tensions, terrorism, and political concerns have affected the traditional tourist destinations in areas such as the Mediterranean, with the more secure

destinations that have benefited from this. "Impact of succession", or in other words, the tourists have been very visible in recent years as a substitute for more secure tourist destinations for high-risk tourist destinations. The number of foreign tourists entering the two countries, Egypt and Tunisia, fell by 25 and 5 percent, respectively, and tourists and the tourism industry have moved to more secure destinations such as Spain, Portugal and Croatia. Based on Business Wire that said: It is expected that the UK's exit from the European Union would also negatively impact the UK's short-term and medium-term tourism industry and will see 2.3 million people below the UK forecast for 2015-2020 And the desire of tourists to travel will be reduced due to the uncertainty that the "bercite" will bring (Prospects for the future of the tourism industry in 2020, 2016).

According to Ilna, Ali Asghar Monasan (vice president of Iran) at a meeting of Iranian ambassadors and representatives in other countries, referring to the world's tourism situation, said: tourism has become the third-world economy, and its growing trend is accelerating, as in 1950, 35 million There was a tourist in the world, and in 2018, we saw a billion and 300 million tourists moving around the world. "All world economists predict that the tourism industry will become the world's first economy in the near future," he added. Tourism currently accounts for \$ 2,400 billion in world GDP, with 281 million people working in this area, and one out of every 10 jobs are tourism related (Hariri, 2018).

The rising quantities of traveler and it would appear that it can continue ascending later on in near future. Various nations which are related to countries where are developing creating consider tourism industry to be the essential sauce of fare

income. Then again, the quick increment in visitor numbers put a hazard on regular and social sources in the creating scene (UNWTO, 2017).

Therefore, we can say that the tourism industry is the world's largest service industry in terms of revenue generation. The growth of this industry has always led to many environmental, cultural, social, political and economic impacts. The development of the tourism industry is of great importance for developing countries, faced with problems such as high unemployment, the curtailment of foreign exchange reserves and the economy of a single product. Therefore, the tourism sector in developing countries has led to the economic growth of these countries (UNWTO, 2017).

2.4.1 Tourism in Developing Countries

Tourism is increasingly becoming an instrument for development in many developing countries. Due to the relative ease of entry into the tourism market and the ability of this industry to earn foreign exchange and create employment, it would not be strange if this industry continues to grow. Nevertheless, as with any alternative development option, tourism development will also be costly, and this will be a problem for tourism development. Tourism is an attractive tool, and sometimes the only development tool for developing countries. The process of tourism development is intersected with socio-economic, political, and environmental contexts and is shaped by the global political economy (Borujeni, 2014).

The activities in tourism industry can make a higher personal satisfaction to the populace in terms of the way they are living in the most created districts and nations (Cárdenas-García, 2015).The advancement of higher framework like transportation, an a lot less demanding approach to get data on goals and areas that are requested

and draw in visitor, and the expansion in the general abundance of populace living of created nations, cause a relentless increment in the tally of vacationer (Cárdenas-García, 2015).

2.4.2 Tourism in Developed Countries

The ceaseless and quick paced development of tourism industry has welcomed an interest and request to put more in it. From neighborhood and community governments which related to local people and universal authoritative which can be organizations but international ones, which imagine that this industry is an essential element or area for monetary development (Lamb, 2010).

When huge amount of the populace in creating and advancing nations and countries are not knowledgeable and aware of their capacities and maximum capacity ,it is difficult to foresee and governing to own countries and the financial development and all with supportable chances and development of pay and revenue, Confronting with 2 issues in the third world (Lea, 1993).

"Tourism in developed countries does not cost you, it's a factor for friendship and friendship," said Kish-Irna, Deputy Director of Investment and Planning of the Cultural Heritage, Handicrafts and Tourism Organization. Industrial tourism is a source of income and employment and stimulates the country's economic cycle, and it is developed in developed countries as a factor of human beings (Dokuz Eylül Üniversitesi, 2019).

Chapter 3

SPORT TOURISM

3.1 Sport Tourism: Historical Background

Sport historiographers believe that Aristotle (384-322 B.C.) is a privileged antecedent in sport' who amasses lists from champions of the Olympic Games which started 776B.C and the Pythian Games which started 586 B.C. This exertion has been portrayed as “contribution to the cultural history of Greece of the first importance.” in addition, in his time, Aristotle without a doubt was learned of the games of Greece, and the Lyceum where he instructed was situated in the nearness of the recreation center or gym (Mallinson & Miltiadou, 2008). See figure 1.

The Greeks estimated time by the Olympiad as a way of some. The first year of this cycle, the Olympic Games were utilized as a beginning stage; in the second year, the Nemean and Isthmian Games were both held but in various months; the Pythian Games occurred in third year; and finally in the fourth or last year, the Nemean and Isthmian Games were held again. The cycle at that point rehashed itself with the Olympic Games. They were organized along these lines so every competitor could partake in the majority of these games. All through line of Aristotle's works, numerous references to physical exercise and athleticism exist which For the most part, it can be ordered into three classifications: first, arguments for the position of gymnastics in instruction and education, second, the relationship between the body and of the spirit, third, the utilization of analogies and models attracted from sports to

outline and clarify a point, For the situation of the last mentioned, Aristotle frequently gave a clear illustration for a dynamic thought or to delineate a subordinate . Aristotle's very own announcement was, "to gain light on things imperceptible we must use the evidence of sensible things" (Mallinson & Miltiadou, 2008). See figures 2, 3, 4, and 5.

Aristotle declared that “we do not deliberate about the letters of the alphabet (for we have almost certainly how they ought to be composed).” He said that we measured about methods and not closes and explain with an instance that we conscious progressively about “the art of navigation than in that of gymnastics” in light of the fact that navigation or rout has been less precisely worked (Telfer, 1989).

Historiographers and rationalists of sport regularly allude frustration that the line of work by Aristotle does exclude a significant philosophical discussion on physical exercise and sports. It was coordinated with every single other period of life and mentioned a basic as opposed to a romanticized logical deliberation that nineteenth and twentieth century researchers have needed to credit to it. Aristotle focused on the Greek philosophy of athletics or sport and its position in the life of the people and society. Aristotle utilized strolling, running, hopping, boxing, walking, wrestling, and swimming as rational instances. Sports, in the records of history, appear to have showed a junior or auxiliary figure in touristic notoriety and thrust (Mallinson & Miltiadou, 2008).

Moreover, individuals globally are partaking more in games and sport events and heading out to specific goals for the delights and satisfactions in physical exercises, beginner as well as expert. These explorers or people who are travelling, are all the

more promptly aware of the inalienable qualities radiating from games or sports and are set up to fiscally bolster their tendencies. Also, sports trip or travel is bit by bit expanding for all times and dimensions of society. For sure, numerous sports goals and destinations are being sorted out and promoted by proficient methodologies and human natures. in the past, regarding sports the travel industry or in the other hand sport tourism were not remarkable as it is these days. There is a short background which has been made to show exercises and connections that still stand today. There is an eminent heritage that has never been investigated. There is a beneficial interaction among sports and the travel industry or tourism which should be inspected (Zauhar, 2004).

Sport gets its origin meaning and quantification from disport, which means to occupy oneself. It conveyed the first ramifications of individuals redirecting their consideration from the difficulty and stress of regular daily existence by taking part in an interest in the merriment and caprice of skip by some active and physical action (Zauhar, 2004).

Despite the fact that the idea of sport tourism appears to be new, there are chronicled records which demonstrate that as of now in old Greece the occupants of the time would go to places a long way from their ongoing habitation to take part in brandishing occasions and sport events (Bahia, 2011).

Panhellenic Games



Figure 1: Panhellenic Games
(Source: Games Founder, 2019)

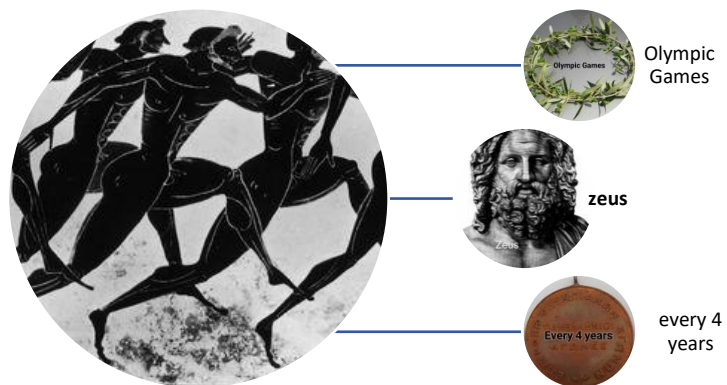


Figure 2: Olympic Games
(Source: by author)

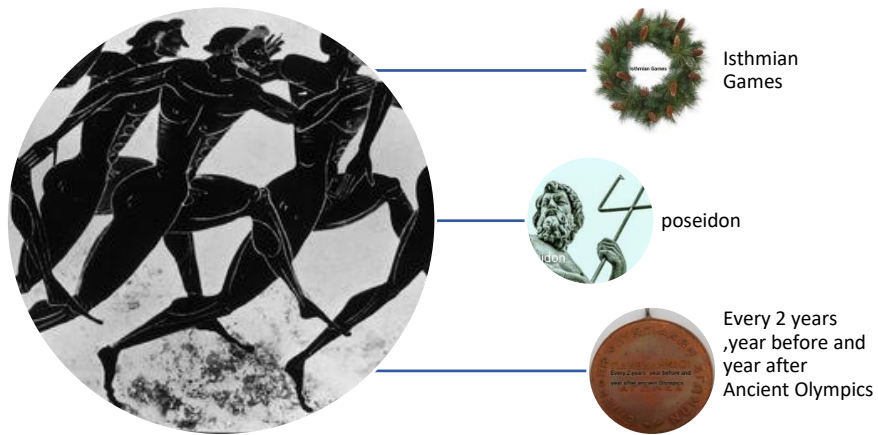


Figure 3: Isthmian Games (Source: by author)

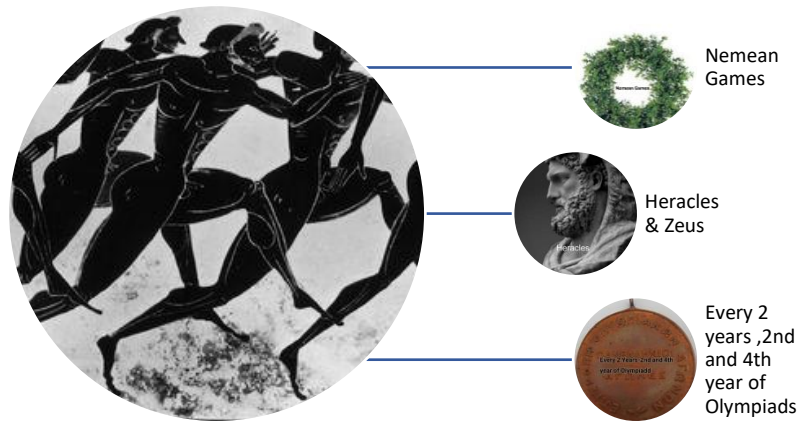


Figure 4: Nemean Games (Source: by author)

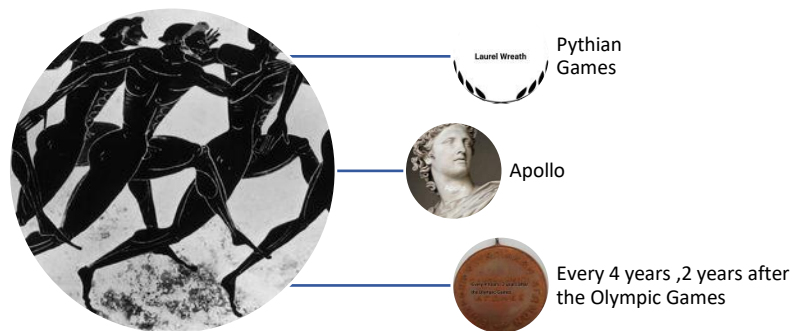


Figure 5: Pythian Games (Source: by author)

3.2 Sport Tourism: As an Alternative Tourism

Sport tourism is turned into the issue of an expanding dimension of both scholastic and government intrigue. It is seen to be imperative in light of its monetary commitment and different impacts, for example, the effect on network prosperity and society and the feeling of pride that sport tourism industry may induce (Deery, 2004).

The expression "alternative tourism" attempts to incorporate the ideas of active and dynamic tourism and also traveler and experience travel even with the idea of involved the travel industry or tourism. In the other hand alternative tourism is a kind of travel that is personal and real, and encourages engagement with local people and communities. Many travelers even like to consider their holidays as a direct way to help indigenous people. This kind of tourism can be divided into two types of tourism based on nature and cultural tourism (Alternative Tourism, A New Approach to the Tourism Industry, 2018).

As we mentioned alternative tourism as an active tourism, it is clear that sport tourism should be as an alternative tourism which is dynamic and at the same time can be nature and cultural as well. It is a need to develop tourism industry, particularly sports tourism, because of entrance, spending time, money, using goods as services and convenience in tourist destination by tourists. Traveler's entrance to the locale is because of variables, for example, promoting and great administration and enhancement of tourism industry framework. To progress sports tourism, ideal usage of foundations is vital (Mousavi, 2018).

Sport is one of the most important activities in tourism and tourism and travel are also associated with a variety of sports. By hearing the term "sport tourism", all the

events that attract people's attention, such as the Olympic Games, the World Cup and the regional and continental competitions, are introduced as sport tourism, which is now widely regarded as one of the types of tourism which is attracted, interested and used by people around the world. So that holding various types of world sports, regional and national, has become a strong motivation for the presence and participation of people in the venue of the tournament, and this is a clear justification for the government to take comprehensive and macroeconomic plans for Construction of infrastructure and superstructure facilities in their own country. For this reason, sport tourism is known as a competitive economy with a lot of economic effects; Sports tourism includes economic benefits and cultural and social benefits (Mousavi, 2018).

Expanded mindfulness among vacationers and tourists, neighborhood occupants or residential people, and different partners about the negative impacts of mass tourism has prompted the rise of new kinds of this industry which named as 'alternative tourism ' or 'special interest tourism' (Jafari, 2001) .

Sport tourism as an alternative tourism is mix of nature and cultural tourism which are categories of alternative tourism. For example, Cycling, horseback riding, skiing, snowboarding, sailing and diving are some sports which are experienced in natural environment and using local food and drink, spending time with different people with different culture and effecting on culture of the destination. This approach in the tourism industry is not a substitute for a mass tourism, but it can be a complement for it which indeed, although it has less revenue, it will directly contribute to the profitability of the local economy (Getz, 2003).

It is clear sport events are vital and major parts of sport tourism which is important in case of effect on numbers of tourists and economic. Sport event tourism as a considerable and very attractive niche market, is globally perceived (Getz, 2003).

Tourism industry is as a noteworthy issue for all countries in the case of social, financial, and culture which can be considered as a vital way to growing nation incomes and decrease reliance on oil incomes and accordingly giving an ideal way to accomplishing reasonable advancement also, exhaustive (Aldin, 2009).

The growth of this industry in the world has been so advanced that even a country like Saudi Arabia, despite being the world's first oil exporter and one of the richest countries, has come to the conclusion that revenue from sales Oil cannot guarantee that it will continue to live in this desert country in the future, and while the religious cities of Mecca and Medina, which are merely catering to Muslims, are almost devoid of attracting tourists and foreigners, investing in the tourism industry can hope for the future. It is for this reason that they are developing a plan that will designate one of their coastal cities the investment of billions of dollars and build a tourist town and tourism hub of the Middle East and even the world of sports by 2030 to convert.

Sport tourism alludes to the experience of movement to take part in or watch sport-related exercises and activities. It is commonly perceived that there are three sorts of sport tourism which are named as Sport Event Tourism, Active Sport Tourism, and Nostalgia Sport Tourism (Ross, 2001).

Sports tourism has been characterized as leisure or obviation based trip or travel.

Individuals briefly move from their home for amusements, observing sports, or watching the charms related with these kinds of exercises and activities (Kasimati, 2009). A standout amongst the most much requested alternative tourism parts in the 21st century is the sports tourism, which has turned into an extraordinary political, financial, cultural and social wonder and issue. It is utilized to support the intrigue of a place, with the objective of increasing and absorbing tourists and guests and animating and boosting the monetary development (Vegara-Ferri, 2018).

Sport tourism is characterized as a movement which means travel or trip dependent on leisure that individual incidentally out of their homes or hometowns in order to participating as players or watching as audiences for sports events or games or visiting as who are attracted alongside these exercises and games (Preuss, 2007).

It is clear that sport is attracted and favorable by majority people of each country and they spend too much money and time every day, month or year for attending or watching events which related to different sports. But it is needed to mention depends on every country and people's sport taste of that country, the type of sport and capacity for that sport are various. According to this issue, it can be resulted that sport tourism as a branch of tourism industry is growing fast and it has affected on destinations in different parts as we mentioned special socio-economic issue based on evidences around the world. The world Tourism Organization (WTO) predicts that international entrances are predicted to more than 1.56 billion till 2020 (WTO, 2001), which is guesstimated reach to 2000\$ billion. It is interesting to say it is forecasted that sport tourism has the most share (Assadi, 2010).

There are two ways to categorize sport tourism. Sport Event Tourism, Nostalgia

Sport Tourism and Active Sport Tourism are one category and soft sport tourism and hard sport tourism are another category of this sector of tourism industry (Assadi, 2010).

3.2.1 Soft Sport Tourism vs. Hard Sport Tourism

Soft sports tourism is when a traveler travels to participate in recreational sports activities or hobbies. Sports such as hiking, running and sailing can be found in this category. However, Hard Sport Tourism includes the number of people participating in competitive sports events. In these types of trips, these are usually sports events that motivate a trip to a particular destination. The Olympic Games, the FIFA World Cup, the Formula One Grand Prix and regional sporting events, such as Asian Games, fall into this category (Karimi, 2016).

According to Gammon and Robinson (2003), which they inspected this idea by utilizing and dividing sport tourism in soft and hard and also tourism sport in soft and hard. There are active and passive travelers or tourists who engage with a sport activity as an optional component like joining in a wellbeing and wellness clubs, gym or sport travels amid their vacation.

But in soft category of this sector travelers or tourists, who can be active or passive again, engage with activity for enjoying and as leisure such as watching or participating in mini golf or bowling games through their vacations. Subsequently, hard category tourists are going to destination for important or hallmark sports occasion or event where the vacationers are either effectively or inactively engage with the occasion. The arrangement of soft category of this sector is utilized when recreational games which related to sport bases, are the primary purposes behind this

trip, such as climbing, paddling or surrendering, and are effectively and not passively taken apart in these activities (Rinaldi, 2011). See also figure 6.

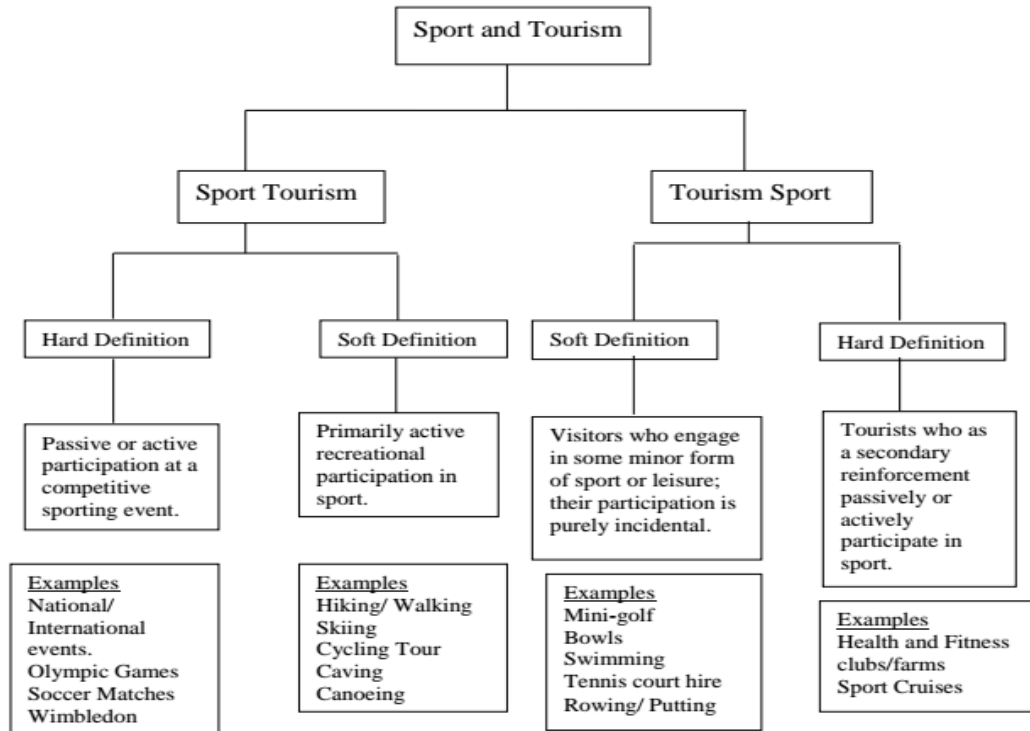


Figure 6: A consumer classification of sport and tourism.
Source: Gammon and Robinson (2003).

3.2.2 Sport Event Tourism

This part of the sport tourism includes major sporting events or brand events such as the Olympic Games or the World Cup. These two major sporting events are one of the most popular and most popular sporting tourism destinations in the world every four years, once and every time in different cities and countries around the world. The 1994 World Cup and the 1996 Olympics, both convened in Atlanta, were recognized as important tourist absorption. In addition, tourism related to major and famous sports teams is also part of sport tourism, For example, a trip to watch a match or competition of one of the popular teams in an internal league (Karimi,

2016).

During the preparations for the 1994 World Cup, it was forecasted that the event will bring about 50 million foreign travelers to the United States and would earn 100 billion dollars by them (Gibson, 1995).

3.2.3 Nostalgia Sport Tourism

This is a subset of the sport tourism that travels to tourism attractions which related to famous sport absorption. For example, travelling and visiting different sporting hall of fame around the world such as the Baseball Hall of Fame in Cooperstown, or the sports museums like the NASCAR museum and the world's major and famous stadiums like as Lambeau Field in Green Bay that holds the tour in order to visit those places. Even meeting with sports celebrities is also in this category (Ross, 2001).

3.2.4 Active Sport Tourism

Those who travel to a sport and actually attend a sporting event are active sports tourism enthusiasts. These collaborative events include a wide range of sports and various forms of tournaments and events. Sports such as fishing, kayaking, golf, tennis, surfing, and even swimming and diving are sports that people travel to other countries to do and participate in their competitions (Karimi, 2016).

Some experts, this subset are also divided into two categories, which include event attendees and event enthusiasts. Participants in sporting events are those who are amateur or professional in sports companies and are traveling to this competition and also are named as “Activity participants”. Those who are interested in it are those who participate in recreational sports for fun who are named as “Hobbyists” (Gibson, 1998).

3.2.5 Technology and Sport Tourism

Despite the fact that technological advances have not had a huge and significant impact in the sports industry in recent years, it has not been much affected. Providing online sports tickets can provide access to numerous resources that were not available for decades. Today, we know precisely from time immemorial what a sporting event is going to be, where and at what date. We can even arrange a ticket earlier and prepare ourselves for expenses and travel time to watch an event. Sport tourism not only today has an important place in technology, but also partly due to the advancements in technology.

3.2.6 Sports Tourists

Sport tourism has not only been taken into consideration in recent years and is in the process of being developed and expanding, but has become one of the main reasons for traveling and holidays. Sports tourism audiences are reviewed according to the type of exercise they are looking for, and they differ greatly from sport to other sports. But overall surveys show that the majority of tourists from this type of tourism are men aged 18 to 34 and economically modest (Karimi, 2016).

A closer look at the figures gives us a more detailed perspective on this. For example, people who are interested in cricket and rugby seem usually older than ordinary people who are interested in football and basketball. While different sports have different audiences and fans, overall, all sports have faced growth in recent years. Conducting each of the sports events and events provides a good opportunity for investment and hosting and, consequently, economic growth. For this reason, sports tourism is a growing industry, and all countries are trying to provide the forefront of this profitable industry in their country (Karimi, 2016).

3.2.7 A Sport Tourism Model as Alternative Model

In building up and advancing an alternative model of sport tourism, it is critical to take note and mention some important clue components of this model. It is Utilizing Faulkner et al (2000) as a reason for the improvement of this model, and here is where named these components (Deery, 2004):

- Sports tourism is occasion related which can be called as event
- The concentration for sports tourism is contesting games and sports
- "Participants" who may divide to three parts which are participants, authorities or contenders in sport tourism
- The inspiration to take part in sport tourism is purposeful
- There are explicit results from sport tourism that impact:
 - The person
 - The society
 - The state/country (Deery, 2004).

There are various advantages in expanding sport tourism model. Above all of these is the capacity to portion related to marketing of sport tourism in case of focusing on these parts more adequately. It is essential for the futurity of tourism industry division witches the markets and the business sectors are precisely characterized. On the off chance that the definitions are excessively expansive, the explicit markets are not actually focused for special purposes. Expansive definitions additionally have the impact of exaggerating the span of the segment and in this way erroneously ascribing attributes to that area. Future investigation and survey into describing the fragments would profit the part and make a more noteworthy dimension of precision for strategy and arranging purposes and goals (Deery, 2004). See figure 7.

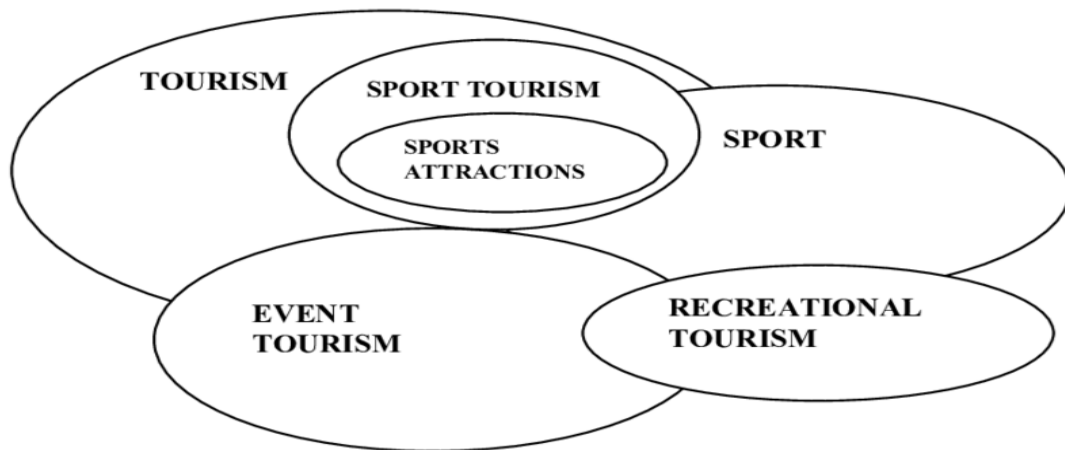


Figure 7: Kurtzman and Zauhar's Model of Sport Tourism
 Source: Kurtzman and Zauhar (2003: 1, 35–47).

3.2.8 Sport Tourism: Pros and Cons

Although sport tourism has limited boundaries, it influences different sectors such as economics, environment and culture which like as another sector of tourism as an industry; these impacts can be positive or negative. It means that there are advantages and disadvantages of sports tourism which attempts to explain here in some cases.

Tourism can have a cultural, social, and economic impact on the level of income and growth of countries, and one of the important sources of job creation and income generation. Today's sporting events are of great interest to the general public and athletes. One of the effects of sport tourism is that tourists can see the different aspects of the culture and attractions of the host country (the country organizing the tournament) and cultural exchange. In addition, the combination of sport and tourism has provided a new concept and structure to fill the times of the festival and create joy and joy. Therefore, sport tourism can play an important role in promoting vitality and improving community health. Also, advanced countries invest in sports and actively support sports. Because, paying attention to the enthusiasm of people, and

especially the workforce, leads to increased efficiency and a significant reduction in the amount of crime and crime which is counted as a great advantage for this sector (What is sport tourism, 2018).

3.2.9 Sport Tourism and Economic Impacts

Most research on tourism has focused on sporting events on financial and economic issues and the impact of these events on host countries. Politicians, planners and economists emphasize the expansion of sport tourism to revitalize the local economy. This section of tourism, since it includes two popular and lucrative sections, will undoubtedly help improve the economic conditions of a community. There are a lot of statistics on the impact of great sporting events on the economies of different regions. Their analysis proves that the growth of this sector of the tourism industry has brought economic change to the host of these events (Karimi, 2016).

Although sporting events have a lot of economic benefits for the hosts, the planners of these events should also consider their side effects. These influences may be positive and even negative. These positive and negative effects are more significant in national and international events. One of the issues that need to be carefully examined is the cost of organizing the event and providing the necessary equipment for the various sports. In addition, holding a major event and attracting a large number of tourists from around the world has numerous cultural and environmental impacts on the host country and region and the lives of its inhabitants (Ross, 2001).

Converting sports facilities from local facilities to national and international facilities may have a negative impact on the environment. Of course, along with this, one should not forget the occupation and income generation for the people (Malmir, 2006). See also figure 8.

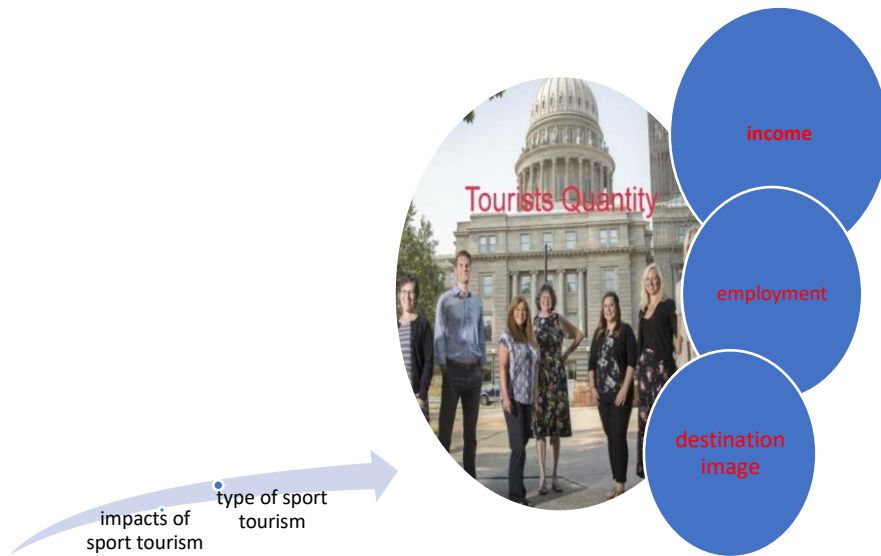


Figure 8: General Impacts of Sport Tourism (Source: by author)

3.2.10 Sport Tourism and Socio-Cultural Impacts

Athletic sportsmanship enhances the social spirit, national heritage and community identity as the people of the region work together to promote their culture. Sport tourism provides a means for tourists from around the world to travel to a country and become more familiar with the culture of that area. Sport tourism encourages people from a region to revive and preserve cultural traditions. These points can be mentioned as positive social and cultural effects of sport tourism (Schlenker, 2005).

As negative socio-cultural impacts; we can notice profitable tourism opportunities may lead to a distortion of the economic balance of the host region and the elimination of traditional societies. In addition, in the absence of proper and exact planning, sport tourism may damage the cultural heritage and identity of a community. Also, Society may make changes in its culture to adapt to new conditions. There is a possibility of disorder and chaos in big events as well as the possibility of tension between the host and the tourists (Gibson, 1995).

3.2.11 Sport Tourism and Environment Impacts

The greater the popularity and knowledge of this sector of the tourism industry, the greater its impact on natural resources. Exercise that is done outdoors and in nature can damage nature. In fact, some sports activities and even athletes' behaviors may be harmful to the environment (What Is Sports Tourism, 2018).

Mountain bikers may damage the soil and vegetation of the region. The light and noise generated by high-speed boats and rally cars rush out animals. The athlete who stay in nature during their camps time, endangering the environment by throwing garbage into parks and rivers or sea. The anchor of boats and ships and the scumbags of divers can damage the coral reefs and the underwater world (What Is Sports Tourism, 2018).

In addition, land grabbing is particularly harmful to the environment, especially in pristine areas, to create the infrastructure needed to build skiing grounds or golf courses. Another aspect of this loss is the provision of facilities for the sport and stay of tourists. Existing outbuildings are all environmental threats to provide residential accommodations and restaurants, and the infrastructure needed to provide public transportation, energy consumption and pollution created by transportation vehicles. Group trips to some areas also increase the pressure and damage to the region (Kim, 2015).

3.3 Sport Tourism: Pros and Cons

3.3.1 Advantages of Sport Tourism

But sports tourism, with all these positive and negative influences, undoubtedly has some benefits. With the growth of sport tourism:

- Sports turn into a source of investment for tourism industry.
- Creating new business opportunities, as well as restaurants and hotels full of passengers, leads to economic growth.
- An opportunity to introduce a city or country and provide a positive image of society.
- It increases the facilities of sports facilities in particular.
- Opportunities for young people to have fun.
- Develops new infrastructure.
- It promotes growth and development in other sectors of the tourism industry of the region.
- Enhances organizational capabilities and market utilization.
- Provides the funds needed to create new sports facilities.
- Boosting society support in case of sports and events which related to sports (Van Rheenen, 2017).

Societies are not just get economically from sport tourism however it might likewise improve the feeling of prosperity in the society and make an expansion in vanity in the district. Negative impacts may incorporate congestion of the region and an expansion of litter in the dimension and level (Deery, 2004).

The development of sport tourism is to a great extent because of the familiarity with the significance of well-being or health issues and the physical condition from the populace, and in addition the developing increment in the festival of sporting occasions by incredible urban areas to draw sports travelers (Moon, 2011).

Sport tourism as a segment of tourism industry nowadays demonstrates 25% of the revenue of this industry totally around the world (WTTC, 2017).

Sporting occasions and events comprise the most critical item in sport tourism, being the sort that creates the greatest financial effect and turning into a vital alternative in the vacation destination which called tourist attraction of the distinctive regions (Deery, 2004).

Among sport tourism, numerous typologies exist from the cooperation in sport rivalries as a competitor, to the help to occasions as an onlooker or audience, getting to be along these lines one of the principal choices for the utilization of spare time and entertainment in the populace (ngosto, 2014). See also figure 9.

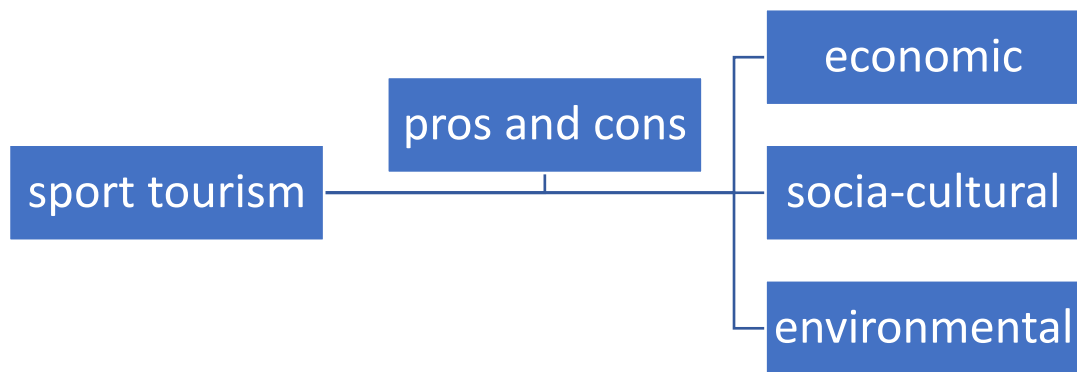


Figure 9: Issues and challenges: economics, culture, tradition, health etc. (Source: by author).

Various factors have contributed to the increasing popularity and inclusiveness of this sector of the tourism industry. Among them, reasons and economic requirements, innovations in the world of technology, change in attitudes and values

can be noted that they still have an increasing growth in sport tourism (What is sport tourism, 2018).

3.3.2 Reasons and Economic Requirements

It is not necessary to explain that people are required to pay for it to participate in any kind of sport tourism. Therefore, this sector can be a good place to invest and earn money. In addition, job deformation in communities has led to a reduction in work time in recent years, and on time to rest, relax and holidays. The advancement of the technology of the times has done a lot of work for the people. An increase in income and, in addition, an increase in the time of recreation, has led individuals and families to show more willingness to do sport activities and expenses for sports-related travels (Ross, 2001).

3.3.3 Innovations in the World of Technology

Another development that has led to the popularity of this kind of tourism and its expansion to a large part of the world is the technological advancement that has taken place. One of the best examples of technology impact on this part of tourism is the emergence of new types of transportation vehicles. With the invention of cars and the possibility of air travel in the last century, people can easily travel around the world to participate in sports activities. This journey to distant destinations requires the provision of multiple accommodation facilities such as an inn, hotel, and all types of accommodation. In addition to the vital role of increasing transportation and accommodation facilities, innovations in media-related technologies have contributed to the development of this type of tourism (Ross, 2001).

The press and followed by radio and television also had a huge impact on the expansion of sports watching. Recently, technological advancements in the

production of sports equipment have also contributed to the development of sport and, consequently, the increasing popularity of sport tourism.

Technology innovations have made access to news and information, the possibility of booking sports tickets and ease of participation in sports competitions for almost everyone.

3.3.4 Change in Attitudes and Values

Today, especially in western societies, people are more interested in recreation and entertainment than before. This also raises the tendency for sports and sports tourism to increase. One of the hallmarks of this change of mind is that today fitness clinics are increasingly expanding with business goals. These clinics emphasize on individual aspects and perhaps the enjoyment of sport. While participating in sports and winning them is important for a great deal of people and sports lovers, many are also more likely to do sports activities for fun. This propensity has brought down the obstruction to take part in sports games or activities as individuals who might already have considered sport as not being for them, presently they look for taking part in these activities as they want and recognize an interest freely at their own dimension (Ross, 2001).

3.4 Issues and Challenges

Patriotism and nationalism; Accompaniment with events / athletes; Relaxation, entertainment and stress relief; Local culture; Beautiful nature and attractiveness of the hiking trail; Events features; The attractiveness of the host city; The sense of visiting a foreign country; Seeing places Different learning; new content; physical activity; celebrations, traditional events and other programs; interest in culture, art, architecture and ancient sites; the existence of friends and relatives in the host

country; the experience of a suitable and new environment; novelty; ; Grouping; the spread of self-esteem and self-esteem; all of the reasons for the presence of tourists in sports events in between Socialization and entertainment are the most important factors in this regard (Sports Tourism; Opportunities and Challenges, 2015).

Considering that planning to attract tourists to any event is based on the satisfaction of different needs of tourists, it is very important to identify the factors influencing tourists; therefore, the design and planning of the event should be based on this. The basis for the development of sport tourism in the country, several components should be considered, such as marketing, recognizing capabilities and capabilities; research; human resource training; political and legal support; management and coordination; culture building; motivating; Infrastructure and facilities and facilities. The marketing component has been identified as the most important component emphasizing the promotion of sport tourism packages for staff, students in different ages and levels (Sports Tourism; Opportunities and Challenges, 2015).

Currently, large companies are active in sport tourism and sports enthusiasts participate in a wide range of national or transnational events, and the benefits of it depend on the precise planning in all its fields. It may be acknowledged that the most important part Marketing planning is a sports marketing strategy, and this is not possible unless it recognizes the existing conditions, recognizes the capabilities and capabilities, identifies the challenges, obstacles and problems, and finally presents appropriate solutions based on scientific documents and the experiences and opinions of the scholars. Of course, traveling for sports or attending sports and tournaments It has a long history and dates back centuries, examples of which can be found in the early civilizations of Egypt, Greece, Rome, China and some Asian civilizations, but

its presence in a new and modern form and its development is exclusively related to the last century. The point is to get acquainted with the audience and identify their motivations (Seyedsadredin, 2011).

A range of motivations include cultural issues, convergence, health, love for sports activities, social status, enjoyment, leisure, knowledge and life balance, cultural exploration, familiarity with new geographic areas and being different as part of Provide it. Obviously, this identification will not work alone and will not solve the problem unless these challenges and problems are identified. Therefore, by investigating in the national arena, a set of problems from lack of awareness of families, the lack of a comprehensive information system, the lack of appropriate communication Between devices, limited information, inadequate training, economic issues, shortage of residential facilities, maladaptation, investment problems, poor transportation system and appropriate marketing to the existence of parallel organizations in the field of tourism or the cost of existing costs and such items as Challenges to the core (Seyedsadredin, 2011).

Therefore, it is important to take advantage of different experiences of different and other countries as well as limited domestic research there are some fundamental strategies, among which the most important are the provision of academic education and the issuance of scientific documents in this connection and the identification of existing capabilities, the enjoyment of the influence of artists and athletes, the proper setting up to encourage and encourage individuals The community as well as explaining the status of sport tourism in long term vision, along with the regional development and partly a realistic look to the existing conditions as the ultimate key to reaching new markets in the sports scene. Obviously, political and legal support

and the creation of appropriate infrastructure, the interpretation and modification of some executive laws, and the introduction of a leading custodian as ultimate policymaker can also be effective in accelerating this development (Seyedsadredin, 2011).

Obstacles and obstacles to tourists, as well as how tourists perceive restrictions, affect their ability to travel and their presence in an event; in other words, the mere presence of attraction to participate in an event does not guarantee attendance at that event. In general, there are health, financial, personal problems (lack of travel facilities and interested friends), security issues and possible risks, insufficient travel planning time, occupational restrictions, limitations, and important tourist attractions for attending sporting events (Sports Tourism; Opportunities and Challenges, 2015).

According to Maslow's Hierarchy of Needs Theory (1970), motivation is base of every industry which tourism can be included as well. Therefore, it is showed that any requirement and need in different level of importance from bottom to top. For instance, when connected to the this sector, a tourist should seriously be sure about safety, health issues or any threat which may be serious, then it is time to decide and the way for satisfaction.(Figure 10)



Figure 10: Maslow's Hierarchy of Needs Theory
(Source: "Maslow's hierarchy ", 2011)

3.5 Cases and Examples

Measurements demonstrate that Iran is one of the best ten nations regarding vacation destinations or tourist attraction. In any case, notwithstanding its plentiful common and non-characteristic attractions, Iran has neglected to ideally profit by tourism, as demonstrated by the 0.1 percent offer of this industry from the nation's GDP. Our discoveries give bits of knowledge into the qualities and shortcomings of sport tourism for sport professionals. As per the respondents, sacrosanct destinations, historical centers, and design are the most critical drive factors in the improvement of game the travel industry in Mazandaran. The slightest vital push factors are recreational locales, family, and traditions and rituals. Other push factors are of medium significance. Given the capability of Mazandaran Province in case of sport tourism, including its rich common and climatic limits, it is prescribed that authorities put resources into protection and reclamation of verifiable landmarks, exhibition halls, and antiquated structures (Goyal, 2015).

In affirmation of this, the main occasion of the Marathon of Rome (Italy) filed a consistent yearly development of 10-15% participation. The most great of sport rivalries turns into the perfect methods for consolidating the outdoor or outside sport activities, with the chance to experience new tourism resorts. Golf is a type of sport games which has essential role in this sector. Golf as an individual and personal game in sport sector, practicable all year, in fast development in Italy, however ordinary in whatever remains of Europe, as a result of it can pull in numerous competitors coming predominantly from northern Europe, the place with the atmosphere that is especially difficult and it keeps barricade playing and exercising golf, for the most of time of the year (Giorgio, 2009).

The Philippines has been destination for various sport tourism and events. Unfortunately, there is sometimes in sport tourism which it can lose or not its chances and advantages or benefits in this sector.

Expanded in all these facilitated occasions as destination point or host country in light of the fact that the relation between the tourism and sport is not yet settled. Sport events, particularly occasions, have generally been sorted out by donning associations for simply brandishing purposes. Boosting tourism capability of the occasions has regularly not been a noteworthy thought for the coordinators, speaking to a potential disappointment of the market. Moreover, most of organizations which related to sport are depend on Volunteers and it is a cause that it cannot create business or authoritative aptitudes or experience. Both of these components may cause to miss tourism chances. For solving this problem, greater relations have to be set up between the different parts of tourism and the sport in all dimensions which include provincial and national (Areliti, 2010).

In case of dive centers, in Labuan Bajo, east of Indonesia, It was contended that NGOs could assume a more noteworthy duty in giving autonomous research and direction on diving method focuses can bolster local society in monetarily suitable ways, and it is work of the private part, particularly plunge preparing associations, could receive a main duty in the advancement of dependable practices. Moreover, thanks to society involvement, it has been discovered that despite the fact that there are couple of dive places where are working in local and privately and some experts in this field in Labuan Bajo, constrained dialect abilities and the staggering expense of diving preparing are the most noteworthy difficulty for local labor in this business. however dive organization in Labuan Bajo were generally recognized as an important role in case of social, cultural and psychological which play in society as an awareness tool that make local people conscious about environment where related to underwater and natural. Furthermore, the examination uncovered a few promising instances of NGO and private division activities looking for expanding local contribution in dive sector of tourism and recognized a few hindrances diminishing the probability of long-haul achievement and goals (Klimmek, 2013).

Based on the Australian Football League (AFL), the outcomes demonstrated that statistic foundation furnished members with the way to travel interstate yet did not altogether impact their choice to do as well. The fundamental spurring element for inspiration under layer of AFL which held between states sport travelers going to Western Australia was 'victory' or the related inclination they have when their favorite sport group wins. To relate to tourism experiment or memory of the person who take part in this sector, they are divided to hard sport tourism and hard tourism sport. This type of categorizing can suggest that host areas for sport tourism which named as destinations have to be counted important in order to effect on time for

travelers may spend and stay longer there. Contributors who engage with hard sport tourism, whose essential goal of traveling was to participate in an AFL event or game, would in general be four or may less than 4 days while those engaged with hard tourism sport, which came for other different causes, would in general be at least five days. The discoveries show that it is essential to comprehend the AFL games and event which are between states; it can be great motivation elements to market for this kind of travelers (Rinaldi, 2011).

The Russian government has spent about \$ 7 billion so far to provide hosting and gaming with the highest possible quality. These costs were mainly due to infrastructure and hardware facilities for the Cup. The FIFA website has announced that 12 sports stadiums in Russia are hosting games in 11 cities with a capacity of 550,000 people in Russia. 27 new hotels, 13 hospitals and 12 power stations were created to hold the tournament better and 13 thousand were used to reconstruct or build 10 stadiums. The World Cup in Russia has created 200,000 jobs. With rising commodity prices due to increased demand, producers and vendors also benefit greatly. Russian handicrafts and small producers are even part of this big market, and their situation will end in a one-month run of games. An important part of this spending is spent on infrastructure, and after the end of the competition, the Russians can use these constructs. During the tournament, two billionaires and 300 million dollars will be imported by tourists to Russia, and the economic growth of the territory of the tsar will increase by one to two percent (Karbalaie, 2019).

Also, the use of the purchase method with a credit card is 40% higher in this country than before. These are the direct and indirect influences of tourists for Russia at the time of the World Cup. The McKenzie Economic Institute says Russia's final profits

from the World Cup will be over \$ 13 billion. But on the other hand, some predictions go beyond this. According to a new report by the Associated Press on the economic impact of the World Cup, GDP growth in Russia could reach \$ 26 billion to \$ 30.8 billion from 2013 to 2023. Russia will also have two to three percent inflation after the World Cup. This high-risk economic benefit is not the only reason for countries to do so forever (Karbalaeei, 2019).

Political exploitation is one of the justifying reasons for all this effort. Particularly in the case of Russia and Qatar, political use of the economy is of paramount importance. In the years that ISIL has been bombing and taking hostage in Germany during its visit to France, Russia accepts more than a million unannounced visits to its country. It is a show of authority for Putin and his political status as a man. First, the world stabilizes. In the case of Qatar, the situation is also clear. It wants to establish its existence as a regional power. A tournament such as the World Cup in a country is not a trivial one, and Qatar will hold a major exercise. A very important part of this cold war is to get the World Cup hosted by these same political issues (Karbalaeei, 2019).

People are looking at the country where the World Cup is held, and politicians use football's popularity to achieve their goals. One of the reasons for the protests of a few thousand in Brazil during the World Cup was the same question that the government was using political forces for these games, and politicians want to cover their weaknesses in domestic politics and the economy because of their football. The German World Cup has been economically the most successful ever since. The Germans succeeded in registering \$ 14 billion in incomes at costs lower than countries such as Brazil, Russia, South Africa and Korea and Japan. It had the

infrastructure needed for the tournament, and no stadium for the German government became a "white elephant". In the countries of Russia, Brazil and South Africa, some of the stadiums were made only for the World Cup, and in the future no particular use was made of them (Karbalaie, 2019).

It is clear that sport tourism in any type of this sector can be considered as an important element for any country in case of not only financial but also social-cultural, political situation and good image of that destination for people around the world which can be positive or negative (Karbalaie, 2019).

Chapter 4

THE CASE OF NORTH CYPRUS

4.1 Country Study: Introduce North Cyprus

The name Cyprus was initially coming from Hebrew word of Kopher or Acadian word of Cuprom which is an alternative form of the abundant copper resources. French historian Braudel mentioned that Cyprus is like a “miniature continent”. It is approximated to be 9.251 square kilometer (3.572 square miles). North Cyprus captures almost one-third of the island (3,355 km²) (Team, 2019). See also Figure 11.

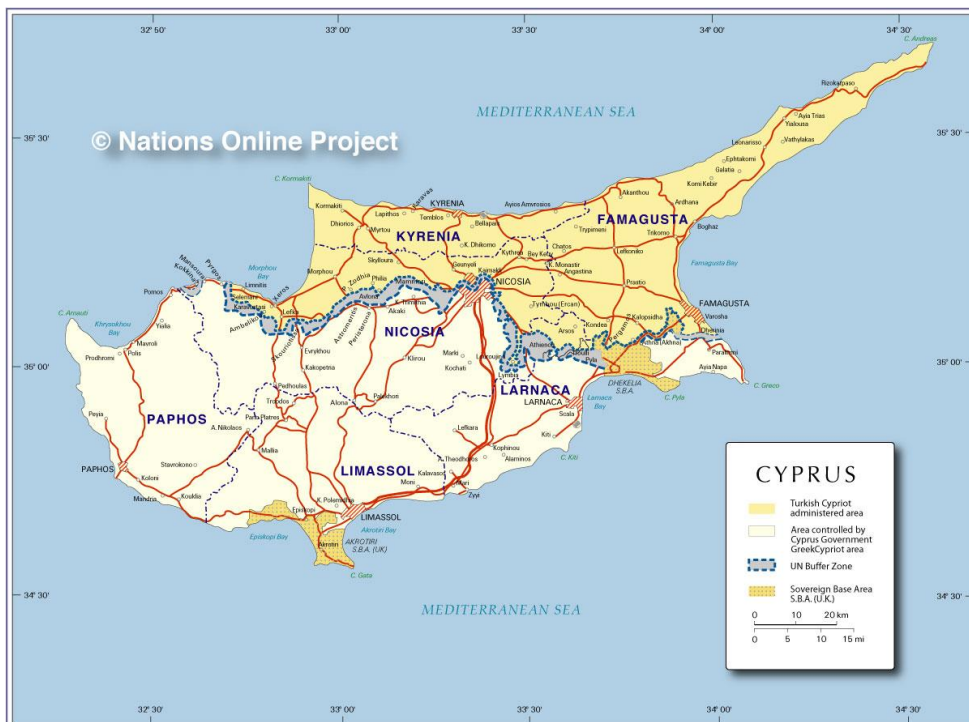


Figure 11: Map of Cyprus
(Source: Anichkova, 2019).

Cyprus is one of the most beautiful islands in the world which is a very special and famous island in the Mediterranean Sea due to its precious culture and history (Pariona, 2016). This wonderful island also is the third largest island in the Mediterranean which is located among Turkey from south, Lebanon and Syria from west, Israel from northwest, Egypt from north, Greece from southeast (Pariona, 2016).

Cyprus is in an area that has ways to Asia, Europe and Africa continents which is one of important reasons for being a strategic area and location. Cyprus is known for its tendency and its particular climate that has sweltering dry summers and cool wet winters which makes it the ideal summer goal for travelers (VisitCyprus - Deputy Ministry of Tourism, 2019).

The Republic of Cyprus was broadcasted on 16 August 1960. The island turned into an organ of United Nations and some more committees such as and the Non-Aligned Movement or Council of Europe. Based on the Zurich-London assertions England kept up two sovereign army installations on the island with an aggregate consolidated zone of 158,4 square kilometers, comprising of Dhekelia toward the east of Larnaka and Akrotiri-Episkopi close Lemesos. Two settlements were marked as a major aspect of the Zurich-London understandings, the Treaty of Alliance and the Treaty of Guarantee. The last gave the privilege to the three underwriter powers, England, Turkey and Greece, to make a move if the arrangements of the Settlement were disregarded (Antoniadou, 2011).

The arrangement contained arrangements of the extremely 1960 bargains which were thought-out by numerous individuals to be a noteworthy contributory factor in the

separation of 1963. It incorporated the fairly self-assertive stipulation that Britain, Greece and Cyprus would bolster Turkey's EU application, an inadmissible encroachment of domination. Vitaly, it additionally implied nullifying the first Republic of Cyprus, and the diversion of another one, with no watertight assurance for an entire withdrawal of unlawful colonists and occupation troops or for the privileges of Cypriots to subsist where and when they desired. What's more, it didn't accommodate an appropriately practical government, free from the national dispensation of the past which had been forced in Cyprus (Mallinson and Mallinson, 2005).

Every one of these occasions constrained the Turkish Cypriots to compose their very own national organization and this brought about building up the temporary Turkish Cypriot Administration, on 28 December 1967. The two societies had their very own political existence till 1974. In 1974, the endeavored decimation against the Turkish Cypriots was rehashed again. On 15 July 1974, a putsch, driven by Greek officers occurred. The putsch was sorted out by the military junta at that point administering Greece, with the point of bringing down the President of the Republic of Cyprus, Makarios, and provides a legislature in order to join the island with Greece (Dokuz Eylül Üniversitesi, 2019).

The Turkish Republic of Northern Cyprus, which is usually called the Northern Cyprus, is a Turkish-dominated area in the north of Cyprus. The capital is divided between the Turks and Greeks, like Cyprus, and the northern city of Nicosia, called Nicosia with a population of 50,000, is the Turkish Republic of Northern Cyprus. After the Turkish Cypriot military occupation of the Northern Cyprus, thirty

thousand Turkish troops are stationed in this part of the island of Cyprus (Bryant, 2012).

The Northern Cyprus Republic is not recognized by any country other than Turkey. From the international community's perspective, this part of Cyprus is a militarized occupation of the Republic of Cyprus (Cyprus country profile, 2011).

In addition to its official embassy in the Turkish capital, Ankara, the country has a consulate in three cities: Istanbul, Izmir and Mersin. The Turkish Cypriot Republic Relations with 13 other countries, including Turkey, from Europe, Asia and the Americas, are active in the field of business and services with active representation offices and do not have the right to provide visas and diplomatic affairs. The overwhelming majority of the peoples of the Turkish Republic of Northern Cyprus are Sunni Muslims with a population composition of 98.71% -99%. There is also a small number of Orthodox Christians and Christians following the Maronite Church (Irfan & Hastan, 2006).

4.2 Economy

In general, so many researchers and suggest that small states such as North Cyprus can develop regional cooperation and by setting up business conferences, meeting for staff training and related courses with major developed countries will have huge positive impact to the country. For instance, the partnership between USA and small Islands of Caribbean Islands in order to develop sustainable tourism, led to an improvement for negligible share of international tourism of small Caribbean states containing Fiji, Papua New Guinea to Solomon Islands and from the other side from

Western Samoa to Cook Island. The Result was establishing the Tourism Council of the South Pacific (Altinay, 2002).

In 2013, it has been estimated that the economy of Turkish side is US\$3.9 billion, which is one fifth of the South Side? Biggest factor for this gap is due the amount of population concentrated in south and north side. In one report it is estimated that north side has around 286,000 populations which is only one third of the population in the south side. But at the end of the comparison if population calculated as same rate at both part, the economic growth of the north is much more than southern Cyprus rolled by Republic of Cyprus according the Central Bank since early 2000s. The crisis in Republic of Cyprus has an important factor in this comparison too. From 2002 to 2006 Turkish side average annual rate expanded 11.5%, but it didn't last too long until 2007-2008 global financial crises. In 2014 the Northern Cyprus's per capita gross national income shifted to US\$14,942 all the way from US\$4,350 in early 2000s (Yener et al, 2016).

Another factor controlling the Northern Cyprus Economy is the huge amount of imports and exports from turkey, which makes the most part of the educated people of the country willing to only go to turkey and in the result following the Business trends, rules and ups and downs of Turkey which makes Northern Cyprus more dependent to only one country after all (Yener et al, 2016).

For analyzing different aspects of the Economic in North Cyprus case, there will be different types of inputs for discussion according to the research of (Assenov, 2006):

- Travel Agencies and Transportation
- Human Resource Management

- Customer Behavior
- Destination Development and Management
- Service Delivery

First and foremost, form of any kinds of tourism will be how to travel into the tourism area at the first place, in order to use any kind of services whether it is a sport complex or a traditional celebration, there must be responsive organizations connected to the main organization and all transportation offices such as airport which will be Ercan Airport in our case and other service offices.

In recent years number of Construction Companies who are developing travel agencies and transportation departments for better communication with tourists and higher annual sale are increasing.

Here are some examples of these agencies according to the travel agencies website (Team, 2019):

- Famagusta District Offices:
 - Aje Africa
 - HolidaySave Travel Ltd.
- Kyrenia (Girne) District Offices:
 - Kibris Travel Services Ltd.
 - E. T .S. (European Travel Services)
- Nicosia District
 - Polatkan Turizm
 - Erin Tourism
 - Hakverdi Tourism

- Direct Traveller
- Metak Holidays
- Travel Square
- Malyali Turistik Servisleri (MTS)
- Cyprus Prestige travel

However not only these departments are actively working in the island, but also big companies which are going to listed in the followings are doing a huge transportation and traveling related activities for tourists including sport related or tourism related;

- Construction Companies(Team, 2019):
 - Famagusta District:
 - Noyanlar Group of Comapies
 - NorthernLand Construction
 - Dovec Construction
 - Akol Group of Companies
 - Kyrenia (Girne) District:
 - Kaya İnşaat
 - Akacan Holding İnşaat Grubu
 - Ardem Construction
 - Kibris Developments Pamfilya Construction
 - Eroglu Construction
 - Aladag İnşaat
 - Nurel Group of Companies
 - Nicosia District
 - Başman Real Estate

- Omağ Development Ltd
- Akfen Ltd.
- Kurucuoğlu İnşaat Ve Emlak
- Hotels and Casinos
 - Acapulco Resort & Casino
 - Arkin Colony Hotel & Casino
 - Arkin Palm Beach Casino
 - Casino Liman
 - Cratos Premium Casino
 - Grand Pasha Casino
 - Kaya Artemis Resort & Casino
 - Lords Palace Hotel Casino
 - Merit Crystal Cove Hotel and Casino
 - Merit Park Hotel & Casino
 - Merit Royal Hotel & Casino
 - Salamis Bay Conti

It refers to the process and methodology of training and equipping a person for the relevant market and the skills needed for the job. In general, for the Public Sectors of the North Cyprus such as Universities, Banks and other governmental sectors, there is training curricula, however the participation of other types of individuals such as stake-holder are tend to be low. Even in public institutions the quality of the service are lower than the standards which has a direct bad influence and effect over labor market (Yener et al, 2016).

4.3 Geography

Cyprus is the place where the mysterious combination of the culture of the Turks, Romans, Iranians and Greeks has been featured among its attractions. So it is no wonder that by going to the island of ancient villages, ancient ruins and medieval castles, and if you have a little interest in history and archeology, this island will remain like paradise for you.

It is known as the third largest island in the Mediterranean Sea, Cyprus is one of the first places for sign of civilization all the way back to 9th millennium B.C which is about 11,000 years. As the geography of the island it is always an argument that if the location is a strategic good point or a curse. It is in the intercept of three main continents starting from south west of the island which ends up to Africa, from west and North West of the island there is Europe and from east it is the road to the Asia. That is enough for so many powers from ancient times up to current times to conquer the island for its crucial location in the heart of Mediterranean Sea (Mallinson, 2011).

When talking about a strategic location on the world map, usually if not already, politically or scientifically there should be a joint in the place in order to accept the place for a strategic matter. For example, when talking about the Suez Canal located in between Red sea and the Mediterranean Sea, that crucial joint will transfer energy and other important series of products from only one small canal. That is almost the same case in the north Cyprus. The following lists will be pointing out some of them:

1. A business Hub due the cross-roads of three main continents (Africa, Europe, Asia).
2. In recent years by discovering oil and gas reserves around Cyprus, the

amount of attentions for investing in the country grows even more than before which will add another positive point of location to the island.

The two main Capitals, Ankara and Athens who are in charge of the controlling most of the island, starting war of words and arguments over the reserves of oil and gas. Turkey from upside of the island dispatching a research vessel into disputed waters making another argument about whether the location of the island is a blessing to the country or a curse (Athens, 2014).

4.4 Climate

Cyprus's climate is remarkable for health because it has a moderate, Mediterranean climate that can be a good place to spend on holidays for tourists in all seasons. Cyprus has a warm, dry, long summer, which lasts from mid-May to mid-October from late May to late October. Winter in Cyprus is short, mild, and sometimes also rainy, and lasts from December to February. The seasons of summer and winter are separated by short seasons of autumn and spring. The average number of sunny days on this beautiful island is 330 days a year (North Cyprus Online, 2019).

Based on weather in Cyprus there can be some tips during the year in different months such as December and January are Cyprus winter months. With cool evenings and nights. February and March, Occasionally, it has a cool evening and hot and sunny days. April and May have a warmer daylight, which are a little bit less than the warmth of the night. June, July and August are hot summer months with cloudless sky rising up to 40 degrees Celsius. The best time for swimming and sea recreation is with sunglasses, hats, sunscreens and water bottles. September and October have hot days and cool evenings. November has sunny and warmth days

with all pleasure. According to the above is the best time to travel to Cyprus from April to November (North Cyprus Online, 2019).

With its rocky coastal lines and its sandy beaches and some of the famous mountains inside the island such as Troodos Mountains with an average rising of 1,951 metres and some other mountains including Kyrenia (Besparmak) from south-west of the island, and from other hand having some famous valleys such as the Mesoria and Morphou (Guzelyurt) makes the climate of the island so attractive for both tourists who are only visiting the island for the beaches and the sand or for winter sports events and surfing competitions or other sports events due the versatile weather of it (Çalışkan, 2012).

Natural landscapes, Wide-range Sea, Historical monuments are all affecting the potential investments for both sides of the island, therefore analyzing the country in detail is an important factor for creating a formula for better attractions of tourists and investors.

4.5 Tourism in North Cyprus

According to the latest statistics released by Cyprus tourism authorities, the tourist income of this beautiful island in the Mediterranean region reached EUR 2.11 billion in 2015, compared to 20.2 billion euros in 2014. Also, in 2015, a total of 1.2 million tourists chose Cyprus as their tourism destination, which represents a growth of 9.8% compared to last year's statistics. In December alone, tourism revenue from the beautiful island increased by 4.4% from last year's figures from € 7.34 million to € 52.6 million. The Lebanese, as the most expensive tourists, spent an average of more than 136 euros per day in Cyprus on a daily basis, and in the next round, Swedish

tourists with 31 euros were the most economical tourists on the small island in 2015. Revenues from the Cyprus tourism industry account for 12 percent of its gross domestic product (Cyriot Records Recruited Tourism Income, 2017). The statistics are related to the island of Cyprus, with the largest share being in the southern part of the island. Because of the ban and the unknown of the northern part and the problems that exist, sanctions are the most important of these problems. It has been suggested that tourists prefer the southern part to the north. The shortage and sometimes lack of direct flights to northern Cyprus could be another obstacle to tourists, which would be costly to buy tickets and long stays between flights. Therefore, it is economically and time-consuming irrational.

in North Cyprus, The Turkish Cypriots attempt to grow tourism in order to increase revenue of this country because it is clear for this country as well this industry can help to boost their economic situation so efficient tourism is the primary segment for creating it in north Cyprus in excess of 8000 different jobs in different parts of this industry which cause tourism has important dusty in case of economic of this island. related to TRNC about tourism sector, this island had facilitated 589, 549 travelers had a limitation for bed around 12.222 and there is around 40% rate for Occupancy , 395.4 million dollars in terms of revenue from this industry in this island (Katircioglu et al, 2007).

Due to the political conflicts the Turkish Republic of North Cyprus is not recognized by the United Nation which makes this side of the island more isolated than it should be. For time being, Turkey is the only country that has the power and willingness of business and political ties with TRNC. Due to this issue, the influence of businesses and industries in developing the north side is limited (Yener et al, 2016).

According to the Northern Cyprus studies on tourism policies, it is important to pay more attention to programs that can be used to ensure profitability through the use of these policies. In addition, Northern Cyprus needs to enter new venues and provide more and better experts. The Cyprus Cypriot Government for the better development of this industry of The Northern Cyprus Government is committed to continuing its development towards more-than-usual policies to achieve good success, Interested parties and the industry's stakeholders will help make real round policy work Gary must increase the level of coordination between organizations and individuals involved in this industry and, instead of confronting some policies, the durability and implementation of those policies should be diligent and this requires that everyone and each organization should Its role is perfectly and without fail (Ismet and Abuhjeeleh, 2016).

From the same report we are acknowledging that in last 50 years the Turkish Cypriot community (TCC) despite the fact that it was outside of the Control of the Republic of Cyprus (RoC), it showed a rapid growth and income. The unemployment is declined since 2009 to 2013 by 8.4%, but from other side of the view the employment rate has not changed from the growth time. The reason behind the issue of the employees is, although the public sector employment which contains 30% of the total employments are generously giving enough benefits to the employments and good amount of salary and bonuses, but the other side of the business will be the private sectors with local family running businesses will low amount of benefits and salaries which makes a huge negative impact to the young people who recently graduate and also people who are not working in real time (Yener, 2016).

It is clear in terms of sustainability; some factors such as natural resources, quality of the environment or heritage are playing as main roles. Therefore, strict rules and laws which should be developing and enforcement are need in this way. Besides, in a domain, for example, North Cyprus where seaside regions are the primary vacation destinations and also critical parts of biological communities, one hopes to face a coordination of these delicate zones for a more extensive urban or provincial arranging plan (Alipour et al, 2011).

Arrivals from Turkey/monthly.1000.			International arrivals/monthly.1000.			Total arrivals/monthly.1000.		
2016	2017	%change	2016	2017	%change	2016	2017	%change
75,523	85,102	12,7	15,022	20,242	34,7	90,545	105.344	16,3
98,719	101.113	2,4	24,845	31.737	27,7	123.564	132.850	7,5
88.230	101.949	15,5	30.627	40.252	31,4	118.857	142.201	19,6
100.795	111.236	10,4	23.109	35.119	52,0	123.904	146.355	18,1
119.054	121.019	1,7	26.146	29.421	12,5	145.200	150.440	3,6
91.911	102.804	11,9	27.874	31.575	13,3	119.785	134.379	12,2
99.629	113.045	13,5	38.057	37.736	-0,8	137.686	150.781	9,5
98.014	105.107	7,2	40.049	37.593	-6,1	138.063	142.700	3,4
132.037	145.894	10,5	41.476	43.733	5,4	173.513	189.627	9,3
117.311	117.996	0,6	41.718	46.645	11,8	159.029	164.641	3,5
95.540	105.986	10,9	29.398	33.892	15,3	124.938	139.878	12,0
101.469	112.997	11,4	20.520	22.137	7,9	121.989	135.134	10,8
Total 1.218.232	total 1.324.248	8,7	total 358.841	total 410.082	14,3	total 1.577.073	total 1.734.330	10,0

Figure 12: Tourism Movement
(Source: MTE (2018))

4.6 Sport Tourism in North Cyprus

Considering the most favorable weather conditions of the Northern Cyprus, which can be from 330 sunny days, sports such as water sports such as beach volleyball beach soccer and other beach sports and also sports like tennis, jet skis, windsurfing and kite surfing are another famous sports in North Cyprus. In some months of year

like as winter time, hunting and shooting special wild rabbits and birds is another most popular sports and hobbies in this island. It should be noticed that bodybuilding and sports like fitness are very attracted by young people and every year many people from local or international are getting ready for some competition which are held in this island.

Starting by some of the famous sports happening in North Side of the island like Golfing, Football/Soccer of Turkish-Cypriot Football team and other famous local clubs like Binatli, Dortyol Sport Kulubu, Esentepe, Lefke TSK, Volleyball, Handball, Air Sports such as paragliding, Sail kiting in Cyprus, TRNC Model Aircraft Shows, North Cyprus Aviation Association, Sea Sports including Underwater Sea World, Swimming Federation, Scuba Diving, Diving Centers, Racket Sports like Tennis Federation of the North, Automobile sports like North Cyprus Rally and North Cyprus Automobile Club are the perfect examples of the mainstream sport tourism industry rolling out in Northern side of the island and a good reason for tourists who believe in all-weather sports tourism (Fentul, 1994-2014).

Not need to mention because of the young people in the cities of Northern Cyprus, especially in Famagusta and Lefkosa, because of the presence of two large and international universities, youths are becoming more and sportier. These sports include sports like backgammon, chess or more active sports such as handball, football, and swimming, ping pong which hold every year and sometimes every season as tournaments and are attracted from people who are local or international students. Bowling and paintball are also recognized as other sports which have their fans in this beautiful island. It should be noticed rally is very favorable sport among Cypriot people who are equipped for this kind of matches every year as well.

In 2008, North Cyprus had 29 sports federations and 13,838 members. Combat sports Koresh, Aikido, Karate and Taekwondo are popular sports. Exercise such as football with 2,240 members, shooting with 1,150 players and hunting with 1, 017 members is among the other highly sought after sports. North Cyprus football team is currently ranked 109th in the world ranking. The North Cyprus national team is also at the Atatürk Stadium in Nicosia. Some of the sports, such as table tennis, handball, and basketball, take place in Turkish leagues (Makroekonomik and Gelişmeler, 2008).

Due to the existence of an international university and a large number of students in Famagusta, the Northern Cyprus is the most populated city in the city, and these students are often interested in sports and sport entertainment. Therefore, in these cities, there are many sports centers and indoor pools that have been created in universities and out of universities and it is not only in Famagusta, but also in the city of Kyrenia, and in the city of Lefkosa as well, because of international universities, to meet the needs of the students of these universities try to fulfill their needs. some water sports such as scuba diving, jet skiing, wind and kite surfing which have their fans, are playing with people in some shores of Famagusta and another city of North Cyprus which is named Kyrenia where have suitable beaches for these types of sports and tours by boat during the summers in Harbor place in this city. It is mentioned that North Cyprus is one of the famous and known for some race tracks through European Standards (Sport Activities, 2017).

Chapter 5

METHODOLOGY AND DATA ANALYSIS

This study has utilized a qualitative research method which is justified and suitable for this type of the research as the aim is to understand and explore human behaviour, opinions, experiences and emotions (Salkind, 2009). This method of research tends to be concerned with words, expressions and narratives rather than numbers. ‘Qualitative research is carried out to enhance understanding of individuals’ cultures, beliefs and values, human experiences and situations, as well as to develop theories that describe these experiences’ (Kalu, 2017: 44). Furthermore, qualitative research is not a fixed framework for elaboration of indicators, but rather it delves into the minds of the respondents to understand their perception and interactions with the space that they are embedded in.

At any rate, the topic of sport tourism is highly an institutional issue that is not in isolation from political and planning aspects of the destinations. Therefore, qualitative research is an appropriate method for institutional analysis of tourism in general and sport tourism in particular. In the other hand, ‘aim of attaining an in-depth understanding of a phenomenon under investigation is the main task of qualitative method. The further justification for this mode of researches its advantage in exploratory study. Mack (2005 :4), noted that ‘one advantage of qualitative methods in exploratory research is that use of open-ended questions and

probing gives participants the opportunity to respond in their own words, rather than forcing them to choose from fixed responses, as quantitative methods do’.

About 20 interview questions were administered to the respondents who are directly or indirectly involved in sport activities and sport institutions (see also Figure 13). The interview has become one of the most widespread and common knowledge-producing exercise across various humanity social sciences in general and in tourism specifically. Nevertheless, certain principles are important in designing interview questions. First and foremost is literature review on the topic. Secondly, questions must be highly relevant to problem statement and the issue that is under research agenda; researcher should know what is to be answered; reframing the problem statement if essential; open-ended questions to allow the respondent to be free to express; and proper structures of the questions. The study also has adhered to the guideline including: simplicity, eliciting the largest answer, avoiding questions that have one-word answer, avoid questions allows the respondent to do the analysis (Department of Sociology, 2019).

A purposive sampling which is in the context of non-probability domain (Simon Fraser University Engaging the World, 2008) was applied. Snowballing was also applied which allowed the researcher to locate more respondents who were qualified to be interviewed and generally it is when a group of people recommends potential informants for a study (What is snowball sampling, 2019).

5.1 Data Collection

Overall, 20 Semi-structured, in-depth interview questions were administered to 10 respondents (interviewees) who were sport psychologist, tennis instructor, manager

of sport centres, sporting events organizers, sport sciences teacher, professional athlete.

The interviewees were also from public sector including ministry of tourism and sport federation of TRNC. Interviews were administered according to the principles of qualitative interview. After obtaining an appointment, interview process moved on with visiting the respondents. Each interview lasted about one-and-half hours. It was made sure that the location of interviews to be convenience to each respondent. Such approach provides more relaxed environment and allows interviewees to feel more comfortable about sharing their knowledge, beliefs and ideas. The process was conducted during the months of November and December 2018. Interviews conducted in Turkish language, and then it was back translated to English. All the interviews were tape recorded which then transcribed. Note taking was also complemented the recording data. An assistant fluent in native language accompanied the researcher for further clarification of the process as the interviews were mainly in Turkish.

5.2 Data Analysis Process

The main aim of the research was to acquire information and explore the perception of respondents about sport tourism and challenges that are associated with this form of tourism in TRNC. Furthermore, to explore the state of sport tourism knowing that this destination has great potential for sport tourism geographically, climate wise, and advantages of location (Northern Cyprus, 2017). About and potential practices regarding sustainable tourism planning approaches in two contrasting, and to some extent similar cases. To reach the aim of the research in this comparative study, the

following objectives clearly stated and guided the process of data collection and analysis.

To reach the aim of the research, the following objectives guided the process of data collection as well as data analysis:

1. To get the general perception about sport tourism and its value.
2. To identify the main strengths, opportunities, weaknesses and potentials of sport tourism.
3. To explore the perception of interviewees regarding the challenges facing the destination in investing and promoting this form of tourism.
4. To explore the public sector's attitude towards this form of tourism.
5. Last but not the least, to explore the degree of collaboration between public and private sector in developing such mode of tourism.

First step of data analysis involved transcribing the interviews in the form of text for content analysis. Then the examination of text as well as notes took place to identify the main themes. After identification of the themes, they were entered into ATLAS-ti8 (Qualitative Data Analysis: ATLAS.ti, 2018) software to observe their frequency in the content of the transcribed text. In the next step, the subthemes were also identified. This process is routine in qualitative study as many issues and ideas can be extracted from the interviews.

Open coding was applied to refine the themes and sub-themes and to identify their relationships. Open coding is 'the process of breaking down, examining, comparing, conceptualizing and categorizing data ; this process of coding yields concepts, which are later to be grouped and turned into categories' (cf. Bryman, 2012: 369).

Finally, themes and sub-themes were reviewed several times and subjected to interpretations pertinent to the interviews; this allowed a framework of relations to be extracted which resulted in exploration of barriers, potentials and challenges that are facing the establishment of sport tourism. Was constructed as a framework representing barriers to the development of medical tourism in East Azerbaijan province. See also Figure 14 for the identified themes and sub-themes. Figure 15 exhibits the framework of challenges and barriers to the development of sport tourism in TRNC.

5.3 Findings

Theme 1: Embargo and Sanctions

Based on the extracted themes and sub-themes, as well as, the framework of barriers (Figure 14 and Figure 15), the study revealed that the main barriers to the sport tourism is embargos and sanctions which is coupled with lack of recognition. ‘As long as the embargos are enforced, sport tourism will suffer in north Cyprus. While we are under embargo and sanction, we are not recognized internationally and we are not able to participate in international sporting events’ (respondent 1).

Theme 2: Casino and Gambling Tourism

Tourism sector in north Cyprus was also blamed for its lack of initiatives to promote and market sport tourism. This can be done through social media and various other incentives. As the climate and geography is highly conducive to sporting events and preparation of international teams, the brand of north Cyprus is ‘casino’ or gambling tourism. ‘Unfortunately, north Cyprus has remained a destination for mass tourism and mainly casinos. Sport tourism as an alternative tourism can be very successful and beneficial if there are efforts by public and private sector’ (respondent 2).

Gursoy et al (2010) asserted that alternative tourism has become one of the main concerns of the communities around the world. And policy makers should develop alternative tourism in balanced proportion to mass tourism.

Theme 3: Public/Private Partnership

Study also revealed that lack of collaboration between public and private sector in regard to sport tourism is in deficit. It is necessary for public sector to initiate the process of development of sport tourism by available means and encourage private sector to involve and participate in the process. 'Public sector such as ministry of tourism has no plan to develop sport tourism. This apathetic attitude has dampened the private sector's enthusiasm' (respondent 3). Zapata and Hall (2012), emphasized on public-private partnership (PPP), especially in tourism. in their elaboration,' several reasons have been provided for the growth of public-private collaboration and the rise of partnership formation in the tourist sector' (p. 63). For instance, 'the public sector's pursuit for effectiveness and the accompanying processes of marketization, as a characteristic of the 'new public administration' (p. 63).

Theme 4: Potentials of Sport Tourism

North Cyprus is blessed with a highly suitable climate, geographic location, attractive tourism attributes, and a suitable landscape for varieties of sport tourism including water sport. 'We have good weather and nice landscape with excellent location. Unfortunately, there are many problems with our policy makers regarding the form of tourism. Our potentials have not been realized and appreciated' (respondent 4).

Warner (1999), in his assessment of north Cyprus's tourism emphasized on alternative tourism in north Cyprus and warned against traditional mass tourism based on sun, sea, and sand tourism. His recommendation was based on the potentials of the island for alternative tourism.

Themes	Sub-themes	Frequency
Embargoes and sanctions as main barriers	Lack of recognition, Lack of official membership in international sporting organization, Lack of clear policy in the government. Lack of promotion, Tourism sector is reluctant to capitalize on sport tourism. Political problems affect people and their enthusiasm for sport as they cannot compete at the international level.	10
Marketing and promotion	Lack of enthusiasm among private and public sector, Sport tourism as an alternative to mass tourism. North Cyprus is suitable for sport tourism. Poor communication, specially through social media.	6
Gambling as dominant form of tourism	Lack of support for sport and sporting events, Lack of promoting sport in general among the population, Too much emphasis on mass tourism	8
North Cyprus with strong potential for sport tourism	Lack of policy for sport tourism, Lack of investment on sport tourism, Potentials for sport tourism are not recognized,	6
North Cyprus is suitable for sport camps and preparation	Lack of policy to market NC as a sport camping venue, Lack of support for water sports	9

Public sector's lack of initiatives for developing sport tourism.	Lack of government's support, Lack of infrastructural support for sport tourism, Lack of recognition of sport tourism as an alternative tourism.	8
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Figure 13: Result of the content analysis of the interviews

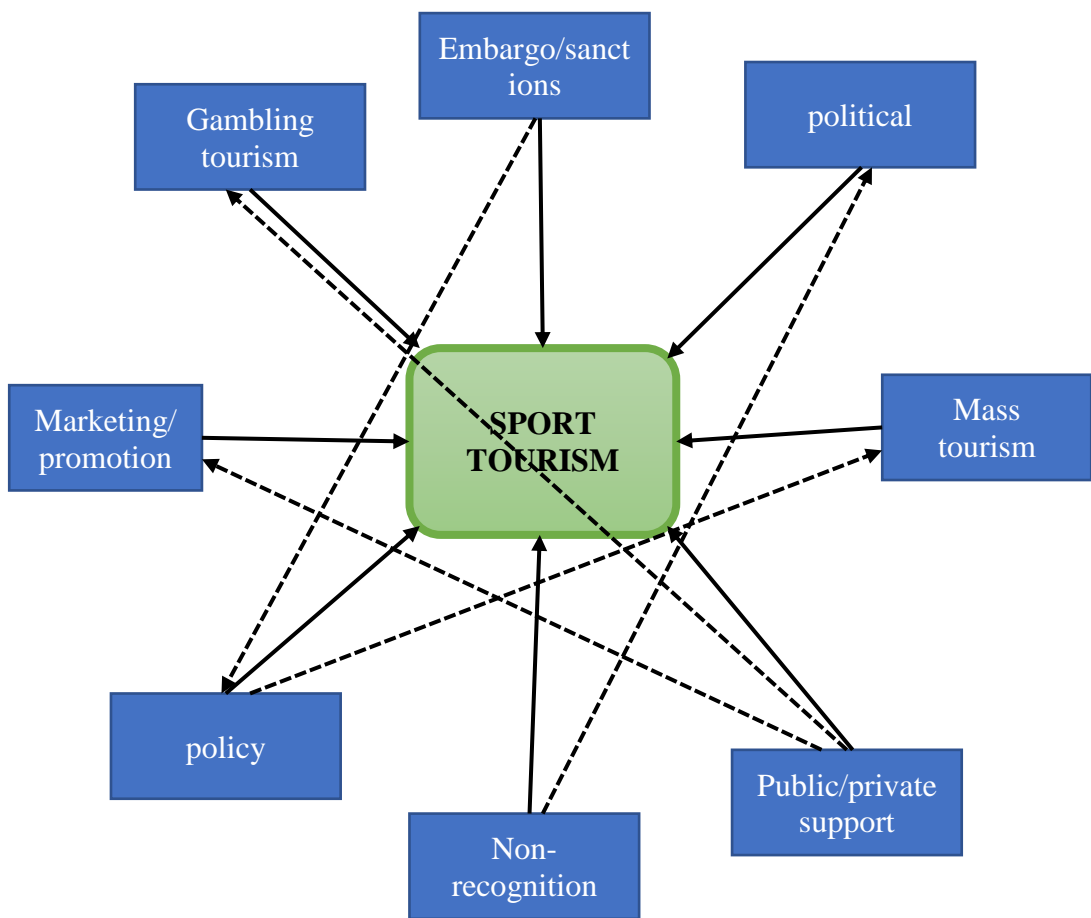


Figure 14: Framework of barriers and challenges to the development of sport tourism in TRNC

Theme 5: Marketing and Promotion

Almost all of the respondents expressed the lack of adequate marketing and promotion for sport tourism by the public and private sectors as well as the travel agents and tour operators. Perhaps the policy makers and tourism organizations are not realizing the value and benefits of sport tourism socially and economically.

It should be the responsibility of tourism institutions and organizations to come up with strategies to promote and market our potentials for sport tourism. Sport tourism not only will put us on the map, but also it will benefit our people to be motivated to participate in sport. We have best condition for practices by international teams in different sports.

Arguably, sport tourism is going to be a new socio-economic enterprise for TRNC. However, this new approach is an alternative approach to the situations where destinations are facing difficulties. Gardiner and Scout (2018: 121) stated that:

The quest for new tourism experience offerings is particularly important for destinations that are suffering from stagnant or declining visitation because it is a way to renew interest among consumers in visiting. Ways to create destination newness through experience development range from small step incremental innovations or enhancements that may improve the experience for existing visitor markets to new major tourism attractions that simulate visitation to a destination.

Figure 15 demonstrates the barriers to development of sport tourism TRNC. The solid arrows represent the direct effects on the development of sport tourism, and the dashed arrows represent the relationships between factors affecting the development of sport tourism. For instance, non-recognition or embargos as the main themes, have direct impact on the development of sport tourism, at the same time it has an effect on other themes, such as policy, or promotion.

5.4 Conclusion and Implications

This study intended to examine the state of the sport tourism in TRNC as an alternative form of tourism knowing the fact that TRNC is highly suitable for this form of tourism as she possesses numerous resources conducive to the development of sport tourism. The study aimed to explore the potentials, barriers and prospects for sport tourism based on an in-depth interview with the informants who are directly or indirectly involved in sport and sporting organizations. The study's sample targeted both public and private sector informants to achieve the aim. Sport in general and sport tourism specifically are two intertwined practices at the individual and community as well as national and international levels. The concept and practical aspects of sport have permeated in the life of societies for both health reasons and for the purpose of leisure and recreation around the world.

Nowadays, a strategic alliance has been established between national sport organizations, tourism industry and sport tour operators. Kennelly and Toohey (2014: 407), reported that '... the Australian Commonwealth Department of Industry, Science, and Resources (DISR) released Towards a National Sports Tourism Strategy, which described its ambition to harness the enormous potential of sport tourism in Australia by facilitating a viable and internationally competitive sport tourism industry'. Unfortunately, such alliance, as the study revealed, does not exist or in short supply in the case of TRNC. And the reason is that policy arrangements between institutions and sporting organizations are weak. Therefore, strategic alliances, partnerships, inter-organizational relationships, inter-firm cooperation, and strategic networks in the sport domain is missing. Such proposition is fundamental for sport tourism to take off. Study revealed that there is a desire for

and knowledge of sport tourism in TRNC; however, the structural model has not been established for this form of tourism. Informants were unanimous about the negative effect of embargos and non-recognition on developing sport tourism in TRNC, however, at the same time, they believed there is a degree of pre-occupation with mass tourism, especially gambling tourism among the policy makers; this has resulted in apathetic behavior towards sport tourism notwithstanding the potentials. The major implication of this study is its findings which demonstrate the failed nexus between the 'sport' and 'tourism sector' in TRNC. Along with such failure, study has established a framework which can be a policy advice to start initiating sporting events by using social media to bypass the impact of the embargos. A positive outcome will be also highly beneficial for the residents as well as business of tourism. sport tourism can become 'vehicles for destination branding, and generators of tourism-related financial, social, and environmental impacts on hosting destinations' (Kennelly and Toohey, 2014: 407).

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APPENDIX

Interview Questions

Could you please introduce yourself?

1. What do you think about tourism in general and sport tourism in particular?
2. What does come to your mind when you hear sport tourism?
3. What is the situation with sport and sporting events in TRNC?
4. Has there been any decision to promote sport tourism in TRNC?
5. What kind of sport tourism have been promoting?
6. May I see your promotional documents?
7. Who is in charge of this particular tourism in your institution/organization/firm?
8. Have you had any meeting recently to discuss sport tourism?
9. What are the advantages of sport tourism in compare to mass tourism?
10. Has there been any sporting event lately?
11. What kind of sporting event was in TRNC in the last one year?
12. Why do think sport tourism is good of not good for TRNC?
13. What are the main barriers to sport tourism in TRNC?
14. What are the potentials for sport tourism in TRNC; and have you capitalized on those potentials?
15. Is political problem of TRNC a barrier to sport tourism?
16. What kind of marketing has done for sport tourism?
17. Do you use social media to promote sport tourism?
18. What is the role of travel agencies and tour operators in sport tourism?
19. Have you ever been in a big sport event such as the Olympic Games, Football World Cup or International Federation of Body Building and Fitness...etc.?
20. Last question: what is the role of government in sport tourism?