

# An Investigation of the Impact of Sport Tourism on the Host Country's Tourism Development Policies: The Case of the 2018 FIFA World Cup in Russia

**Khong Thanh Thuy (Marina)**

*HTMI, Hotel and Tourism Management Institute, Switzerland*

---

## Abstract

The sport tourism industry is expected to expand and become one of the fastest developing and dominant markets. As a result, the concerns around sport tourism are still given particular consideration by specialists in the tourism industry. The author believes that by using an excellent case study: the Fifa World Cup 2018 in Russia to investigate the impact of sport tourism on the host country's tourism development policies would provide a right perspective for host countries as well as a significant contribution to upcoming sport events. To ensure transparency and intensity of viewpoint, the qualitative methodology will be used in conjunction with an in-depth semi-structured interview with a group of key policymakers working under the Russia National Tourism Board. Based on a substantial quantity of data collected, an inductive technique was employed in qualitative method to enhance creativity and detail in development and establish sport tourism policies. This study attempts to demonstrate the difficulties, the shift in perception of the destination image, and the significant influence that Russia's sport tourism policies have on the overall tourism industry. Furthermore, this study intends to reveal general directions of Russia's plan for assessment and evolution in sports tourism policy after the 2018 FIFA World Cup. The results clarify the contradiction in sport tourism theory, the unsustainable development and how to leverage on the existing advantages to make Russia an appealing tourist destination. Furthermore, the study demonstrates the trend of sport tourism policy, which is primarily focused on technical advancement and tourist satisfaction to ensure the process of participating in and enjoying sport events is not disturbed. From there, the author suggests that all stakeholders at the local, regional, and national levels collaborate and assist each other in order to make sport tourism policies comprehensive and beneficial to Russian tourism in the most effective way. Aside from that, policymakers must constantly monitor changes and new trends in sport tourism, particularly in terms of technology or tourist safety, and any breakthroughs or innovation should be promoted in both the research and development phase in each policy.

© 2023 International Hospitality Research Centre. All rights reserved

---

## Chapter 1: Introduction

### 1.1 Background information

According to UNWTO (2020), over many years, tourism has become one of the fastest-growing industries in the world experiencing remarkable development and the importance as a key factor in economic boost. With the occupation up to 10% of GDP in 2019 and worth almost \$ 9 trillion and by 2028 it is predicted to support 400 million

jobs globally, tourism increasingly asserted its position by the continuous innovation, diversification and fierce competition between destinations (Constantin et al. 2020). Realizing the potential of sport tourism, many countries are ready to organize sports events partly to contribute to the development of the attractiveness of a destination.

Sport and tourism are associated and complementary since sport tourism is currently accepted to be the quickest developing sector

within the tourism industry giving no indication of easing back down (Parker, 2019). An ever increasing number of sightseers are keen on sport activities during their excursions (Tourism Economics, 2019). UNWTO (2020) points out that the diversification from the scale to the organizational purpose of sport tourism attempting to attract travelers as participants or spectators, moreover, destinations want to be distinguished by providing a unique experience and local flavor. Therefore, several countries have identified sports tourism as a major catalyst for tourism development if they successfully leveraged the benefits of being a host country. More than just organizing sport events, it offers host countries potentially something a lot more extensive, including openings for destinations to raise its character as a sport objective, and to accomplish broad worldwide acknowledgment.

In 2010, Russia was given the right to host the most fascinating and attractive sporting event worldwide. With the preparation within 8 years, Russia has become the host country for the FIFA World Cup 2018. Davies (2018) states that it is the first occasion when that Russia will host World Cup and, having supposedly spent more than \$14 billion on facilitating the tournament, however, there are many conflicting opinions that it is wasteful, there are also opinions that are appropriate and necessary in return for the long-term benefits from organizing sport events, one of which is tourism development policies. In addition, in 2019, the main task of the Ministry of Economic Development and the Federal Agency for Tourism of Russia is the entire growth of both domestic and international tourism (OECD Tourism Statistics, 2019). Their objective is to do this through encouraging the production and marketing of high-quality tourism products that are competitive in both local and worldwide markets. The key national policy targets through 2020 are: providing related infrastructure and transportation, facilitating visa regimes, promoting and increasing the exposure of the tourism sector. Meanwhile, all of these goals are tied to sport tourism since it is clearly a type of tourist product, relating to the volume and character of demand; so, the host countries want to enhance the overall tourism development policy, they must modify each type of tourism, one of which is sport tourism. Due to the ongoing Ukraine issue, the cancellation of major sport events scheduled in Russia would provide strong barriers for worldwide visitors to visit this year and perhaps beyond (Global data, 2022). Thus, the author defines at the moment it can be a challenge for government and tourism planners to improve or renew the tourism policy, however, it is also a chance to acknowledge and critically evaluate the following stages.

## 1.2 Rationale

There has been a great amount of research done on the impact of hosting sporting events on tourism development in general (Ehsani et al, 2012; Boonsiritomachai and Phonthanukitithaworn, 2019; Jönsson, 2014). These research papers mostly mentioned the relationship between sport tourism and economy, social culture and environment aspects in both negative and positive ways. Thus, the study of how sports tourism affects tourism development policies is still limited. Radicchi (2013) agrees that host countries should engage in the use of strategic local tourism development policy to improve a site's entrance, tourist attraction. One of the main goals of tourism policy setting is to ensure and protect effective standardization of the respective tourism industry processes and practices for which the policy is implemented, aiming for sustainability and an overall increase in the performance of tourism products. Moreover, fitting utilization resources of the environmental and human resources should happen thanks to the implementation of a tourism policy (AGC, 2015). Therefore, changing or developing tourism policies must be carefully monitored and controlled. The aim of this study is to take the first step to help governments, tourism planners in host countries have an accurate view and awareness of the general situation of tourism policy before and after organizing a sporting event in order to show off certain successes that the host country has achieved, while also directing appropriate and effective tourism strategies for the future.

## 1.3 Aim & Objectives

The aim of this research paper is to investigate the impact of sport tourism on the host country's tourism development policies.

To achieve the aim, followed objectives will be considered:

- To analyze the significant challenges and issues in Russia sport tourism that need to be solved
- To evaluate the importance of sport tourism policies in the development of the Russia tourism industry
- To assess the host country's change in its destination image after the Worldcup sport event

## Chapter 2: Literature Review

### 2.1 Introduction

This chapter will be divided into two main parts with theoretical background and review of existing research since it both contributed to the clarification and further explanation to the topic. The first part will highlight the definitions, concepts, theories related to the sport tourism, tourism planning and policy cycle to help readers comprehend this segment in the most straightforward manner. Furthermore, the author investigates the differences of viewpoints on various researchers' hypotheses. In terms of sport tourism and tourism planning theories, it provides the basic understanding and justifications about the limitation of the theories itself. Besides that, the policy cycle is a simplified framework that describes how policies can be created, adopted, and evaluated. The second part is to reconsider the empirical research as an important factor to foundation of the following steps with the development of tourism policies when countries host the sport events.

### 2.2 Theoretical Background

#### 2.2.1 Sport tourism

Since the mid-1990s consideration has been progressively given to sport tourism from both sport and tourism industries and from academic fields. Thanks to the conference of Recreation and Sport in 1987, the electronic diary named the Journal of Sport Tourism in 1993 and seven expert books were published, particularly significant advances in the investigation of sport tourism were accumulated (Garmise, 1987). The general purpose of these sports tourism-related foundations is to highlight the importance and legalize sports tourism as a topic that should be given special attention from both researchers and scholars. Traveling to take part or watch sport as being too familiar, moreover, by taking advantage of the benefits that sport tourism offers, governments of many countries have carried out campaigns to achieve greater success. According to Hinch and Higham (2001), because sport tourism fits into a relatively new field of academic research, some articles are originally devoted to discussion and arguing about 'what is sport tourism?'. Eventually, it was concluded with the agreement that sport tourism encompasses two types, an active and a passive type, notwithstanding, Redmond (1991) proposed that in line with a pattern in sport tourism seems to have a third form, that about nostalgia. Therefore, Gibson (2005) recommended that sport tourism could be characterized as 'relaxation based travel that takes people incidentally outside of their home networks to

take part in physical activities (Active Sport Tourism), to watch physical activities (Event Sport Tourism), or to love attractions related with physical activities (Nostalgia Sport Tourism). An in-depth review of Gibson's (1998) pointed out the gaps in the sport tourism area by not only did she give dissenting ideas and critical examinations of existing literature, she also highlighted the need for better inter-agency coordination at the policy level, multi-research methods, and more cooperation between tourism and sport-centered institutions within the academic environment.

A classification system has been created to help sport tourism is confirmed to offer the experience of physical activity in a particular context. (Standeven and De Knop, 1999, p. 63), however, a limitation of their typology is that it tends to see each sport as a unified individual even though many variations inside may exist within a sport. Thus, Faulkner et al. (1998) keep away from this constraint by arranging sports tourism regarding motivational, behavioral, and competitive dimensions. Every one of these dimensions is introduced as a continuum and individual sports are demonstrated as being a part of an area instead of being addressed as a solitary point on every continuum. To reinforce and enhance the theoretical basis of sport tourism, we should take two steps: first, engage and explore the theories, perspectives and research lenses that have not been carefully applied in sport tourism and secondly, engage in critics and find gaps in used theories (Ramshaw and Wright, 2017). At first glance, applying unfamiliar research lenses and hypotheses to sport tourism research can be difficult, however, if one problem is evaluated under different perspectives, it could bring more in-depth assessments, for example, serious recreation and sport tourism or authenticity and sport tourism, might not only offer new viewpoints and scientific insights into sport tourism, but they could also help us apply used theories in a new ways. Second, nothing is definitive, but searching information from prior studies may be helpful in tracing the distance and missing part that happened between these hypotheses.

#### 2.2.2 Tourism planning

Tourism planning refers to the overall phase of deploying growth objectives and putting in place a comprehensive tourism infrastructure (Zhang & Lin, 2004). The current work focuses on the origins and continuing evolution of tourism planning in relation to the larger field of planning theory. Tourism planning, in general, will optimize the benefits of tourism for local communities and economies while also promoting resource conservation (Ampong, 2018; Gibson, 2009). Furthermore, successful

tourism planning will aid in coping with the sector's negative effects, including environmental and community impacts (Almeida, Costa, & da Silva, 2017; Bianchi, 2018; Lew, 2017). Researchers' participation in the evolution of tourism planning is shaped by a number of general issues by questioning themselves "Is the tourism planning hypothesis developing similarly to the planning hypothesis?". In addition, are planning theories and tourism planning theories affected by the external aspects and academic disciplines? The scientists and researchers try to address these sorts of inquiries by giving an overview phases of planning theory and identifying tourism-related efforts in the broader context. Dredge and Jamal (2015) suggest that the fields of urban and regional planning shaped the evolution of tourism planning and development in one of the few studies to discuss the roots and factors influencing tourism planning. According to some reports, tourism planning arose from a desire to expand business opportunities (Bianchi, 2018; Goeldner & Ritchie, 2009; Lohmann & Netto, 2016). According to this viewpoint, planning is the most important method for maximizing long-term benefit for travel companies (Bianchi, 2018; Gibson, 2009). Most tourism planning with a business orientation, it may be argued, has been project-oriented and geared toward a development growth paradigm that fails to adapt to social problems and transition (Lew, 2017).

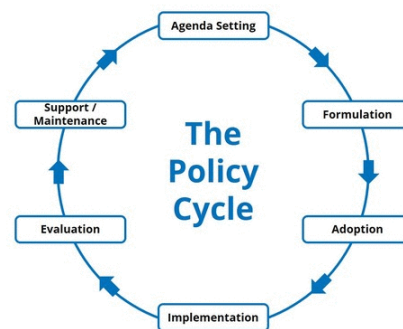
Inskip (1991), Hall (2008), and Goeldner and Ritchie (2009) all agree that, prior to the 1990s, the progress of tourism theory based on fundamental concepts, models, and planning techniques was limited. Costa (2001) proposed at the turn of the century that the growth of tourism planning had not kept pace with the advancement of the real phenomenon and had been slow, so that planning theory did not contribute much to the progress of tourism research. Therefore, the influence of tourism planning has received no attention from academics or even neglect.

Tourism planning for a destination to renovate or become a new tourist attraction requires consent between stakeholders, some of whom can always see change as a threat if the process is not considered thoroughly and carefully. On the other hand, if the tourism planning approach works well, countries would have the opportunity to open their doors to the world, show their history, traditions, technological, other accomplishments, and establish their destination identity. However, developing a proper strategy that would work well for tourism planning is a challenging task since the tourism planning implementation strategy is a large and complicated document that must be planned using scientific methods. Tourism planning has a

close relationship with strategic planning since it is a part of the tourism planning process. For example, executives may consider a variety of options before deciding on a course of action and determining how to strategically execute it. Finally, a company's management will, ideally, agree to a plan that is most likely to achieve good outcomes and that can be implemented in a cost-effective way with a high chance of effectiveness while minimizing excessive financial risk (CFI, 2018). As a result, it is certain that the strategic plan method involves preparation and goal setting on tourism planning in order to achieve the defined destination objectives.

### 2.2.3 Policy cycle theory

Tourism policy is generally regarded as an essential component of a country's overall economic strategy. It is a public strategy aimed at



**Figure 1:** The Policy Cycle

achieving specific goals for the travel industry developed at the civil, state, or federal levels. The policy cycle hypothesis is linked to the tourism sector, which American political scholar Harold Lasswell studied and improved (1998). Many experts have argued that the cycle itself gives a sense of reasonableness through intuition that it is the idealization process that explains how policies should be drafted, implemented and evaluated. According to Stone et al. (2001), "a policy cycle is a straightforward viewpoint on arrangement of distinct sequential stages, with each stage informing the next in a coherent manner, whereby the last stage drives right back to the first stage, demonstrating that the strategy cycle is never-ending."

Stone et al. (2001) distinguished six phases inside the policy cycle hypothesis; agenda setting while recognizing issues that require government consideration or choosing which issues merit the most consideration and characterizing the idea of the issue, policy formulation stage when setting destinations or distinguishing the expense and assessing the impact of arrangements, legitimation stage implies guaranteeing that the

picked strategy instruments have backing can include one or a blend of: administrative endorsement, chief approval, etc., ..., implementation stage while building up or utilizing an association to take responsibility for execution, guaranteeing that the association has the assets, (for example, staffing, cash and lawful power) to do as such, and settling on sure that approach choices are completed as arranged, evaluation stage while surveying the degree to which the arrangement was fruitful or the strategy choice was the right one and final stage: policy maintenance, succession or termination happens while considering if the approach ought to be proceeded, adjusted or ended. The cycle is useful from a variety of perspectives because it is simple and understandable. There is also a broad range of major examinations (and primary discussions) in light of the investigation in particular stages to do with policymaking review. However, the phases approach is not currently central to planning considerations, partly because it does not help simplify what it portrays and partly because it oversimplifies a complex world.

### *2.3 Empirical research*

#### *2.3.1 Recreation, tourism, sustainability*

According to Tribe (2011), "recreation can be defined as the pursuit of leisure activities during one's spare time" with the origin comes from the Latin word "recreatio". Recreation, in particular, refers to the actions and behaviors of individuals who make productive and personally pleasurable use of their leisure time (McIntosh and Goeldner, 1990). Parks, sporting fields, and other services, according to Burkart and Medlik (1981), have the same functions as providers of local outdoor recreation. As a result, recreation is being intimately connected with the maturing fields of tourism and sport, and recognizing these connections is critical for the effectiveness of tourism policy planners or leisure service managers (McClean, Hurd and Rogers, 2008). Güneş (2016) conducted research on Turkish national parks, which exhibit the biological diversity of a small continent with the primary objective is to find out the relation between recreation and tourism policies in order to develop the existing policies for protecting natural biodiversity and supporting sustainable environmental processes. Recreational experiences, according to Lee, Jan, and Huang (2015), positively impact tourist satisfaction and loyalty intentions, as well as their environmental behavior, since their distribution is mostly concentrated in major tourism destinations in ecologically sensitive areas. Furthermore, the cause of the substantial loss of biodiversity due to unsustainable pressures development and improper policies. Güneş identified difficulties

and challenges in policy formulation as well as protection of Turkish national parks, while also proposing concrete steps and adding necessary elements to the process of improvement of current policies.

According to Güneş (2016), all of the above negative points highlight the importance of tourism being properly prepared and controlled. This necessitates governments developing and implementing specific strategies for sector regulation and management in collaboration with all tourism stakeholders. As a result, protected areas must be maintained by effective agencies operating within a supportive policy and legal context, as well as by qualified personnel with the adequate technological and management qualifications. A fundamental requirement of the tourism industry, however, is that it adopts the values of sustainable tourism and embark on achieving sustainable development goals. Sustainable tourism should not be considered a separate part of tourism because it is about more than just monitoring and managing the industry's negative impacts; it is also about benefiting local people, both economically and socially, and raising consciousness and respect for environmental protection. Policies and actions must aim to strengthen the benefits and minimize the costs of investing.

Another approach proposed is that nature-protection-oriented policy priorities and the use of resources in accordance with nature should be required for all relations between the natural world and tourism-recreation. Ecotourism operations can be further integrated into the protected area development plan. Interpretation, educational programs, and local knowledge should all be prioritized. In a case study, Kuvan et al. (2014) discovered that ecotourism practices help to raise local people's awareness of environmental conservation carried out in the management of forest areas used for ecotourism and recreation in Turkey. In this sense, the primary goals of this analysis are to clarify the core features of Turkey's forest resources used for ecotourism and recreation by using a quantitative approach with a survey of about 50 regular tourists in various Turkey's forests. The findings revealed that tourists prefer ecotourism activities that make them feel more environmentally conscious and connected to nature. Tucker (2016) has emphasized the importance of developing local people's potential in areas such as product creation, industry awareness, and marketing. As a result, it could be possible to expand Turkey's ecotourism capacity. Future analysis and maintenance activities evaluating the management effectiveness of national parks in comparison to the country's other protected areas, on the other hand, are needed as a key to

highlighting challenges and promoting improved management policies and practices.

### *2.3.2 Destination attractiveness*

Destination attractiveness has been extensively studied and promoted as a core term for academics and policymakers to better appreciate tourists' behavior and choices, as well as their perceived destination picture (Chen & Hsu, 2000). In this context, destination attractiveness can be described as "the relative value of individual benefits and the destination's perceived capacity to offer individual benefits." (Mayo & Jarvis, 1981) It also enables them to determine destination competitiveness or quantify tourism policy in relation to the needs of visitors (Enright & Newton, 2005; Mihali, 2000). Sebastian et al (2009) have conducted research in Zimbabwe - a country located in the southern part of Africa. The country used to grow fast in the tourism sector from 1980 but witnessed the significant decline of tourist arrival recently, therefore, it was important to investigate the country's attractiveness as a tourist destination and recognize the main predictors of this attractiveness. As a result, destination administrators and policymakers may prioritize resources and assess or enhance current tourism policies. A self-completion questionnaire was used to gather data from 300 visitors, the majority of whom were foreign visitors; a small number of Zimbabweans were also included. The following factors were postulated to affect the popularity of tourist destinations in a survey instrument: destination attractions, destination support services, and people-related factors. Since there is no standard collection of items that evaluate destination attractiveness, the items used in this analysis were taken from previous studies on destination attractiveness and image (Ferrario, 1979). As a result, destination attractions are the primary determinants of destination attractiveness. The incremental contribution of supporting services and people-related variables to attraction contribution is comparatively minimal (19 percent and 25 percent, respectively). People-related factors contribute more than supporting services, meaning that visitors value people-related factors more than supporting services in shaping a destination's attractiveness. The findings may be very interesting to tourism managers and marketers. The study describes destination qualities that should be created and promoted in order to make a destination more appealing to visitors. The thesis is the first to empirically investigate the contribution of each category to the attractiveness of a destination. Furthermore, policymakers have the opportunity to renew or improve tourism policies based on actual statistics, so they may put a particular focus on carefully staging,

supervising, and maintaining destination attractions not just for the duration of their stay but also in the future by demonstrating to visitors that destinations are aiming for proper policies of their concerns.

### *2.4 Primary research focus*

The main purpose of this study is to investigate the impact of sport tourism on the host country's tourism development policies. Sport tourism is a major component of global tourism and has evolved into a highly competitive niche market not only beneficial for participants but also host countries (Karpuz, 2018). However, in order to accomplish certain goals in the successful management of a sporting event, the host country must acknowledge a variety of considerations, one of which is tourism policies. Thereby, this research followed by a case study of the 2018 FIFA World Cup in Russia with in-depth analysis of how tourism policies are developed after the event with three main reasons. To begin with Thomas (2018) has stated that Russia has budgeted up to \$13.2 billion for World Cup preparations, making it the most costly World Cup in terms of monetary investment, so the author wants to evaluate if these expenditures are relatively related for the contribution to the development of tourism policies. In fact, one of these expenditures is marketing campaigns known as a part of tourism policies, so spending millions on marketing campaigns makes sense for many countries, for instance: Tourism Ireland found a return of 10 percent for its television and online advertising, according to a WTTC report (2018). Second, the author wants to give assessments and reflections from the perspective of host countries on what they have done on tourism policies to attract tourists as well as maintain the harmony between the uniqueness of sport events and the national cultural identity of their own country. Lastly, since the 2018 FIFA World Cup is the most recent world cup to date, the data and knowledge in this study would be very critical, helpful and supportive for the next host nation, allowing them to review and plan thoroughly for the forthcoming sporting events. In general, the author hopes to assist in its upcoming development with tourism policies for the host country organizing sport events or either tourism policy field or sport tourism field with this study.

### *2.5 Conclusion*

To sum it up, the theories applicable to the study's aim and previous findings have been explored in the literature review. The author proposes that sustainable elements must be addressed in every aspect of tourism policies not only in terms of recreation. This form of tourism considers all

aspects of its present and future economic, social, and environmental effects. It not only visits a location as a tourist, but also has a positive impact on the local area (Sadrina, 2019).

Furthermore, as policymakers or the government restructure policies, the appeal of the destination should be taken into account that may opens up doors for tourism marketers and DMOs to affect tourists' cognitive assessments by appealing destination tools. However, despite all of the supporting hypotheses and empirical evidence, the primary research paper focuses on the effect of sport tourism on the development of tourism policies from the perspective of host countries in a case analysis of the Fifa World Cup 2018 in Russia.

### **Chapter 3: Methodology**

#### *3.1 Introduction*

The aim of this research paper is to investigate the impact of sport tourism on the host country's tourism development policies: the case of the 2018 Fifa World Cup 2018 in Russia

To achieve the aim, followed objectives will be considered:

- To analyze the significant challenges and issues in Russia sport tourism that need to be solved
- To evaluate the importance of sport tourism policies in the development of the Russia tourism industry
- To assess the host country's change in its destination image after the Worldcup sport event

#### *3.2 Research approach*

According to David (2000), research methodology is the explicit methods or strategies used to define, collect, and interpret facts about a field in order for the reader to objectively assess the general validity and reliability of a sample. Hence, the three most popular methods of conducting research are quantitative, qualitative, and mixed methods have been widely used (Carrie, 2007). Given the facts and concerns raised in this research so far, the author decided to choose qualitative research methods for this paper. As Creswell (1994) stated that, qualitative analysis is a holistic technique that entails discovery, which is often designed in a way that reveals the behavior and perceptions of a target audience in relation to a specific subject. As a result, the qualitative approach is the most powerful tool for evaluating and comprehending universes' motivations, attitudes, meanings, and values that cannot be quantifiably evaluated (Maxwell, 2013). The author hopes to receive

constructive, detailed, and cost-effective responses from the parties involved, which is one of the features of this approach. Furthermore, the results of qualitative approaches are more precise, and inferences can be derived very quickly from the data gathered, which greatly assists the author in obtaining and reviewing responses (Carrie, 2007). In general, the qualitative approach is completely appropriate and highly effective in this paper's methodology section, especially when it has been widely implemented for exploring tourism academic fields that mostly focus on the cultural and social sciences, such as anthropology and sociology.

#### *3.3 Sampling*

According to Showkat and Parveen (2017), sampling is the method of choosing a subset of a population to provide data for an analysis. Thus, the qualitative analysis sampling tool used for this paper is non-probability sampling, which means that each member of the population does not have a fair chance of being chosen (Yara, 2008). Non-probability sampling is used where the researcher wants to choose participants selectively. Hence, the author would only focus on purposive sampling which one of the methods is classified as non-probability sampling that a researcher uses his or her own discretion in selecting members of the population to engage in the sample (John, 2018). The study is based on the host country perspective, therefore, about 10 policymakers will be interviewed must be working under Russia's government or their contribution beneficial to the country either being organization or individual having at least 7 years experience with special skill and knowledge representing mastery in tourism policies field. By doing expert sampling, they may provide different views, different issues in the recognition and development of tourism policies after organizing the Fifa World Cup 2018 in their country which author felt fit for the aim of the study.

#### *3.4 Data collection*

Data collection is one of the most critical stages in research because it is the method of collecting and evaluating information on variables of interest in a structured manner that allows one to address specific research questions (Syed, 2019). Based on the study's intent, the current research will be arranged as in-depth interviews (semi-structured) that will be conducted face-to-face, with the interviewer personally communicating with the respondents in conjunction with the prepared questionnaire. The author is interested in not just the factual facts and evaluations of the respondents, but also the attitudes, interests, and other information that emerges during the interview with the respondent. Thus, face-to-face

interview approaches ensure the accuracy of the data gathered while increasing the response rate (Syed, 2019). As a result, the author decided to use both audio and visual recording because recorded interviews enable the interviewee and interviewer to establish and cultivate a stronger relationship and rapport during the procedures, resulting in the interviewee sharing more accurate and in-depth details (Mary, 2008). Furthermore, all interviewees' information will be kept confidential, and the interview will take place in a secure and convenient location depending on interviewee's priorities.

### *3.5 Data analysis*

Gibson (2012) emphasized that the 'success' of a research study is heavily dependent on data analysis, because researchers are not only creating something intriguing and preferably significant in respect to the substantive topic, but they are also attempting findings to relate such discoveries to an academic or professional sector. Thus, there are a variety of qualitative data analyses based on the researchers' desired targets to discover the rationale that influenced the major findings (Bengtsson, 2016). Thematic analysis has been implemented for an objective view and the most in-depth data as the semi-structured interviews will be conducted. As Braun and Clarke (2006) explain the phases of thematic analysis as allowing for a systematic process of viewing as well as analyzing qualitative information utilizing "coding." Thus, the author needs to establish a theme or consensus among the participants to obtain the most accurate data based on common talking points, opinions, and statements. After being themed, the author is looking for are connected to justification of the impact of sport tourism of Fifa World Cup 2018 in Russia, such as "effective" or "wasteful" to conclude the overall impact on the development tourism policies.

### *3.6 Trustworthiness*

The degree of confidence in data, interpretation, and practices followed to assure the quality of a research is referred to as the study's trustworthiness or rigor (Pilot & Beck, 2014). As a result, three ways will be employed to meet the requirement for trustworthiness: audit trails, member checking, and triangulation. According to Lynne (2016), audit trails are an in-depth technique to demonstrate that the results are based on the participants' narratives and entail transparently documenting how you obtained and evaluated the data. Member checking, often referred to as participant or respondent validation, is a technique for investigating the trustworthiness of results (Lynne, 2016). Participants are given data or outcomes to assess

for correctness and relevance with their own experiences. Furthermore, triangulation is a strategy for analyzing the outcomes of the same study utilizing diverse data gathering methods to improve validity and to investigate various approaches to understanding a research problem (Andrea, 2020). Overall, the author claims that the benefits of adopting these three techniques may cover as many parts as possible, therefore boosting the article's logic and morality.

### *3.7 Transferability*

The degree to which the findings of qualitative research may be generalized or transferred to different contexts or settings is referred to as transferability (Lonny, 2020).

The author believes that this research is highly transferable since it covers both current background knowledge and appropriate theory for a topic that investigates sport tourism. However, while some of the analyses are in-depth and exclusive to the case study of Russia's Fifa World Cup 2018, others academics, tourist planners, and policymakers must measure and consider carefully if they might be applicable to their studies. Moreover, it can assist individuals, locals, and future World Cup organizers gain a broad understanding of what the FIFA World Cup has to offer them in a variety of ways. The author will clearly define the research context and its essential belief and it is the next individual obligation to determine whether the transfer is warranted.

### *3.8 Ethical issues*

According to Kabir et al., (2016), there are some relevant ethical reasons to consider in study, such as trust, common principles, and human rights, which can contribute to mutual communication and collaboration with respondents. Therefore, informed consent is an ethical and legal prerequisite for human-participant study (Lokesh et al., 2013). Thus, the author would require participants to sign a consent form which includes a statement of agreement to participate, a statement about confidentiality, anonymity and confirmation that there is no obligation to take part. It is beneficial for both sides since everything is clear and no obligation occurs. The second problem may be bias, which is described as any pattern or variation from the reality in data collection, data analysis, interpretation, and publication that may lead to incorrect conclusions (Anna, 2012). Bias can happen deliberately or unconsciously. To avoid that, the author will have to consider the arguments in the most thorough and careful way, receiving it from different viewpoints to reach the most objective view. Moreover, it is the responsibility of all interested



parties (authors and participants) in the study process to ensure that only credible and impartial research performed in a highly ethical and knowledgeable manner is published.

### 3.9 Limitations

According to Connelly (2013), limits are vital to highlight in any research study since they are flaws that lead to the consequence of a lack of resources, a limited sample size, poor technique, etc. As a result, authors should highlight research limitations, explain their significance and how they were mitigated, and propose how they could be addressed in the future (Price & Judy, 2004). Limitations should not be overstated because they occur in every inquiry; yet, the author highlights prejudice as one of the most significant limitations. Bias can arise at any stage of the research process, including study design and data collecting, as well as data analysis and publishing (Christopher, 2010). Specifically, from the selection process of experts to the analysis of their responses after the interview. Because the author sometimes attempts to choose experts at random but does not realize that they have selected those who support the development of tourist policy for the FIFA World Cup and conversely. It results in a one-sided answer without any criticism or acknowledgement for the opposite dimension; also, the answer after being studied becomes deceptive and lacks credibility. Since this study is expected to be utilized by the government as a report, it has a considerable psychological influence on the interview process, even if the participants are aware that their names would be kept confidential. Furthermore, the author might not perceive everything since there are still invisible impacts of the Fifa World Cup that remain causing tourism, such as structures and infrastructure. As a result, evaluation is just relevant to the present. Finally, the author's expertise is limited, which may be problematic when it directly affects the flow as well as the concepts. It may also determine that the essay will only go in one way due to the author's lack of competence. Thus, the author always seeks the contributions and perspectives of readers and specialists in order to create a research with a multi-dimensional viewpoint.

## Chapter 4: Discussion

### 4.1 Introduction

Aniket (2021) proposed that new tournaments are being conducted in current venues to draw more spectators, and new venues are being built for existing events to draw more spectators, in order to increase the reach and popularity of sports. Thus, in order to reach certain goals, the process of identifying potential and competent host

nations must be carefully assessed. Therefore, the author will identify the three main objectives of this study utilizing data gathered from secondary research together with assumptions and considering that no primary study has been done, to look at how sport tourism impacts the host countries on the development tourism policy.

### 4.2 To analyze the significant challenges and issues in Russia sport tourism that need to be solved

Due to the fact that sport tourism is a multifaceted phenomenon with an international dimension, it is inevitable that this kind of tourism will have specific challenges and issues (Patrick, 2021). Logically, these issues need to be addressed before any changes or developments are being implemented. Sports tourism events have been held in the nation for decades, yet according to Lilian (et al, 2021), difficulties remain that have restricted the industry's expansion. Therefore, these unknown problems may have the possibilities to occur in the upcoming host nations or hosted countries.

As Standeven and De Knop (1999) point out the contradiction in the theory itself that sport tourism is often seen as single individuals but not as a complete entity. This restriction, seen in the context of how the majority of scholars and decision-makers view sport tourism, may represent a difficulty for sport tourism in general and for Russia's tourist government in particular to adhere to. This is quite likely the beginning of a misconception when host nations began to plan their own strategy for sport events. In fact, Russia has spent more than \$14 billion on facilitating the tournament, a large sum of money to invest in order to generate profits from hosting the 2018 Fifa world cup (Davies, 2018). The issue here may be how effective such investment is given that the planners and planners themselves still have a limited perspective on sport tourism. Therefore, a fundamental problem arises from the inconsistency in how sport tourism is even perceived and assessed.

In the recreational context which involves tourism and sport, the correlation of how these two fields are connected and all aim for creating customer satisfaction, retention and long-term benefit are explained by Güneş (2016), as evidenced also in the empirical study. The issue here, as Güneş suggests, is that host or destination countries may somehow undertake the planning process even when lacking sustainable growth. Russia, perceived as a developed country being a host for one of the biggest sport events in the world, could be a pattern for other host countries on how they utilize both nature and man-made infrastructure, resource without harming the needs of people and place in order to create

mutual benefits. Therefore, having sustainable development may take stakeholders and tourism policy makers into account while preparing for sporting events.

From the viewpoint of academics and policymakers, Chen & Hsu (2000) suggested that they may improve the planning process and associated policies based on how tourists identified the attractiveness of a place. From there, it is possible to understand the demands and needs of tourists. With a significant amount of wealthy human and natural resources, Russia is completely able to transform the mission of how to turn already-existing advantages into strengths that boost destination appeal, which may be the third difficulty. Russia may find it challenging to fulfill both of its objectives, but once done so, it will not only reap the rewards but also be able to promote and build their branding image.

On the other hand, the Russian government's efforts and results in organizing the 2018 Fifa World Cup, which has received significant international acclaim, cannot be disputed. However, the national tourist board, tourism planners, and policy makers must concentrate on learning and evaluating things first by cultivating more knowledge and having discussions together about sport tourism. Then there are external elements based on various historical and cultural contexts, which may be used to identify challenges and issues that require resolution, some of which may be the issues stated above.

#### *4.3 To evaluate the importance of sport tourism policies in the development of the Russia tourism industry*

Because the main task of the Ministry of Economic Development and the Tourism Agency of the Russian Federation is to evenly develop all types of tourism to generate revenue and become a strong point in the country's image, one of them is sport tourism (OECD Tourism Statistics, 2019). Therefore, sports tourism policies all have important, arguably pivotal influences not only in the sports tourism industry but also in the entire Russian tourism industry. Based on Harold Lasswell's (1988) theory of policy cycle hypothesis, it can be seen that all policies are enacted before undergoing a technical review process with the participation of stakeholders. Without exception, each policy of the Russian sports tourism industry might be discussed between organizations from local to state level and all other sectors in order to meet the interests of the general development of the industry.

However, whether the policy is acceptable or inappropriate in a developed nation like Russia, there may be those who disagree or even

aggressively reject. It can be difficult for Russian policymakers and specialists to enact a policy that satisfies everyone. Furthermore, all major policies must be adjusted up to date in light of Russia's economic situation and basic principles. Another significant factor might be the overall status of the Russian tourism industry, as measured by the degree of tourism investment or financing generated by the government. Following that, sports tourism policies must be released considering the modification such as infrastructure modernization or lowering sports participation prices due to the general situation. In conclusion, when sport tourism is chosen as the spearhead industry, Russia's sports tourism policies can affect the growth of the tourist sector. More significantly, each policy may almost certainly be implemented and altered in response to the expansion of the Russian tourism sector. Furthermore, organizations and people should not be impulsive in assessing the appropriateness of a policy without observing in the later development process.

#### *4.4 To assess the host country's change in its destination image after the Worldcup sport event*

In order for organizing a World Cup event to become one of the factors to evaluate the Russia tourism industry, first of all, it should be considered as a strength to enhance the attractiveness of destination image. It can also determine the competitiveness of destinations and quantify sport tourism policies in relation to visitor needs (Mayo & Jarvis, 1981). Using the 2018 FIFA World Cup Russia as an example, people frequently look at the initial results to judge the event's success when they realize the profitability and well-known by everyone. That may be a temporary perception of destination image unless dissenting opinion occurred when the expenditure and budget were published, leading individuals to conclude the event itself was wasteful and useless. As a result, the Fifa World Cup has a direct impact on the perception of tourist locations as well as creating perceptions or assumptions about Russia's image.

To summarize, there will be no obvious change in Russia's image following the World Cup because each tourist's perspective are distinct and varying by time. Russia's image will not be determined as positive or negative until the assessment process is done and the effects of the Fifa World Cup are accurately measured. However, in general, people tend to build up perception on a sporting event without considering the long-term outcomes by belief and tangible achievement to assert their judgements of destination image.

#### *4.5. Conclusion*

In summary, evaluating the mentioned objectives generated additional questions for deeper inquiry and understanding. It is believed that considerable challenges continue to exist in Russia sport tourism, which has a direct impact on the growth of the tourism industry. Likewise, the management and accomplishment of sporting events may be used to assess the state of tourism and its potential for expansion. Leveraging sport tourism to boost destination competitiveness is a proper idea for host countries looking to improve their identity. Furthermore, if Russia can completely modify and assess the entire Fifa World Cup 2018 process, it may be a great model for the future host nation in terms of preparation, implementation, and evaluation.

## **Chapter 5: Conclusion and Recommendations**

### *5.1 Conclusion*

The purpose of this research paper is to examine the impact of sport tourism on the host country's tourism development policies, particularly the 2018 FIFA World Cup in Russia. To accomplish the objective, this research has highlighted the main obstacles and issues in Russia sport tourism, with assistance from sport tourism theory itself, the unsustainable development and how to leverage on the existing advantages to make Russia an appealing tourist destination. A minor modification in sport tourism strategy nowadays tends to be focused on tourist satisfaction when participating in sports activities, one of which is that technological advances enable cost-transfer, engender new business opportunities, enhance service delivery, and improve user experience. Changes based on high-tech solutions are considered as vital, in addition, the rise of e-sport shows how new forms of sport are entirely based on technology internet improvements and are creating huge events with both live and online audiences. Aside from that, tourist safety also is becoming highly significant to guarantee that the process of participating and enjoying sport events is not disrupted. As a result, security and restriction policies have been enhanced and given more priority. Furthermore, the research demonstrates that the outcome of the World Cup's organization has a significant impact on the perception of Russia's image by individuals and organizations at both domestic and international levels, despite perceptions tend to change over time as facts are gradually revealed through the evaluation process.

With the help of the BCG matrix for the product life cycle, Russia's sport tourism scenario is in its maturity phases, with several constraints and problems. Since the BCG matrix is a portfolio management framework, it should be employed

when Russia runs different types in different markets or different areas within the tourism industry. Thus, sport tourism is described as a Star position, with both strong development potential due to high sport-travel demand and a large market share in Russia's tourist sector overall. It can also be seen as a challenge and a starting point for subsequent sporting events. Thus, it is important for Russia policymakers to constantly pay attention to the issues and challenges that are not only in the past, present but also potentially impacting the growth process, and also have in-depth awareness of the tourism policies field.

As a result, in order to effectively manage all phases of planning, implementation, and evaluation, stakeholders involved in Russia sport tourism must devote time to research, analyze, and pay any regard to residents' and tourists' perspectives when they are the ones who clearly comprehend, profit from, and suffer long-term consequences to contribute to enhancing objectivity and thoroughness when recognizing concerns. Considering ground-breaking ideas to organise and change policies that correspond to different contexts can lead to risk-taking. However, it also represents the decisiveness of policy makers in the analysis process for feasibility and suitability to minimise organisational costs yet in a logical way.

### *5.2 Recommendations*

Having more further research on this topic would be greatly appreciated by the author, as it is never enough to further examine topics. Because the primary goal of this study is to investigate the impact of sport tourism on tourism development policies from the perspective of host nations, other researchers should carefully select appropriate viewpoints and assumptions if the relevant essay is evaluated by tourist or any organization's view. Furthermore, any creativity and improvement in the methodology section and theoretical background are encouraged to ensure that the topic may be enlarged and explored. For example, instead of conducting interviews with ten specialists from local government to state level working under The Russia Federal Agency for Tourism, the author suggests that others might broaden the interviewees by including locals - people who observe and comprehend most when their daily lives are associated with sport events. This may increase both the certainty and the subjectivity of the host countries' perspective. Also, whenever a new discovery or invention occurs, the policy cycle theory could be replaced by others that are explicitly tied to sport tourism policy rather than tourism in general. As a result, other scholars may take it into account

in order to find out more about how sport policy sequences are generated.

The author suggests using more widely applicable frameworks, such as the BCG matrix, to identify the current position of sport tourism in order to establish the most appropriate policies based on the industry's level of development potential and relevance. Besides, the Ansoff matrix may be used to assist in identifying items and assess whether to expand or diversify product offerings in sport tourism. Both paradigms deliver insights, effectiveness based on research rather than sentiment. Furthermore, both provide policymakers with more analytical tools to ensure the accuracy and reasonableness of each policy. Additionally, Russia's sports future remains extremely broad and prospective, since it promotes smooth texture throughout industries. As a result, all departments at the local, regional, and national levels should communicate and cooperate together to design the most suitable strategies. Particularly, Russia's sport tourism also must employ advanced approaches, technologies to attract and fulfil the needs of tourists while minimizing effects on both people and the environment.

## References

- Almeida, J. Costa, C. Silva, F (2017) A framework for conflict analysis in spatial planning for tourism. *Tourism Management Perspectives*, p. 94-106. [Accessed 19 March 2021].
- Andrea, J (2020) *International Encyclopedia of Human Geography*. 2nd ed. Elsevier. [Accessed 19 September 2022].
- Aniket (2021) *Sport Tourism Market by product*. 1st ed. CG Travel & Luxury. [Accessed 19 September 2022].
- Anna (2012) *Ethics in Qualitative Research: Controversies and Contexts*. 1st ed. SAGE. [Accessed 19 September 2022].
- Ampong, A. (2018) Historical trajectories of tourism development policies and planning in Ghana. *Tourism Planning and Development*, p. 1957-2017. [Accessed 19 March 2021].
- ASC (2015) The Crucial Role of a Tourism Policy in Enhancing Tourism Activity within the Region. Available from <http://www.acs-aec.org/index.php?q=press-center/releases/2015/the-crucial-role-of-a-tourism-policy-in-enhancing-tourism-activity-within>. [Accessed 17 February 2021].
- Bhat, Adi. (2018) *Qualitative Research: Definition, Types, Methods and Examples*. Questionpro. Available from: <https://www.questionpro.com/blog/qualitative-research-methods/>. [Accessed 05 May 2021].
- Bianchi, R. (2018) The political economy of tourism development: A critical review. *Annals of Tourism Research*, p. 88-102. [Accessed 19 March 2021].
- Boonsiritomachan & Phonthanukitithaworn. (2019) Residents' support for sports events tourism development in beach city: The Role of Community's Participation and Tourism Impacts." *SAGE Open*, vol. 9, no. 2. [Accessed 24 April 2021].
- Brian, D. (2003) The Role of Quantitative and Qualitative Research in Industrial Studies of Tourism. *International Journal of Tourism Research* 5, p97-111. [Accessed 07 May 2021].
- Carina, R. (2014) *Qualitative research, tourism*. [Accessed 05 May 2021].
- Carrie, W. (2007) *Research Methods*. *Journal of Business & Economic Research*: Volume 5, Number 3. [Accessed 05 May 2021].
- Chen, J. S., & Hsu, C. H. C. (2000). Measurement of Korean tourists' perceived images of overseas destinations. *Journal of Travel Research*, 38(4), p411-416. [Accessed 06 May 2021].
- Christopher, J (2010) Identifying and Avoiding Bias in Research. *PMCID* 126(2): 619–625. [Accessed 06 October 2022].
- Constantin, M., Saxon, S., Yu, J. (2020) Reimagining the \$9 trillion tourism economy—what will it take?. McKinsey&Company. Available from: <https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/reimagining-the-9-trillion-tourism-economy-what-will-it-take#>. [Accessed 17 February 2021].
- Constantin, M., Saxon, S., Yu, J. (2020) Reimagining the \$9 trillion tourism economy—what will it take?. McKinsey&Company. Available from: <https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/reimagining-the-9-trillion-tourism-economy-what-will-it-take#> [Accessed 17 February 2021].
- Cook Bryan . (2018). Are you recording this? -the Case for Audio Recording of Interviews. Available from: <https://cdn.ymaws.com/www.awi.org/resource/collection/10D407F9-FB41-42D6-BEF0-9C506A8CAC20/Are%20you%20recording%20>

- this%20(Paper)%20clean%20-%20Bryan%20C.pdf. [Accessed 10 May 2021].
- Costa, C. (2001) An emerging tourism planning paradigm? A comparative analysis between town and tourism planning. *International Journal of Tourism Research*, 3,p. 425-441. [Accessed 19 March 2021].
- Davies, T. (2018) Trends & Insights 2018 FIFA World Cup: seizing the tourism opportunity. Partner Hub. Available from: <https://partner.booking.com/en-gb/click-magazine/2018-fifa-world-cup-seizing-tourism-opportunity>. [Accessed 17 February 2021].
- Davies, T. (2018) Trends & Insights 2018 FIFA World Cup: seizing the tourism opportunity. Partner Hub. Available from: <https://partner.booking.com/en-gb/click-magazine/2018-fifa-world-cup-seizing-tourism-opportunity> [Accessed 17 February 2021].
- Dredge, D. Jamal, T. (2015) Progress in tourism planning and policy: A post-structural perspective on knowledge production. *Tourism Management*, p285-297. [Accessed 19 March 2021].
- Ehsani et al. (2012) The impact of hosting sporting events on sport tourism development: a case study. *International Journal of Research in Business and Social Science*. Vol. 1 No.1. [Accessed 23 April 2021].
- Ehsani, M. Sogdel, H. Heidary, A. Jamshida, A. (2012) The Impact of Hosting Sporting Events on Sport Tourism Development: A Case Study. *International Journal of Research in Business and Social Science*, 1 (1), 39-44. [Accessed 17 February 2021].
- Ehsani, M. Sogdel, H. Heidary, A. Jamshida, A. (2012) The Impact of Hosting Sporting Events on Sport Tourism Development: A Case Study. *International Journal of Research in Business and Social Science*, 1 (1), 39-44. [Accessed 17 February 2021].
- Enright, M. J., & Newton, J. (2005). Determinants of tourism destination competitiveness in Asia Pacific: comprehensiveness and universality. *Journal of Travel Research*, 43(4), p339-350. [Accessed 06 May 2021].
- Fahey, Mark. (2016) "How much do countries spend to get you to show up?" CNBC. Available from: [www.cnbc.com/2016/09/29/tourism-how-much-do-countries-spend-to-attract-tourists.html](http://www.cnbc.com/2016/09/29/tourism-how-much-do-countries-spend-to-attract-tourists.html). [Accessed 23 April 2021].
- Faulkner, B et al. (1998) Leveraging Tourism Benefits from the Sydney 2000 Olympics. *Sport Management: Opportunities and Change*, Fourth Annual Conference, Sports Management Association of Australia and New Zealand. [Accessed 23 April 2021].
- Ferrario, F. (1979). The evaluation of tourist resources: An applied research (part 2). *Journal of Travel Research*, 17(4), 24–30. [Accessed 06 May 2021].
- Gibson, C (2009) Geographies of tourism: Critical research on capitalism and local livelihoods. *Progress in Human Geography*, 33 (4) (2009), pp. 527-534. [Accessed 19 March 2021].
- Gibson, Heather J (1998) Sport Tourism: A Critical Analysis of Research. *Sport Management Review*, vol. 1, no. 1, p. 45–76. [Accessed 24 April 2021].
- Gibson, Heather J. (2005) Sport Tourism: Concepts and Theories. *An Introduction, Sport in Society*, 8:2, p133-141. [Accessed 23 April 2021].
- Global Sports Tourism Market (2020) Growing government support for Sports Tourism is driving growth (202-2024). *GlobeNewswire News Room*. Available from: [www.globenewswire.com/news-release/2020/10/14/2108383/0/en/Global-Sports-Tourism-Market-2020-to-2024-Growing-Government-Support-for-Sports-Tourism-is-Driving-Growth.html#:~:text=The%20sports%20tourism%20market%20is](http://www.globenewswire.com/news-release/2020/10/14/2108383/0/en/Global-Sports-Tourism-Market-2020-to-2024-Growing-Government-Support-for-Sports-Tourism-is-Driving-Growth.html#:~:text=The%20sports%20tourism%20market%20is). [Accessed 26 April 2021].
- Goeldner, C. Ritchie, R (2009) *Tourism principles, practices, philosophies*. John Wiley & Sons: New Jersey. [Accessed 19 March 2021].
- Günes, S.G. (2019). Recreation and Tourism in National Parks: The Case of Turkey. 6.th International Multidisciplinary Studies Congress, 26-27 Nisan 2019, Gaziantep, p361-381. [Accessed 06 May 2021].
- Hall, C (2008) *Tourism planning: Policies, processes and relationships*. Pearson Education. [Accessed 19 March 2021].
- Higham, J (1998). Commentary - Sport as an Avenue of Tourism Development: An Analysis of the Positive and Negative Impacts of Sport Tourism. *Current Issues in Tourism*, vol. 2, no.2. [Accessed 26 April 2021].
- Inskeep, E. (1991) *Tourism planning: An integrated and sustainable development approach*. Van Nostrand Reinhold, New York. [Accessed 19 March 2021].

- Kabir, S. (2016) *Methods of Data Collection, Basic Guidelines for Research: An Introductory Approach for All Disciplines*. Available at: <https://www.researchgate.com> [Accessed 24 April 2020].
- Kerryn, W (2020) *Qualitative Data Analysis Methods* 101. Gradcoach. Available at: <https://gradcoach.com/qualitative-data-analysis-methods/> [Accessed on 20 August 2022].
- Kuvan et al. (2018) Management of forest areas used for ecotourism and recreation in Turkey *Forestist* 2018, 68(2): p114-121. [Accessed 06 May 2021].
- Laerd (2017). *Purposive sampling*. Laerd Dissertation. Available from: <https://dissertation.laerd.com/purposive-sampling.php#expert>. [Accessed 05 May 2021].
- Lee, TH., Jan, FH. & Huang, G.W. (2015) The influence of recreation experiences on environmentally responsible behavior: the case of Liuku Island, Taiwan. *Journal of Sustainable Tourism*, 23:6, p947-967. [Accessed 06 May 2021].
- Lew, A. (2017) Tourism planning and place making: Place-making or placemaking? *Tourism Geographies*, p448-466. [Accessed 19 March 2021].
- Lohmann, G. Netto, A (2016) *Tourism theory: Concepts, models and systems*. CABI, Wallingford Oxon. [Accessed 19 March 2021].
- Lonny (2020) What is transferability in qualitative research?. My Dissertation coach. Available from: <https://mydissertation.coach/q-and-a/what-is-transferability-in-qualitative-research> [Accessed 20 August 2022].
- Lokesh et al., (2013) Informed consent: Issues and challenges. *J Adv Pharm Technol Res*, 4(3):p 134-140. [Accessed 20 August 2022].
- Lynne, M (2016) Trustworthiness in qualitative research. *MedSurg Nursing*: Vol 25, Issue 6 [Accessed 10 September 2022].
- Mayo, E. J., & Jarvis, L. P. (1981). *The psychology of leisure travel. Effective marketing and selling of travel services*. Boston, MA: CBI Publishing Company. [Accessed 06 May 2021].
- McLean, D.D., Hurd, A.R. and Rogers, N.B. (2008) *Recreation and Leisure in Modern Society*. 8th edition, Sudbury: Jones and Barlett Publishers, 397 pp. [Accessed 06 May 2021].
- Mihalič, T. (2000). Environmental management of a tourist destination: A factor of tourism competitiveness. *Tourism Management*, 21(1), p65-78. [Accessed 06 May 2021].
- Musmade, et al. (2013). Informed consent: Issues and Challenges. *Journal of Advanced Pharmaceutical Technology & Research*, vol. 4, no. 3, 2013, p. 134. [Accessed 07 May 2021].
- Mwije, S. (2013) The policy notion: the policy cycle, its usefulness, and criticism. P. 1-20. [Accessed 26 April 2021].
- Parker, R. (2019) The Remarkable Growth Of Sport Tourism. *Human Kinetics*. Available from: <https://humankinetics.me/2019/04/04/the-remarkable-growth-of-sport-tourism/>. [Accessed 17 February 2021].
- Pilot & Beck (2014) The Use of Triangulation in Qualitative Research, 41(5), p 545-547 [Accessed 10 September 2022].
- Price, James H & Judy Murnan (2004) Research Limitations and the Necessity of Reporting Them. *American Journal of Health Education*, 35,p 66-67. [Accessed 10 September 2022]
- Radicchi, T. (2013). *OECD Tourism Trends and Policies 2012 Evaluating Tourism Policies and Programmes*. [Accessed 24 April 2021].
- Redmond, G. (1991) Changing Styles of Sports Tourism: Industry/Consumer Interactions in Canada, the USA and Europe', in M. Sinclair and M. Stabler (eds). *The Tourism Industry: An International Analysis* (Wallingford: CAB International), pp.107-210. [Accessed 23 April 2021].
- Research and Intelligence Team (2016). *Ethical issues in research*. Available from: <https://www.kirklees.gov.uk/involve/document/EthicalIssues.pdf>. [Accessed 07 May 2021].
- Sandrina, F. (2019) Why is sustainable tourism so important. *The Wise Travellers*. Available from: [www.thewisetravellers.com/inspiring-blog/why-is-sustainable-tourism-so-important/](http://www.thewisetravellers.com/inspiring-blog/why-is-sustainable-tourism-so-important/) [Accessed 26 April 2021].
- Sebastian, V. (2009). *Tourism Destination Attractiveness: Attractions, Facilities, and People as Predictors*. *Tourism Analysis*, Vol. 14, p 621-636 [Accessed 06 May 2021].
- Standevan and De Knop . (1999) *Sport Tourism: A Framework for Research*. *International Journal of Tourism Research*, 3, p45-58 [Accessed 23 April 2021].
- Stone, H et al. (2001) *Policy Paradox: The Art of Political Decision Making* 3rd edition (Norton) [Accessed 19 March 2021].

Thompson, T. (2018) The FIFA World Cup 2018: A cost breakdown. SpringTide. Available from: [www.springtideprocurement.com/blog/2018/fifa-worldcup2018/](http://www.springtideprocurement.com/blog/2018/fifa-worldcup2018/) [Accessed 24 April 2021].

Tourism Economics (2019) Sports Tourism: State of the Industry Report. [Accessed 17 February 2021].

Tribe, J. (2011) The economics of recreation, leisure and tourism. Amsterdam: Elsevier [Accessed 20 April 2021].

UNWTO (2021) Tourism – an economic and social phenomenon. Available from: <https://www.unwto.org/why-tourism> [Accessed 17 February 2021].

UNWTO (2021) Tourism – an economic and social phenomenon. Available from: <https://www.unwto.org/why-tourism> [Accessed 17 February 2021].

Zhang & Lin (2004). Tourism Planning. The SAGE International Encyclopedia of Travel and Tourism [Accessed 19 March 2021].