

Sport Tourism 101

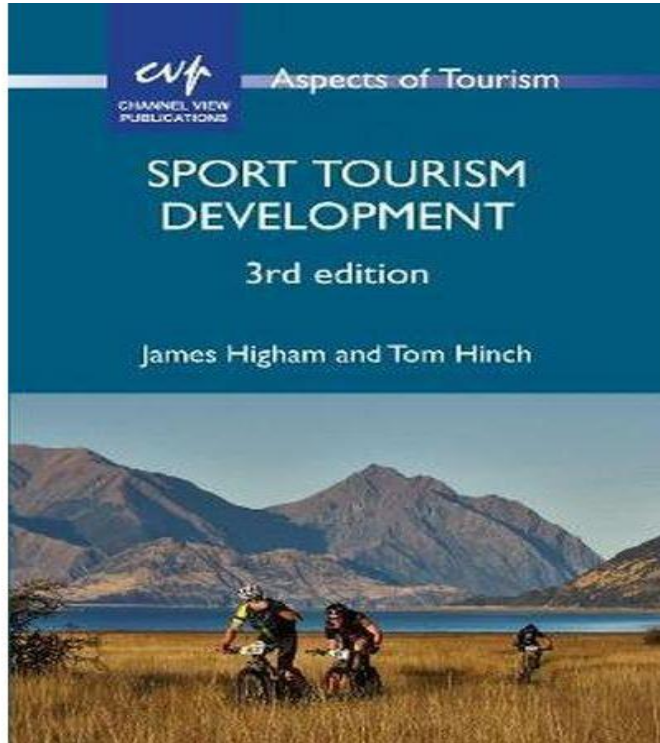
2019 Alberta Sport Leadership Conference

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Acknowledgements



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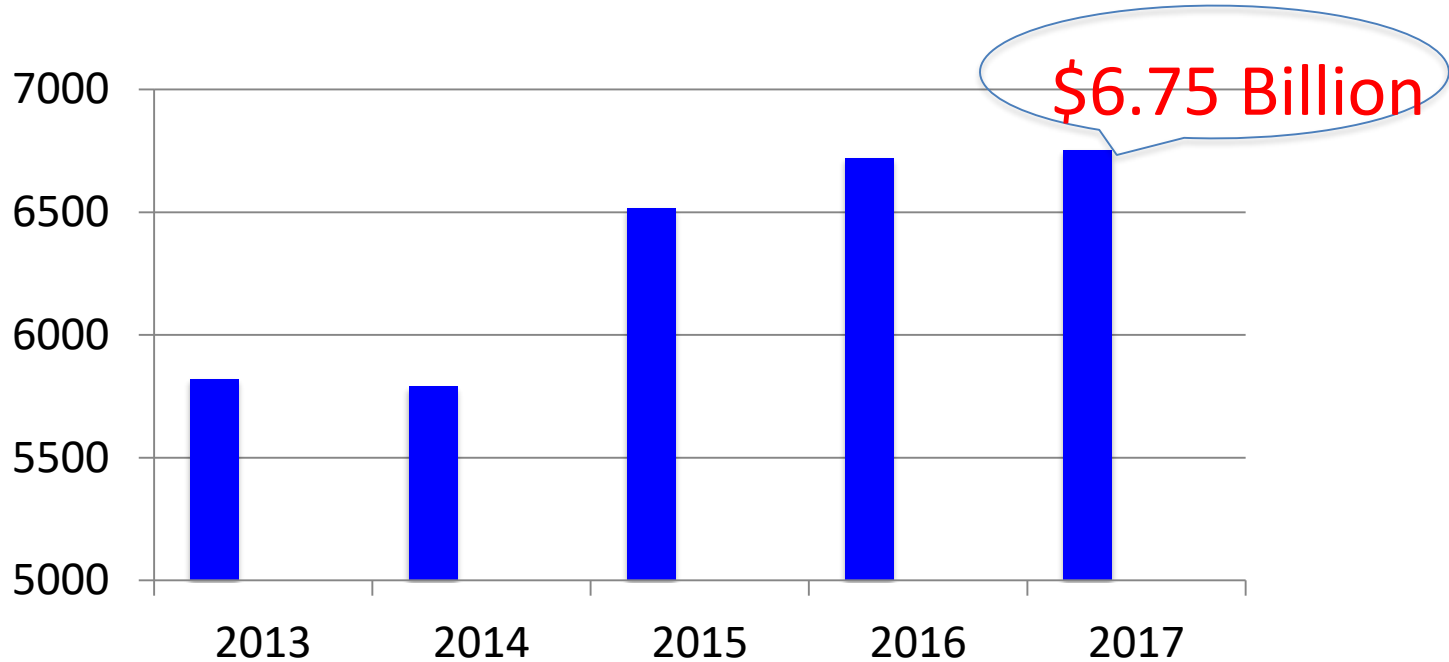
Agenda



- A. Why sport tourism
- B. Conceptual foundations
- C. Authentic experience
- D. Sport as a cultural attraction
- E. Challenges
- F. Sustainability



Economic Impact



Value of Sport Tourism in Canada (\$M)

CSTA, 19 September, 2018



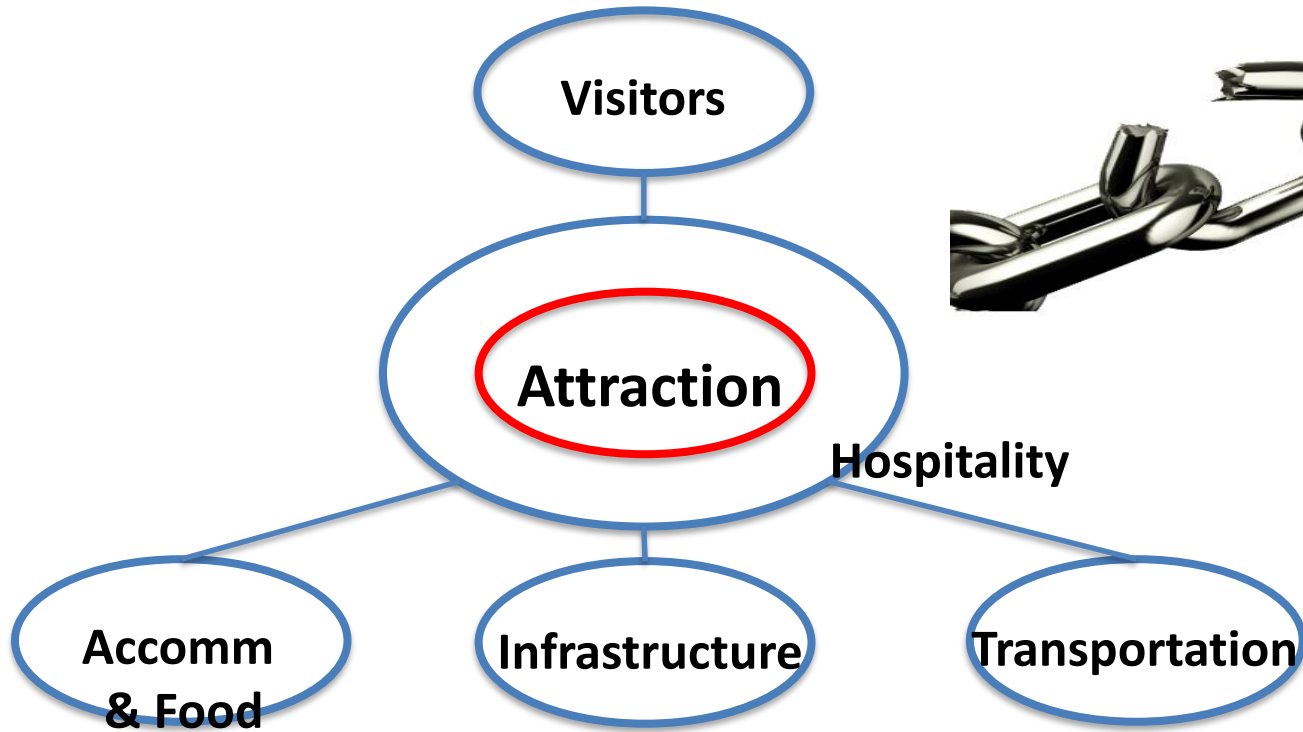
Sport tourism is:

sport based travel away from the home environment for a limited time, where sport is characterized by unique rule sets, competition related to physical prowess, and play.

(Hinch & Higham, 2001)

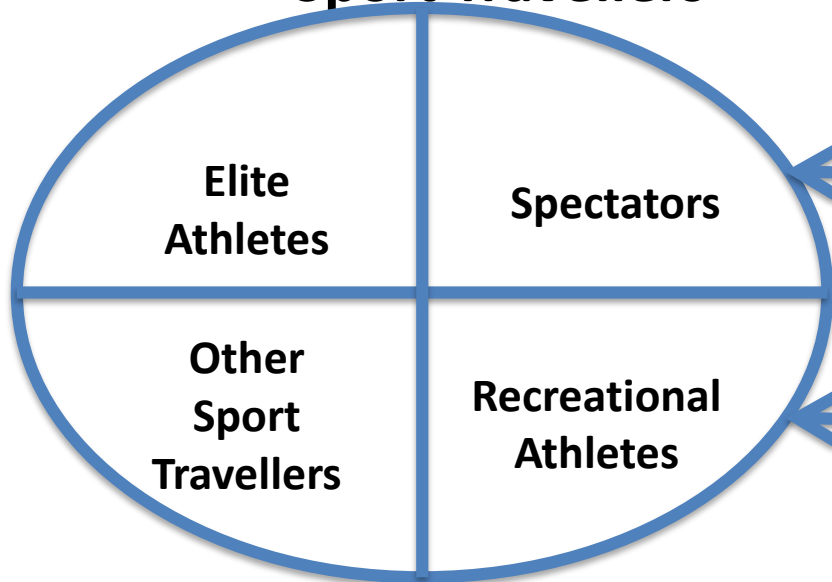


Tourist Destination Mix

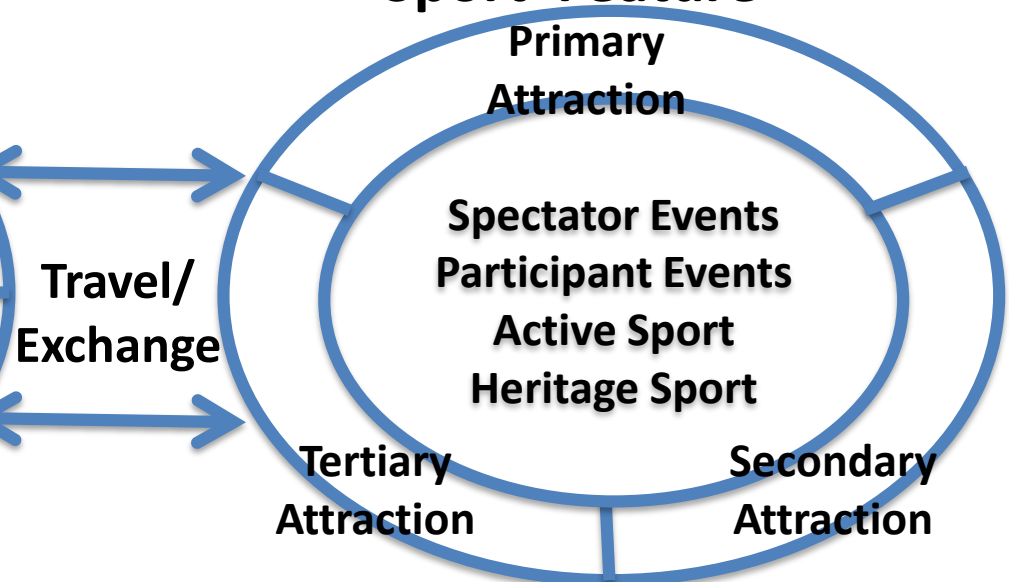


Sport Tourism Attraction System

**Generating Region/
Sport Travellers**



**Destination/
Sport Feature**



**Travel/
Exchange**



Source: Higham & Hinch, 2018