

## Special Issue on Sport Hospitality and Tourism

### Guest Editor:

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Sports tourism has emerged as a significant driver of economic growth and cultural exchange, intertwining with the hospitality sector to create unique and memorable experiences for sports fans and participants around the world (Higham & Hinch, 2018). The sport tourism industry has experienced remarkable growth over the past decade, with an ever-increasing number of travelers seeking unique and immersive sports experiences (*Sports tourism market size & share analysis report, 2023.*). Major sporting events, ranging from global extravaganzas like the FIFA World Cup and the Olympic Games to local tournaments and championships, attract a diverse audience of sports fans, athletes, and spectators from across the globe (Alexandris & Kaplanidou, 2014). Beyond marquee events, niche sport destinations such as attractions or museums (Fairley & Gammon, 2005), or adventure/extreme sports (Houge Mackenzie et al., 2023) have gained popularity, catering to specialized interests and creating a rich tapestry of diverse opportunities for sports-related travel. Sport hospitality plays a crucial role in enhancing the overall sports tourism experience, as it aims to provide exceptional customer service and create memorable moments for sports fans and participants. Hospitality services contribute significantly to the success of sports events and the overall satisfaction of attendees, leaving a lasting impression that encourages repeat visits and positive word-of-mouth promotion (Herstein & Jaffe, 2008).

The fusion of sports, tourism, and hospitality has sparked a global phenomenon, transcending borders and cultural boundaries (Higham, 2020). As the popularity of sports events and destinations continues to soar, the significance of tourism and hospitality in the sport industry cannot be overstated. This special issue aims to explore case studies that illuminate the multifaceted interactions between sports, tourism, and hospitality, offering valuable insights for sport management education and fostering enriching classroom discussions. From major sporting events attracting millions of fans and participants to niche sports destinations offering specialized experiences, the symbiotic relationship between sports, tourism, and hospitality presents a rich landscape for exploration and analysis (Ritchie & Adair, 2004).

**The aim** of this special issue is to shed light on the multifaceted landscape of sport, hospitality, and tourism, unveiling its far-reaching implications for sport managers, policymakers, researchers, and businesses. By fostering a collection of diverse and insightful case studies, we endeavor to achieve the following:

- Provide a platform for researchers and practitioners to share evidence-based insights, enriching the academic discourse on sports tourism and hospitality.
- Showcase real-world examples and best practices to guide future sport managers in effectively navigating the complexities of sports tourism and hospitality.
- Develop a valuable resource for sport management educators, enabling them to present engaging case scenarios that encourage critical thinking and class discussion.
- Foster a deeper understanding of the interactions between sports, tourism, and hospitality, stimulating innovation and informed decision-making within the sport industry.

- Showcase a diverse array of case studies from various regions and sports disciplines, highlighting the global relevance of sports tourism and hospitality.

**The scope** of this special issue is broad, encompassing a wide range of topics that explore the intricate interplay between tourism, hospitality, and the sport industry. We encourage submissions that shed light on diverse sport-related contexts and scenarios, spanning professional, amateur, and youth sports, as well as non-traditional sports like extreme or adventure sports. Case studies may also delve into various sports governing bodies, associations, leagues, sport media, and individual/team sports contexts.

**Examples of Cases:** We invite submissions that encompass a wide array of topics within Tourism and Hospitality in the Sport industry, including but not limited to:

- **Event Management:** Strategies for hosting international and domestic sports events, and their impact on local tourism and hospitality industries.
- **Sports Destination Marketing:** Innovative approaches to promoting sports destinations and attracting sports tourists.
- **Sports Hospitality:** Examining the role of hospitality services in enhancing sports experiences for fans and athletes.
- **Sports Tourism Sustainability:** Investigating eco-friendly practices in sports tourism and their effects on local communities and environments.
- **Sports and Cultural Tourism:** Exploring the interplay between sports events and cultural tourism experiences.
- **Sports Fan Engagement:** Analyzing the influence of sports events and destinations on fan engagement and loyalty.
- **Sports Tourism and Digital Technology:** Assessing the integration of digital technology in enhancing sports tourism experiences.
- **Sporting Venues and Tourism:** Studying the impact of sports venues on attracting tourists and generating revenue.
- **Sports Tourism Policy and Planning:** Examining governmental policies and strategies that promote sports tourism and hospitality development.
- **Sports Mega-Events and Tourism:** Understanding the social, economic, and environmental implications of hosting mega-sporting events.
- **Pandemic Impact:** As travel restrictions ease and sporting events cautiously resume, the industry must confront the dynamics of a transformed world, where health considerations, digital innovations, and sustainable practices have gained prominence.

**Notes for Prospective Authors:** Submitted case studies should not have been previously published, nor be currently under consideration for publication elsewhere. All case studies are refereed through a peer review process. A guide for authors and other information for submitting case studies are available on the *Author Guidelines* page:

<https://journals.humankinetics.com/page/authors/cssm>. Authors new to writing cases for CSSM are also encouraged to review recently published cases and/or contact the special issue editors for direction. When prompted during the submission process, please indicate that you would like your submission to be considered for the special issue on Hospitality and Tourism in Sport.

**Important Dates:** The deadline for submission is **Friday December 1, 2023 by 11:59PM EST.**

**Questions:** Questions regarding submissions to this special issue may be directed to the special issue editor:

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