



**FINAL DEGREE PROYECT**

**TITLE:**

**The contribution of Sports to Tourism and Economy throughout the history of Spain.**

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## **1. INTRODUCTION:**

This paper will consist on the impact the world of sport has done throughout the history and economy in the country of Spain, this topic will mention important events throughout the history of Spain like the Olympics of Barcelona, the world cup in 1982 & other kind of events but mainly the impact the sport has in our country and why it has this impact. Spain has a rich history in sports and tourism, and the two have been closely connected for many decades. From the ancient Roman amphitheaters to modern-day football stadiums, sports have played a significant role in Spain's economy, tourism and culture. Here is the index of the contribution of sports to tourism and economy throughout the history of Spain.

### **1.1 Research Aims and Hypotheses.**

The primary aim of this paper is to examine and analyze the historical contribution of sports to tourism and the economy of the country of Spain, specifically the study aims to investigate the evolution of sports in Spain and its impact on the tourism industry, to examine the role of sports infrastructure, government initiatives and stakeholder collaboration in enhancing the contribution of sports to tourism and the economy. Also we will explore the cultural and heritage aspects of sports tourism in Spain and their influence on overall visitor experience and in the final conclusion part to identify the challenge and the opportunities associated with sports tourism in Spain and propose recommendations for sustainable development.

As for the hypotheses that are been presented in this paper, we will see the development and promotion of sports tourism in Spain have led to a significant increase in tourist arrivals and expenditure over the past decades.

For the view of the above discussion, the following hypotheses are therefore proposed and will be contrasted by qualitative and quantitative procedures along the paper,

**H1:** Major sports events and tournaments have positive economic impact on tourism.

**H2:** Promoting cultural heritage in sports tourism enhances visitor experience but faces challenges.

**H3:** Adequate sports infrastructure boosts Spain's appeal as a sports tourism destination.

**H4:** Effective government policies and collaborations drive successful integration of sports and tourism.

### **1.2. Academic reasons for this study:**

The academic reasons for performing this study about how has the sports made an impact on the tourism and economy of Spain, are that many of the subjects that have been thought throw out the degree have a lot of matters taking place with the history of tourism, all the economic factors and how it transcends into society, so for me it's an opportunity to transcend what I have learned and show the knowledge I have been acquiring throw out the years.

### **1.3 Personal reasons for this study.**

As a student of the Degree in Tourism, I found in this research an opportunity to put the theoretical knowledge into practice. In this way I could develop my academic skills, use the tools learned and brainstorm about my opinion and how all this matters affect in my society. Therefore, I did broaden my horizons in the area of the Tourism Industry by using my skills learned in the degree.

In addition, the selection of the sports industry as the case study motivated me since it is a mayor passion for me and one of our key references as an image to this country, so with this work there will be an explanation of why and how did sports contributed our country.

#### **1.4. Architecture of the paper.**

This paper is composed of eight main parts. The first section is the introduction, where the purpose of the project is shown and the point of view is made with its research, as well as the hypotheses.

The second part of the project is the theoretical framework, where it is explained the limitations of the tourism growth in general. Then, section three is a case study of the main focuses of tourism overcrowding and how they try to manage these challenges, focusing on Barcelona.

The fourth section is related to the methodology, the interviews made with three professionals of the sector, and the analysis of the survey carried out.

The part five is focused on the findings of the research, in where there was used qualitative and quantitative interpretation.

And to finish up, the last three parts are composed by the main conclusions ,references , findings and the bibliography and the appendix, in this final parts is were mainly the information offered and gathered shows were it has come from and its origin.

## **2 THEORETICAL FRAMEWORK:**

### **2.1. Introduction to the theoretical frame work.**

The theoretical framework is the studying of the relationship between the sports, history and the economy of Spain involves drawing upon various concepts which will be talked about, theories and perspectives to analyze the complex dynamics and various interconnections between these domains between the factors mentioned before in relation with the country of Spain in which we will talk about it.

### **2.1.1. Purpose and significance of the theoretical framework:**

The purpose of the theoretical framework in a research project is to provide a conceptual framework and a set of guiding principle that inform the case of the study and its final resolution. It also serves as a roadmap for understanding the knowledge and the relationships between concepts and theories relevant to the research topics , here are the key purposes of the theoretical frame work:

The theoretical framework helps establish a conceptual understanding of the research topic by defining key concepts, variables and terms. Contextualizing the research situates the research within a broader context.

### **2.1.2. Overview of the key concepts of Sports tourism.**

The sports tourism is a specialized form of tourism that revolves around all sports related events activities and experiences. It also involves groups and individuals traveling to different destinations to engage in or spectate all kind of sports related events, participate in sports activities, visit sports related attractions and immerse themselves in the sporting culture of a particular region ( Delphy .2003)

In this case the economy of Spain has a lot of incoming for this sector, we have a lot of cultural history related to main sport events and in some cases but mainly football is part of the culture of Spain, after many studies and research here are the main fundamental key concepts related to sports tourism related to Spain.

The main one as we have said before are the sports events which are the central component of sports tourism, these events attract participants and spectators from various locations, stimulating tourism and generating economic activity in the host destination. (Beeton, S. (2006))The sports tourism product encompasses a wide range of offerings , including the events and facilities like for example the stadiums but mainly the product that benefits the most is the hotel industry which benefits because of the travelers , athletes and all kinds of people related to the events, which lead us to the sport Spector ship which are the significant aspect of sports tourism , individuals or groups that attend sports events as spectators, that

seek entertainment, excitement and the opportunity to witness elite athletes competing.

But mainly the two most important factors related to our country are the sports destination image and the economic impact which in fact are related because of our good image as a country, the image plays a crucial role in attracting sport tourists, this can help attract more public and can make a significant economic impact on host destinations. It generates revenue through visitors spending on accommodation, but mainly it generates employment opportunities, stimulates business development and contributes to the national economy.

## **2.2. Sports Tourism: Conceptual understanding from a country's point of view.**

Sports tourism from a country point of view refers to the phenomenon of attracting all kind of travelers and visitors to a specific country through any kind of sports events activities, experiences and events (Allan, G., Dunlop, S., y Swales, K. (2007)). It involves leveraging a country's sporting culture, facilities and events to stimulate tourism boost the national economy and elevate the destinations image, so countries with a strong sporting culture and heritage can capitalize on their unique traditions, sports achievements and iconic athletes to attract sports tourist. (Ramírez Hernández, O. I (2014)) The country's history, passion for sports and sporting traditions contribute to its appeal as a sports tourism destination.

### **2.2.1. Definition and characteristics of sports tourism:**

Sport tourism is defined as a form of tourism that revolves around the pursuit of sports related activities, events and experiences wherein individuals or groups of people travel to different destinations with the primary purpose of engaging in or spectating sports related events or activities.

Sports tourism combines the elements of sport, travel and tourism creating a unique and dedicated niche with the broader tourism industry.

### **2.2.2. Relationship between sports and tourism and how it affects the Spanish economy.**

As I have made my research, overall, the relationship between sports and tourism in Spain has a positive impact on the economy; it generates revenue, employment opportunities and investment for many



companies, while also promoting Spain as an attractive destination for sports enthusiasts and travelers alike. The combination of sports and tourism helps diversify the economy and contributes to the sustainable growth of the tourism sector. Here's how sports and tourism are interrelated and how they affect the Spanish economy:

Sports events are activities that are attractions for tourist, Spain's hosting of international sporting events, such as the Barcelona Olympics in 1992. The FIFA world cup in 1982 or the Spanish Grand prix in Formula 1 draws a substantial number of visitors from around the world, so the attraction of visitors is a fundamental factor in the relationship between tourism and economy, because these visitors contribute to the economy by spending on accommodation, dining, transportation, and other tourism related activities. (Gammon, S. y Robinson, T. (2003))

The increased tourism demand is another factor that relates both aspects because sports enthusiasts and fans often plan trips to witness their favorite teams or athletes, so this makes an increased demand for travels to Spain generates revenue and employment opportunities within the tourism sector.

Accommodation & hospitality industry and the local business & job creations are the two main benefited party's in which the economy is more benefited from the tourism, this is because sports tourism stimulates the accommodation and hospitality industry in Spain, which also generates jobs in a big scale, even though this events are temporary but at the same time they are intense, the quantity of money that incomes make a huge impact in the local economy, so as we have mentioned before the time is limited but this kind of events help to extend the tourism season, these events held during the offseason or traditionally slower tourism periods can attract visitors and stimulate economic activity during times when tourism demand might be lower (Ritchie, 2019).

Finally sports tourism enhances the overall image and perception of Spain as a vibrant and dynamic destination, it showcases the country's passion for sports, cultural heritage and ability to host large scale events, thereby attracting a diverse range of tourists from all parts of the world so the good image and perception of Spain helps in matters of attraction for tourists.

### **2.2.3. Motivations and behaviors of sports tourists (types of sports tourists).**

To understand the motivation and the behaviors of sports tourists it helps the destination managers , event organizers and mainly the stakeholders and tourism companies to cater their specific needs and design a tailored experiences for them to enjoy , when we categorize the different types of sport tourists we can provide a range of offerings and create a memorable experience that align with their motivations and preferences (Latesa, M. y Paniza, J. (2006)), so here are the types of tourists related to sports:

- a) Event spectators, these kind of sports tourist travel primarily to attend and spectate sports events, they are thrill of witnessing live competitions, supporting their favorite teams or athletes and being part of an amazing atmosphere, mostly these types of tourist have wealth (in terms of economy) and can afford to go to this types of events and don't make any kind of trouble , they just enjoy the view of a great atmosphere (obviously this is a generic opinion based on many researches).
- b) Active participants , this type of tourists travel to actively participate in sports activities themselves, in this part I would like to address that in Spain we have a great active income of tourist that come to Spain to participate in sports events, in this case we have a great variety of sport events , here is a list:
  - Marathons (we have a great income of tourist that com to participate in the marathons of Madrid, Barcelona and Valencia).
  - Triathlons, Spain has a great tradition in this discipline.
  - Cycling races, Spain's diverse landscape and challenging terrains attract cycling enthusiasts, they come to Spain for road cycling, mountain biking and to conquer iconic routes like "Camino de Santiago".
  - Training camps (these involve any kind of sports)
  - Golf, Spain is renowned for its world class golf courses and resorts; in this case Spain has a great variety of golf tournaments like the "Andalucía Valderrama masters" and enjoy the luxurious amenities offered by golf resorts along the Costa del Sol or in regions of the CostaBrava.
- c) Sports enthusiasts, these sports tourist have a deep passion for a particular sport or sports culture, Spain is renowned for its passionate football culture and football fanatics travel to Spain to

experience the intensity of Spanish football first hand, in this type of tourism, there has to be a lot of improvement, as a (generic matter obviously) there is a fanatics that goes beyond the respect. many groups or individuals come to Spain (like for example hooligans) and don't respect the local laws , there has been many actions taken by Spanish government and the tourist sector to prevent this for happening, this kind of behavior won't be tolerated and events like this are to welcome only the fans that respect the place being.

- d) Sports family vacationers and sport wellness are two types of sport tourists that are very much related, both incorporate sports and activities and events into their vacation plans and also combines sports activities with wellness and relaxation. Spain as it has said before has a great infrastructure and facilities that give a great image for the tourist to come and enjoy at the same time they enjoy the sports event to make a clear example of both types of tourists, normally these types of tourists are the family and friends that are related to the athletes, they come and enjoy the event but as well they enjoy the part of travelling, the staying and its joys that are not sport wise related.
- e) Sports pilgrims travel to destinations that hold a great cultural and historical value in the world of sports, these kind of tourists visit places associated with iconic sporting events or historical milestones, as for example the fans of football visit the Camp Nou stadium in Barcelona but mainly the Santiago Bernabeu in Madrid (which is the fourth most visited place visited by tourist in Spain).

After many studies have been made, it is exactly 4,6% of the trips made by the tourists related to sport , were done by the local Spanish people in Spain and only 1,6 was done by international tourists in 2022. “This low numbers were a consequence of the Covid that made limitations on the tourism sector”.

Gammon and Robson (1997) also debate that for them ‘sport tourism consists in individuals or groups that participate in an active or in a passive way in sport competitions outside their usual residence’. Which I think it's the best definition for sport tourism.

### 2.3 The historical significance and legacy of sports in Spain.

The historical significance and legacy of sports in Spain encompasses a wide range of sports and events, each one contributing to the nation's sporting and making part of the heritage and cultural identity. From traditional sports to global spectacles like the Olympics and major success in football, tennis, motorsports and basketball, sports in Spain have left an indelible mark on the country's history and continue to shape its present day sporting landscape, Gibson, H. (2012). Sport tourism: A critical analysis of research. Sport Management Review. Here is a classification of the main sports that have made an important historical significance in Spain.

- a) The sport of football (soccer) holds an immense popularity and has a significant historical impact on Spain. The sports introduction in the late 19<sup>th</sup> century played a crucial role in shaping modern Spanish society. Football clubs like FC Barcelona, Real Madrid and Atletico de Madrid gained prominence and became symbols of regional and national identity for Spaniards it's like "a religion". Spain's national football team achieved international success winning the UEFA European championship in 1964, 2008 and 2012 but most importantly the FIFA world cup in South Africa in 2010. (Briedenhann, J. (2011))
- b) Basketball has a strong tradition in Spain and has enjoyed success at both the national and international levels. The Spanish national basketball team has won numerous medals in mayor competitions, including the Olympic Games and the FIBA basketball world cup. Spanish basketball players like Pau Gasol or Juan Carlos Navarro have the biggest names in Spanish basketball, they have achieved great success in both domestic and international leagues, and the national Spanish league is the most viewed one after the NBA.
- c) Tennis has produced exceptional tennis players, the main image of Spanish tennis is Rafael Nadal, also Spain has a great variety of tennis infrastructures, and finally Madrid has the tournament of "Mutua Madrid Open" that hosts the biggest names in tennis and celebrity's from all around come to enjoy.
- d) Motor sports (Formula 1 & motor race) have made a big impact in Spain and has given a great image for the lovers of motor sports, the country has produced talented drivers in Formula 1 such as Fernando Alonso and Carlos Sainz JR who have achieved remarkable success on the international stage (Añó, V., Calabuig, F., y Parra, D. (2012)). Spanish motorsports events including the Gran Prix (Barcelona) and the Moto GP of Jerez and Valencia races attract large

audiences and contributed to the sporting legacy of the country.

The historical significance and legacy of sports in Spain are deeply intertwined with the country's culture, identity and social fabric, sports its part of the Spanish culture and part of the brand image of our country. (MCUD | Anuario de Estadísticas Deportivas 2023 | Turismo vinculado al deporte).

### **2.3.3 The Economic impact of sports tourism in Spain.**

the economic impact of sports in tourism in Spain showcases the interplay between sports, tourism, and the broader economy. by leveraging Spain's sports offerings, hosting events and attracting sports tourists, the country benefits from increased tourism expenditure, job creation, infrastructure development, and business opportunities, ultimately bolstering its overall economic growth and prosperity and job increasing. The growth of tourism in the past recent years has positioned Spain as one of the tourist favorite destinations and leveled its economy (Ateljevic, 2020).

The economic impact of sports in tourism in Spain is significant and plays a crucial role in the country's economy. The key aspects highlighting the economic impact of sports in tourism in Spain. Sports tourism creates employment opportunities in Spain, the hosting of sports events, maintainers of sport facilities and provision of related services require a workforce. This includes event organizers, hotel staff, transportation providers, tour guides, hospitality personnel and other many supporting roles Aref, F. (2010). The sports tourism industry contributes to job creation and income operation. as we have said before tourism increases the wealth of the infrastructure development, hosting these sport events often requires the development or enhancement of sport facilities, stadiums, arenas and training centers. This has an important positive impact on the construction industry and related sectors, which leads to increased construction activities, job opportunities and economic wealth (Hinch, T. 2018). Sport tourism infrastructure development. Channel View Publications.

The last data that I have found in my research is that from the ministry of culture and sports of Spain and the annual sports related statistics is that sports tourism generated 2,444 billion euros in Spain in 2018, 10% up on the previous year and the expectation is to be higher this year, this type of tourism has

established its position as one of the main economic drives of the country.

The influx of sports tourists contributes to the revenue of the accommodation sector in Spain, hotels resorts and other lodging establishments experience increased occupancy rates and higher room rates during major sports events. GOODLIFE, TURISMO Y DEPORTE. (2020) So sport tourist visiting Spain spend a significant amount on various tourism related expenses, including accommodation, transportation, dining entertainment and tickets for the sports events, the estimation of the direct expenditure by sports tourists in Spain is estimated to be in the range of billions of euros annually.

### **2.3.1 Key economic indicators and measurements.**

These economic indicators and measurements can provide valuable insights into the economic impact and performance of the tourism sector, they help policy makers and business and researchers assess the significance of tourism and develop strategies for its sustainable development, these measurements were used for many of the subjects in the degree.

- a) Gross Domestic Product (GDP) is a measure of the total value of goods and services produced within a country's borders, so as for tourism the GDP includes the direct and indirect contributions of the tourism related activities, it measures the overall economic output generated by the tourism sector.
- b) The analysis of employment and job creation, in the tourism sector is a significant source of employment, so the employment indicators measure the number of jobs directly and indirectly created by the tourism sector. This globes jobs in hotels, restaurants, transportation, travel agencies, tour operators and the other related industries.
- c) The tourism saturation rate measures the extent to which tourism activities dominate an economy; it compares the size of the tourism sector to the overall economy to provide insights into the dependence of an economy on tourism.
- d) The tax revenue is another measurement for an economic indicator, this includes taxes such as value added tax (VAT), hotels taxes, airports taxes and other tourism-related levies, and this helps the government coffers.

- e) RevPar (Revenue per Available Room) is a metric commonly used in the hotel industry, it measures the average revenue generated per available room in a hotel.
- f) The percentage of the visitor arrivals in a country, this refers to the number of tourists or visitors who arrive in a destination within a specific time period.
- g) Tourism balance of payments is that the difference between a country's tourism receipts (income from international visitors) and tourism expenditures, expenditure by domestic residents traveling abroad, indicates the net inflow or outflow of tourism- related funds and helps providing insights into the trade balance of the tourism sector.

So these economic indicators and measurements help policymakers, business and researchers assess the economic performance, sustainability and competitiveness of the GDP (and all its variations) employment, revenue generation and overall economic development.

### **2.3.2 Multiplier effect and value chain analysis.**

The multiplier effect and the value chain analysis are two important concepts in understanding the economic impact and interdependences within the tourism economy so we will define them and explore each concept in more detail:

- The multiplier effect refers to the amplification of initial spending within an economy as it circulates through different sectors, in the context of the tourism economy, when tourists spend money on accommodation, dining, transportation, attractions and other tourism related activities, this expenditure has a ripple effect on the economy, the money spent by tourist doesn't just benefit the directly associated sectors but has indirect and induced effects on their industries.
- Value chain analysis is a framework used to understand the sequence of activities and stakeholders involved in delivering a product or service, in the context of the tourism economy, value chain analysis helps identify and examine their different stages and actors within the tourism industry and their contributions to the overall value creation process.

By understanding and applying the concepts of multiplier effect and value chain analysis stakeholders can

gain a deeper understanding of economic dynamics and interdependencies within the tourism economy, these concepts help highlight the broader impact of tourism on an economy, well as opportunities for value creation and collaboration among industry participants.

#### **2.4 Main Sports events and mega events in Spain.**

These are the most important sport events and mega events that have been hosted in Spain; each event has had a significant impact on tourism, local economies and promotion of Spain as a sports tourism destination.

- a) In matters of football, Spain has hosted the FIFA world cup in 1982, with matches held in various cities across the country, the tournament brought international attention to Spain and boosted tourism and the local economy, also great champions league matches for Real Madrid and FC Barcelona have been disputed, also many champions league finals, but it may be as not important but la Liga which is the most followed league in Europe also hosts great matches. Spain has hosted as well the UEFA championship in 1964, 1984 and in 2021 co-hosted with other European countries.
- b) The Olympic Games were hosted by Spain in Barcelona in 1992; the event showcased the city's cultural heritage and revitalized its infrastructure, leaving a lasting legacy in terms of sports facilities and urban development.
- c) Formula 1 Spanish grand prix was hosted in Barcelona in Montello the event attracts motorsport enthusiasts and generates economic activity in the region, as well as the circuit of Jerez where the motor GP race is hosted and Valencia.
- d) Ironman Barcelona, the ironman Barcelona is a popular triathlon event held in Spain, it attracts athletes and spectators from around the world, providing a boost to the local tourism industry.
- e) As for tennis the Davis cup and the Fed cup finals are hosted in Spain which are premier international team tennis events, as for now one of the most popular tournaments in these sport is hold in Spain is the MUTUA Madrid open, these tournaments bring together to tennis players and fans from around the world, boosting tourism.



### 2.4.1 Role of Sports events in Spain.

Sports events have become an integral part of Spain's cultural fabric, with their impact extending beyond the sports arena, they contribute to the country's economy, tourism, industry social cohesion and overall sporting development, leaving a lasting legacy that benefits both the host communities and the nation as a whole SOLUNION (2020), here are the lists of the role of sports events in Spain based on my studies in my degree.

- a) Economic impact (socio cultural, economic and touristic)
- b) Social cohesion and community engagement
- c) Tourist promotion of the cities and the country
- d) Social cohesion and community engagement
- e) Sport development and legacy
- f) International reputation and diplomacy
- g) Promotion of sport athletes
- h) Infrastructure development (stadiums, camps and historic monuments)
- i) Social integration and bonding

The role of sports events in Spain extends beyond the immediate impact on the economy and tourism; they contribute to the country's identity, social cohesion and cultural enrichment, leaving a lasting legacy for the hosting cities and the entire nation.

### 2.4.2. Classification of Sports events (Regional and National).

Sports events in Spain can be classified into regional and national categories based on their scope and participation; here is a classification of sports events in Spain.

(Source: via national Spanish sports paper MARCA)

➤ Regional sports events in Spain:

- a) Regional championships, these events are organized at the regional level involve athletes, teams or clubs from specific regions within Spain, examples include the regional Catalonia regional basketball championship or the Basque country regional surfing championship
- b) Regional leagues, these are sports leagues conducted at the regional level, featuring teams from a particular region competing against each other, for example the Andalusia regional football league or the Galician regional basketball league.
- c) Regional tournaments, these kinds of tournaments are held within a specific region and attract participants from local clubs, schools or sports organizations, they could include events like the Madrid regional tennis tournament or the Valencia regional athletics tournament.

➤ National sports events:

- a) National championships, these events bring together athletes or teams from across Spain to compete for national titles in specific sports disciplines, examples may include the Spanish national championships or the Spanish national golf championship.
- b) National leagues are the top tier professional leagues encompassing teams from various regions in Spain , well known national leagues include La Liga (Spanish football league), ACB league (Spanish basketball league) and the ASOBAL league (Spanish handball league).
- c) National tournaments attract participants from different regions and also from other countries, sport clubs and organizations to compete against each other, they can be held in various sports, such as the Spanish national badminton tournament or the Spanish national table tennis tournament.
- d) Finally we have the national team events, these are the ones with the most public and followed, these generate the most economical income. These are competitions where national teams from Spain represent the country against other nations, for example include the Spanish national football team participating in the UEFA European championship or the national basketball team competing in the FIBA basketball world cup, or the national tennis Spanish

team competing in the world cup.

### **2.4.3 Impacts and legacies of mega sporting events in Spain.**

While the impacts and legacies of mega sporting events are generally positive, it is essential to ensure their sustainability and long term benefits, effective planning, legacy planning and community engagement are crucial in maximizing the positive impacts and minimizing potential negative consequences, such as cost overruns, environment impacts and social displacement.

Mega sporting events have brought substantial economic benefits to Spain, they attract a large influx of tourists leading to increase spending on accommodation, transportation, dining and shopping. Hosting mega sporting events necessitates the construction or renovation of sports facilities, stadiums, transportation networks and other supporting infrastructure, these investments influence the urban transformation which have triggered urban renewal and regeneration of the host cities like hotels, public spaces and transportation systems.

Hosting mega events related to sports provides a platform to showcase Spain as a premier tourist destination; the global media exposure and international attention generated by these events contribute to increased tourism interest and visitation. These events also inspire and encourage sports participation among the population, the excitement and spectacle of these events motivate individuals, particularly young people to engage in sports and physical activities. Mega sporting events bring people together, fostering a sense of community pride and unity; they provide opportunities for cultural exchange, celebrations and shared experiences. Hosting mega sporting events enhances Spain's expertise in event management and organization, the experience gained from successfully planning and executing these events can be leveraged for future events, conferences and international collaborations, Spain's reputation as a capable host for large scale events is reinforced, opening doors for the future opportunities.

### **2.5 The importance of destination image and branding.**

The importance of destination image and branding cannot be overstated in the realm of tourism and travel, a strong destination image and branding play a vital role in attracting tourists, their image of a destination and including its perceived identity, reputation and unique points all influence travelers decision making process. So an effective destination branding creates a competitive advantage in tourism market, it helps a destination stand out from other similar destinations and positions it as a desirable and distinctive option.

As many studies have showed destination branding shapes the perception of value associated with a destination , a strong brand can create a perception of high-quality services, memorable experiences and authenticity leading travelers to perceive the destination as a worthwhile and rewarding choice.

Destination branding brings together various stakeholders, including government authorities, tourism boards, community members and local business. This last part is associated with the fact that a well-established destination brand can serve as a buffer during times of a crisis or unfavorable events, when a destination has a very positive brand, it can help mitigate the negative impact of crises by maintaining trust and credibility. Destination branding instills a sense of pride and ownership among local communities, when residents feel connected to the destinations brand, the feel ambassadors promoting and preserving the local's destinations reputation.

In summary , the destination image and branding are essential for attracting tourists, creating a competitive advantage for the nation, shaping perceived value , managing crisis and attracting investment, a well-crafted and effectively communicated brand identify can have a far-reaching impacts on a destinations success and long term growth in the tourism industry

### **2.5.1 How has the Covid affected this sector in Spain?**

The Covid-19 pandemic has significantly disrupted the tourist sport sector in Spain, resulting in the cancellation of events, loss of revenue and challenges in sports training and its competitors. As the sector moves towards recovery, it will need to adapt to changing circumstances and implement strategies to restore confidence, attract visitors and ensure the safety and well-being of athletes, spectators and stakeholders, CNN Travel. (2018). so here are the main areas where Spain has been affected in the sports

tourism wise.

- a) The pandemic led to the cancellation or postponement of numerous sporting events in Spain, major tournaments, leagues, and championships were called off or rescheduled to mitigate the spread of the virus.
- b) The absence of sporting events and the decline in tourism caused a significant loss of revenue in the sport tourism sector, the tourism industry including accommodation providers, restaurants, transportation service and local business suffered from reduced visitor numbers and spending.
- c) Disruption of sports training and competitions made the country take a lockdown measures and disrupted sports training and competitions across Spain, athletes faced limitations on accessing training facilities, travel restrictions and social distancing protocols leading to the cancellation or postpone of matches, tournaments and the sport seasons
- d) Spain is a popular sports tourism destination, attracting visitors from around the world to its sporting events, training camps and facilities. The pandemic severely impacted sports tourism, this made travel restrictions and border closures so this made a decline in the number of sports tourists visiting the country( this had a negative impact on the revenue generated from sports-related tourism activities.)

As the situation gradually improves, there is a need for the sport tourism sector in Spain to adapt to the new normal, this may involve implementing health and safety protocols, exploring virtual event formats and utilizing the digital platforms for fan engagement and promotion of the events, both the sport national organization and the tourism authorities are collaborating to make improvements.

### **2.5.2. Marketing strategies for sports destinations**

As I have studied throw out my degree to effectively market sports destinations in Spain, it is essential to develop comprehensive marketing strategies that highlight the unique sports offerings and experiences available. So here are my main topics for the key marketing plans or strategies for sports destinations in Spain. ( the information gathered here is based on the class of marketing based on tourism)

First we have to define the unique selling points, the unique sports attributes and offerings of the destination such as the world class facilities, natural landscapes for outdoor sports, or a rich sporting heritage. Also the engage with sports influencers and athletes, this point gets very important with the years coming because of the importance of social media, collaboration with influential sports figures or sport celebrities can help the brand and the image of the country sports wise.

But the two main points here as we are talking about marketing , the main points to focus on are the sports events host strategy, which actively pursue opportunities to host major sports events, championships, or tournaments, highlight the destinations infrastructure, facilities and expertise in event management. Hosting high-profile events can create significant visibility and attract media attention for position the destination as a leading sports hostess. The other main point when we talk about the marketing, are the marketing campaigns which have the job of creating and image and selling the brand, tailor marketing campaigns to specific sports niches and target markets, these consider the interests and the preferences of different sports demographics, such as adventure sports enthusiasts, golfers, fans of any particular sport and the water sports (which have a lot of success in Spain in summer). These marketing companies craft targeted messaging and utilize appropriate channels to reach these segments affectively.

Now as a personal point of view, when we want to give an image, we want to give the best image as possible so for that we must follow a sustainable and responsible tourism, to emphasize the commitment to sustainable and responsible tourism practices within the sports destination. Very important to highlight eco- friendly initiatives, conservation efforts and the preservation of natural landscapes.

## **2.6 Spanish Government initiative and Policies.**

The Spanish government aims to position Spain as a leading sports tourism destination, attract international visitors and to stimulate economic growth in the sports and tourism sectors. By investing in infrastructure, promoting events and supporting the development of sports tourism the Spanish government plays a crucial role in facilitating the growth and sustainability of this sector in Spain.

The Spanish government has recognized the potential of its country sports wise and has implemented various initiatives and policies to support its development, here are some key government initiatives and policies on sports tourism (information based on the “Ministerio de la cultura y el deporte” official website).

- Sports tourism promotion
- Sustainable sports tourism
- Sports tourism research and data collection (based on the internet or social media like twitter, Tiktok or Instagram)
- Collaboration with regional and local authorities
- Infrastructure development (like for example the renovation of the Bernabeu, Camp Nou, the new stadium Wanda metropolitan and other main sports facilities.
- Sports event hosting strategy
- Sports training camp (the promotion for the younger ones )

### **2.6.1 Sport tourism promotion strategies.**

In this point we will just discuss the main points related to the main promotion strategies for a country to promote its image, in this case related to sports. In this case to get a better view of the topic we can say that sport tourism promotion strategies aim to attract visitors and enhance their experience by leveraging sports events, activities and its main destinations, here are some general strategies for the sport tourism promotion based on my studies in the degree of tourism:

- Targeted marketing, which identifies the specific target markets and segments within the sport tourism industry.
- The branding and positioning of the image that we want to reach to the public.
- The engaging with the main sports brands and sport organizations.
- Sport facilities and infrastructures ( which help the image and the brand giving a good economical image)

- Sport experiences and packages, with this we create a combination of sports activities with accommodation, dining, cultural excursions and other tourism offerings with developed itineraries.
- Digital and social media presence, with this we will give the main importance to the main social media as said before in many points, TikTok, Instagram and twitter. This will help showcasing sports activities and main events.
- Partnerships with the travel industry, this kind of collaborations with travel agencies, tour operators, airlines and accommodation provides to create sport tourism packages and bundles.
- Also I would like to remark that there is a monitoring and evolution that helps the control the effectiveness of sport tourism promotion and studies.

### **2.6.2 Financial support and incentives for sport tourism in Spain.**

The financial support and incentive measures aim to attract investment stimulate economic activity and enhance the competitiveness of Spain's sport tourism sector. By providing financial assistance and creating a favorable business environment, the government encourages the growth and sustainability of sport tourism, leading to increased visitor spending, job creation and overall economic benefits for the society. Zermenio, F. (2004). From an economic point of view, the Spanish government provides financial support and incentives to promote sport tourism in the country, the government offers grants and funding programs specifically designed to support sport tourism initiatives, these kind of programs provide financial assistance to event organizers, sport clubs and the tourism business, the funds that these kind of activities provide can be used for infrastructure development, marketing campaigns and event organization. When we talk for the economical point of view, the tax incentives that are provided by the government may encourage investment in sport tourism, this can include tax breaks or reductions for business involved in the sport tourism sector such as the industry of hotels, restaurants, sports facilities or event organizers, the tax plays an important such as the tax incentives can lower operating costs and incentivize private sector involvement in sport tourism development.

As I have done my research on this topic we can also say that the Spanish government may provide funding for training programs and initiatives aimed at developing a skilled workforce for the sport



tourism sector, this may include vocational training, the certifications or educational programs that enhance the capabilities of the professionals working in sport tourism-related roles, also the government may allocate funds for research and development initiatives in sport tourism. This can support studies, surveys and data collection to better understand the economic impact of sport tourism and identify market trends and inform policy decisions related to sport tourism development.

### **2.6.3 Most important Sports infrastructure and Facilities in Spain.**

Spain is the host of several important sports infrastructures, the main ones, are one of the most visited places of Spain and in Europe, we take a great importance of our infrastructures, so here is an elaborate list of the main sports facilities in Spain, associated with the main sports played in Spain. (Source via MARCA).

- a) Santiago Bernabeu stadium (Madrid) is the home of the best club in sports, Real Madrid; this stadium is an iconic sporting venue. It has a seating capacity of over 80000 spectators and has hosted numerous UEFA champions' league finals and international matches, also when the sport season is off, it hosts great concerts and festivals. It is the number one visited tourist location in Madrid and one of the top three in Spain
- b) Camp Nou Stadium (Barcelona), this stadium is the host of FC Barcelona which is the second biggest football club in Spain and one of the biggest ones in Europe. This stadium has a seating capacity of over 99000 seats, making it the largest stadium in Spain and in Europe, this stadium had a main importance in the Barcelona Olympics and has witness countless of memorable matches and hosted major international tournaments.
- c) The circuit of Barcelona- Catalunya (Barcelona), this motor racing circuit hosts the Spanish Grand Prix a prominent event on the formula one calendar. It also hosts motorsport events including MotoGP races, many people from around the world travel to see and enjoy tis races.
- d) The Rafael Nadal academy (Mallorca) even though it's a place that is not very much talked about, I think it's necessary to name this place. It was founded by tennis legend Rafael Nadal and it's a wonderful state of the art tennis training facility. It offers world class training programs and coaching for young new talents. The academy features top-quality tennis courts, fitness facilities

- and top accommodation for athlete's with a huge residence for fans to stay.
- e) The Valencia street circuit (Valencia) this street held the formula 1 European grand prix from 2008 to 2012, known for its challenging layout location.
  - f) The real club de polo Barcelona, this prestigious sports complex is renowned for its equestrian facilities, including show jumping and polo fields, it has hosted the main international equestrian events.
  - g) There are many football stadiums in Spain because of its football league, but there is a special mention I would like to take, the national Spanish team training ground the ciudad del football (Las Rozas, Madrid) and the Cartuja stadium in Seville which hosts many local matches or the recent final of the Copa del Rey , real Madrid versus Osasuna.

### **3 CASE STUDY, HISTORICAL EVENTS & ITS REPERCUSSIONS.**

#### **3.1. Barcelona 1992 Olympics Case study.**

The Barcelona Olympics marked a turning point for the city, transforming it into a modern, vibrant and globally recognized destination. The event showcased Spain's ability to host large scale international events and demonstrated the power of the Olympic to leave a positive long lasting legacy, for me this is the most important sport wise event in the history of Spain. The Barcelona Olympics officially known as the games of the XXV Olympiad were held in Barcelona from the 25 of July to the 9 of august in 1992.

The event marked a significant moment in the Olympic history leaving a wonderful legacy. So how these mayor events affect the city? The Barcelona Olympics played a crucial role in the urban transformation of the city, the event prompted a massive redevelopment and infrastructure improvements, this urban revitalization project helped to rejuvenate Barcelona and establish it as a leading global city. so this event showcased Barcelona's architectural prowess, with several iconic structures built for the event Kurtzman, J. (2005):. The most notable is the Olympic stadium designed by the architect Montseerat pujol and the site opening and closing ceremonies, as another standout is the Palau Sant Jordi which is an indoor arena designed by Arata Isozaki, known for its innovate roof structure. For that time Barcelona had the spotlight of the world in its shoulders so there were major improvements made.

As all the Olympics, there always has been an opening ceremony, this is the first introduction of the event and in this case the opening ceremony of the Barcelona Olympics is remembered for its artistic and cultural splendor, it featured a symbolic release of doves, the performance of traditional Catalan dances and the lighting of the cauldron by the Para Olympic archer Antonio Rebollo the ceremony celebrated Spain's rich history, culture and artistic heritage.

As a great sports fan as I found myself, I have seen that the main event in the Olympics were related with the sport of basketball, when these kind of event take place, the main attractions are no other than the athletes, in this event the main star is no other than the legend Michel Jordan and the dream team (which is said to be the best basketball team of all time) for the first time professional NBA players were allowed to participate in the Olympics, leading to the formation of an star American basketball team. The team included basketball legends such as Michel Jordan, magic Johnson, Larry Bird and Charles Barkley dominating The competition and winning the golden medal. That edition Spain won its most medals in its history as they won in total 22 medals, including 13 gold medals Fermin Cacho, athlete in the discipline of 1500 meters was particularly memorable as he triumphed in front of a home crowd.

The Barcelona Olympics had a transformative impact on tourism in the city and the broader region of Catalonia, this event placed Barcelona on the global map, attracting increased international attention and positioning it as a top tourist destination. The infrastructure improvements and the positive image generated by the Olympics contributed to a sustained growth in tourism for the years to come. This made a legacy in the city and its residents. The sport facilities built for the games continue to host international events including the Olympic stadium and the Palau Sant Jordi.

Overall, the Barcelona Olympics had a transformative economic impact on Barcelona and Spain. The event spurred urban regeneration, job creation, tourism growth, increased investment and economic diversification. The long term legacy of the games continues to benefit the city and the country, reinforcing their position as major players in the global sports and tourism industries.

### **3.2. Football (Soccer) and its impact Case Study**

Football's impact on the economic and tourism sectors in Spain is evident through revenue generation, employment opportunities, infrastructure development, increased tourism and the overall vibrancy it brings to the country. The popularity of Spanish football and its global appeal contribute significantly to the growth and sustainability of the economy and the tourism industry. Spain has an enormous fan engagement, festivals and tournaments related to football, which are one of the main attractions of the country, but also the museums of these clubs hold a history that involves the history of the country, so it's also a main attraction for the country as well. As these are such huge attractions, for this case study I have divided it into the three main representations of football in the history of Spain, which are Real Madrid, F.C. Barcelona and the World Cup in 1982.

➤ **Real Madrid F.C:**

Real Madrid's economic and tourism contribution to Spain is significant, as its revenue generation, job creation, global brand recognition and fan engagement activities all contribute to the growth of the Spanish economy and the tourism industry. The club's success and international appeal enhance Spain's reputation as a football and tourism destination, so here are the main contributions it generates to the country:

- a) Real Madrid generates substantial revenue through various channels including ticket sales, merchandising, broadcasting rights, sponsorships and player transfers. This revenue directly benefits the Spanish economy and contributes to the overall sports industry.
- b) In the aspect of job creation, the club creates employment opportunities in Spain, the club employs a significant number of staff, including players, coaches, management personnel and administrative staff, additionally the club indirectly supports jobs in sectors such as hospitality, retail, transportation and media through its activities and sport events
- c) One of the main incomes are the business partnerships where the club has a lot of them and with other international companies.
- d) Brand value and tourism, Real Madrid's global brand recognition attracts fans and tourists from around the world to Spain, visitors travel to Madrid specifically to watch Real Madrid matches, visit the Santiago Bernabeu stadium and experience the club's rich history and traditions, this

massive influx of tourists contributes to the local tourism industry, benefiting hotels, restaurants and other tourism related business.

- e) Real Madrid's status as a prestigious football club attracts sports tourists and teams in Spain. Many international clubs and national teams choose to conduct training camps in Spain to benefit from the country's excellent training facilities, weather conditions and the opportunity to play against local teams, this boosts sports tourism and supports local economies, and this is because of their international reach as a brand and iconic image of Spain.
- f) The last study made at 2022 there was made a ranking on the most visited places in Spain being real Madrid the 4<sup>th</sup> after historical places like the Valencia Ocenografic or the Sagrada Familia in Barcelona, the estimation is that 30.000 people come to visit the Santiago Bernabeu and more than 50% of the visitors come from outside Spain (source: **marketing Directo. Com**) so this makes it the most tourist related location here in Spain.

➤ **F.C Barcelona:**

the economic and tourism contribution of FC Barcelona to Spain is significant, the club revenue generation, job creation, global brand recognition and fan enjoyment activities all contribute to the growth of the Spanish economy and the tourism industry, fc Barcelona has had a lot of success and international appeal enhance Spain's reputation as a football and tourism destination, so here are the main contributions of the club to the country.

- a) The club generates significant revenue through various streams, including ticket sales, merchandising, broadcasting rights, sponsorships and player transfers. The clubs financial success contributes to the overall economic growth of Spain.
- b) One of the biggest contributions is the job creation; the club employs a large number of staff, including players, coaching staff, administrative personnel and support staff. Additionally, the club indirectly supports jobs in sectors such as hospitality, retail, transportation and media through is activities and events, which make the club, have extensive partnerships with national and international corporations.
- c) Their biggest income and contribution to the country is the stadium tour and museum, the Camp

Nou stadium and the FC Barcelona museum are popular tourist attractions in Barcelona. The stadium tour allows visitors to experience the iconic venue, explore the players tunnel and witness the clubs rich history. The museum showcases the clubs trophies, memorabilia and interactive exhibits, providing an immersive football experience for tourists.

- d) The main reason why it attracts tourists from all around the world is because of its international reach, its success and popularity on the global stage increase Spain's international exposure, the clubs matches are broadcasted globally, showcasing Spanish football and promoting the country as a desirable tourist destination. Fc Barcelona participation in international competitions further enhances Spain's reputation as a football and tourism club

➤ **World cup in 1982:**

The FIFA 1982 world cup held in Spain had a significant economic and tourism impact on Spain, the investment in infrastructure, revenue generation, the job creation, increased tourism and improved international perception all contributed to the country's economic growth and enhanced its position as a global tourist destination.

This kind of event can only bring wealth and popularity to the country, as for example the increased tourism, the event drew a significant number of international visitors to Spain, football fans from around the world traveled to attend matches, explore the host cities and experience the unique atmosphere of the tournament. The increased tourism during the world cup period resulted in higher occupancy of course, for hotels, increased restaurant patronage and boosted the local business. The world cup matches were held in 17 different cities across Spain, including Barcelona, Madrid, Valencia, Seville and Bilbao. The tournament consisted of 24 countries and was played 52 matches in total.

When we talk about the attendance the world cup recorded high attendance figures, with an average attendance of over 40000 spectators per match, so the proximal total attendance for the tournament reached approximately 2.8 million spectators. The tournament ended with Italy as champion beating Germany 3-1 in the final held at the Santiago Bernabeu stadium in Madrid.

Photo 2: world cup mascot 'Naranjito' in the world cup 1982.



PD: as a marketing plan , the design for the world cup that everyone will remember is the mascot of the world cup “Naranjito” this was the brand of the world cup and the main image of the country during the tournament , the mascot is an orange as a symbol of the great gastronomy of our country ( Source via: el MARCA)

The 1982 world cup left a lasting legacy for Spanish football, it showcased the country’s ability to host major international events and contributed to the growth of the sport in Spain, the improvement infrastructure and the facilities continue to benefit the country’s sporting landscape, it was a memorable tournament, marked by thrilling matches, high attendance and the triumph of Italy as champions. It remains an important milestone in Spanish football history and contributed to the country’s sporting legacy.

### **3. 3. Tennis and golf contribution Case Study**

Spain is a country rich in golf and tennis infrastructures, we have the best places for them and it contributes to the great image of the country of Spain. The contribution of golf and tennis to the Spanish economy and tourism industry are very significant, they generate revenue, create employment opportunities, attract international visitors and promote Spain as a premier destination for golf and tennis enthusiasts this kind of industry usually attracts wealth for the country, this is because usually the kind of clients are wealthy, as it is not cheap to participate in this kind of events.

➤ **Tennis in Spain:**

Tennis is often associated with the highest wellness and fitness, many resorts and hotels in Spain offer tennis facilities and programs as part of their wellness resorts and hotels in Spain, this kind of combination of sport and wellness further enhances the tourism appeal in Spain as also training facilities and academies that attract aspiring tennis players from around the world, these institutions offer high level coaching, training programs and infrastructure, making Spain an attractive destination for tennis enthusiasts seeking professional development.

The main reason on why Spain is one of the main destinations for tennis enthusiasts who come to watch professional tournaments is because of the variety of tournaments such as the Davies cup (men) and the FED cup (women) but now the main event is the MUTUA Madrid open which takes place in may in Madrid and it's a tournament where the biggest tennis players come and compete.

To show how much this sport has given to the country here are some statistical facts about the contribution of tennis in Spain (source via MARCA):

- a) Around 1, 2 million people come around the year to which and enjoy the sport or comes as a sport tourist related with tennis.
- b) 193.000 official tennis matches were played in Spain the last year.
- c) Around 3 million people play tennis in Spain and less than the half of them compete in a professional way.
- d) The biggest tennis infrastructures in Spain are in Marbella, the Rafael Nadal tennis center and the MUTUA Madrid open.
- e) One of the brands that help the tennis community to grow bigger , are the name of the biggest tennis players which inspire many people to want to get to know our country like Rafael nada and Carlos Alcaraz.

With this data we can surely say that the sport of tennis has a great importance in the economy of Spain



as it brings wealth and a great variety of tourist which can contribute a lot to economy.

➤ **Golf in Spain.**

Even though in Spain it's not the most popular sport, it is one of the main sports income, this is because the fact that is a sport mostly related to wealthy communities as many for example business man come to Spain to enjoy a vacation or to do business with other clients while they enjoy playing golf. The reason why they come to Spain is because of the large variety of golf courses, with over 400 courses spread across the country, regions such as the Costa del sol, Costa Blanca and the Balearic Islands are particularly renowned for their golf offerings. (Pedreño Palazón, A. (2016))

As many tourist come for enjoying, many of them come to compete as Spain has been a popular destination for hosting international golf tournaments attracting professional players and golf enthusiasts from all around the world, events like for example the Andalusia Valderrama Masters, the Open de España and many other minor European tournaments which are showcased by its magnificent facilities and infrastructures (source via : el Diario MARCA)

As it was said before golf tourism contributes significantly to the Spanish economy, visitors who travel to Spain for golf vacations spend on accommodation, dining, transportation and other leisure's activities, providing a boost to the local economy and support job creation. The golf industry in Spain generates employment opportunities in various sectors, including course maintenance, hospitality, coaching, event management, and the retail, These jobs support local communities and contribute to economic stability.

### **3. 4. Bullfighting, is it a sport? Significance for tourism Case study.**

This is a controversial case in Spain, many Spaniards are not in favor of the bullfighting as they found it animal cruelty, but many others find a sport tradition that embraces the Spanish image of the man against the bull, I wanted to include this on my research as I found it interesting and I would like to show the interest facts of this case study for the reader to think about it.(source via El Pais).

In means of tourism bullfighting has had a historical significance for tourism in Spain, it has attracted

tourists from around the world, and particularly those interested in experiencing Spanish culture and traditions, and some are drawn to the spectacle and historical context associated with bullfighting.

When we talk about the economic impact, the reason that we are talking about this case is because this kind of practice has contributed economically as much as many other sports. The events generate revenue from ticket sales, merchandise, concessions and related tourism activities. They support local business such as hotels and all kinds of hospitality industries, as well as it creates employment opportunities for event organizers, bull breeders and staff involved in the industry. The other reason why some people may call it sport, is because of the fact that there is some training needed to practice the art of bullfighting and a fiscal ability as any other sport.

However it's important to note that public opinion and perspectives on bullfighting have evolved over time, in recent years there has been increasing criticism and opposition to the practice due to the concerns regarding animal welfare and ethics. Some regions in Spain have implemented bans or restrictions on bullfighting, reflecting changing social values. (Source: via El Pais).

In summary, while bullfighting has played a role in attracting tourists and generating economic activity in the past, its significance has become increasingly debated due to ethical considerations. The ongoing evolution of public attitudes towards animal welfare and cultural practices will continue to shape the future of bullfighting in Spain and its impact on tourism and the economy.

#### 4 **METHODOLOGY:**

##### **4. 1. Research design & Approach:**

Research is a crucial and very important stage to reduce uncertainty and risk in any final decision making when it comes to the studying of a matter. This analysis must be accurate, timely and reliable. The act of Research is the systematic process of collecting and analyzing information to describe, explain, predict and control an observed phenomenon to increase our understanding and have practical solutions in the form of answers to questions formulated beforehand (Hanzehogeschool Groningen, 2016). My approach

with this work is to show the importance of the sports in Spain and the contribution it has done to our country by giving a better image with our sports infrastructures, our sports man and women and that Spain is a country full of culture but that the sport has done a lot for our country by bringing tourists, generating jobs and taking part on our economy.

Gray (2011: 29-31) marked out that the importance of identifying the purpose of a research process. He classified four types of research based on different type of purposes: the basic research, mainly to understand and explain the observed phenomenon; applied research, to pursue potential solutions for human or societal problems; evaluation research (summative and formative), to improve human intervention and judge the effectiveness; and action research, to solve specific problems within a program, organization or community. In this sense, this paper follows an applied research to find out the consequences of the growth and its limits for the tourism industry.

The research has all the information needed to contribute these facts and to show how important is to improve our sports tourism to make the country improve in all kinds of levels.

One thing we must take into account within this research is that the main point is not the statistics, it's the research, seen as a help to go ahead, but the work behind the research. is How to find out the information, build elaborated arguments about ideas and concepts, and what evidence can we support.

#### **4. 2. Advantages and disadvantages of qualitative and quantitative techniques**

Sports tourism has a lot of advantages as not so many disadvantages but still worth mentioning, as we have studied, but according to Matveev (2002), the most important types of investigation process are quantitative and qualitative research and their main advantages will be listed as followed so there is a better understanding of the investigation.

**Table 1 : Advantages and disadvantages of quantitative research**

X	The definition	Advantages	Disadvantages
Quantitative research	It's based on the assumption that the social reality has an objective ontological structure and that the individuals are the ones responding agents to this objective environment, Morgan & smirch, (1980).	<ul style="list-style-type: none"> <li>- Following firmly the original set of research goals and arriving at more objective conclusions, testing hypothesis and determining the issues of causality.</li> <li>- Eliminating or neutralizing subjectivity of personal judgment.</li> <li>- Achieving high levels of reliability of the gathered information due to the study and observations and the surveys.</li> </ul>	<ul style="list-style-type: none"> <li>- The inability to control the environment where the responsible provide the answers to the questions in the survey.</li> <li>- The limitation of the outcomes to only those outlined in the original research proposal due to the kind of questions and the structured format.</li> <li>- the lack of motivation or encouraging the evolving and continues investigation of a research and it phenomenon</li> </ul>

**Surce: Matveev (2002)**

**Table 2: Advantages and disadvantages of qualitative research:**

X	Definition	Advantages	Disadvantages
Qualitative research	The information that it shares, the theoretical assumptions of the interpretative paradigm, which is based on the notion that social reality is created and subjective experience of people involved in the communication.	<ul style="list-style-type: none"> <li>- Obtaining a more realistic feel of the world that cannot be experienced in the numerical data and the analytical analysis used in the research.</li> <li>- Provide a holistic view of the phenomenon under the investigation and the flexible ways to perform data collection and interpretation of the collected information.</li> </ul>	<ul style="list-style-type: none"> <li>- Arriving to different conclusions based on the same information depending on the personal characteristics of the researcher.</li> <li>- Inability to investigate causality between different research phenomenon's.</li> <li>- requiring a high level of experience from the researcher to obtain the targeted information from the respondent.</li> </ul>

Source : Mativeev (2002)

#### 4. 3. Protocol interview.

protocol interview is a qualitative technique for the researchers that include the intensive individual interviews within a small group of respondents to explore their points of view and ideas about a certain issue or maybe situation or subject Boyce and Neale (2006),

those authors state the protocol for the interviews are appropriate for the situations when the researchers want to collect the most detailed information about the views, opinions and thoughts, so they are based on comparisons as the researchers raise the same questions to the interviewers , this has caused to be carried out for the interviews of the research to make a disclose common point of view. But in the other hand McNamara (2009) said that the protocol interview as a structured interview made to highlight the understanding of an interviewer, asking open questions in which a person feels comfortable to talk about

their personal point of view.

#### 4. 4. Internet survey.

When we talk about the quantitative technique for the data collection and analysis we tried the snow ball sampling, which consists on spreading the information on the survey to a small group and then that small groups , by individually and actively they start to share the survey with other users, it is a method that I used via online.

The reason I used this method is because it's a low cost in time , it's easy to conduct ,it's a low cost recruitment and the results are effective, but it also gave difficulties as it was not possible to determine the exactly the sampling error and make statistical interference due to the absence of random selection of users .

#### 4. 5. Construct of the survey.

TABLE 3: construct of the survey.

QN	Questions:	Relation with the paper:
Q1	Please complete one the following questions with its options and complete the following personal questioner: - Do you fancy or practice any sports? - Are you fan of any sports that have a big importance in Spain? And have you ever been to Spain?	2.2.3
Q2	Gender	x
Q3	Age	x
Q4	Country of origin	x
Q5	Employment status: a. Student b. Out of work c. Self-employed d. Employed e. Other:	X    x

<b>Q6</b>	Academic records: a. No Studies b. Primary education c. Secondary education d. Higher education	<b>x</b>
<b>Q7</b>	Have you ever travel to practice any sport?	<b>2.2</b>
<b>Q8</b>	About the last trip, select the main motivation: a. Visiting relatives and friends b. Business c. Studies d. Cultural tourism e. Sports tourism f. Active tourism	<b>2.2.3</b>
<b>Q9</b>	The Spanish government does a good job when promoting and maintaining sports tourism. (1 – 5)	<b>2.5</b>
<b>Q10</b>	The most viewed or followed sport in Spain is football, but do they give as much protagonist to the other sports. (1 – 5)	<b>2.4.1</b>
<b>Q11</b>	Authorities should be more restrictive when punishing those who disobey when we talk about the sports fans that don't respect standards/regulations when they come to Spain. (1 – 5)	<b>2.6</b>
<b>Q12</b>	The increase in tourist accommodation has to do with the fact that the hotels have incorporated sport facilities. (1 – 5)	<b>2.6.1</b>
<b>Q13</b>	The variety of tourist activities offered in a destination is essential for its tourist planning, would you consider including	<b>2.5.2</b>

	sports an improvement? (1 – 5)	
Q14	<p><b>As a measurement of sustainable tourism control, your predisposition to pay a tax as a tourist would be:</b></p> <p>a. High, I would agree.</p> <p>b. Medium, I would not mind.</p> <p>c. Low, I would be against.</p>	2.5

Source: author

#### 4. 6. Technical data sheet

All the steps taken regarding the methodology for this research are wrapped up in the following table:

Table 4 : technical data sheet

features	Protocol interviews	Internet survey
<b>Participants</b>	2 People (expert in the tourism and sport business)	23 participants by spreading the survey online.
<b>Sampling technique</b>	Not applicable	Snowball example
<b>Sampling error</b>	Not applicable	50 % in case of randomness
<b>Confidence level</b>	High	100%
<b>Duration</b>	30 min	8 min
<b>Dates of implementation</b>	03 and 05 of June 20023	From 03 to 06 of june 2023
<b>Analysis technique</b>	Word clouds	Statistical procedures: - Univariate analysis - Bivariate analysis - Multivariate analysis
<b>software</b>	Atlass.ti v6.1	SPSS v.22

Source : author



## 5. FINDINGS:

### 5.1. Interview Findings.

There are three ways to The protocol interview in order to have a wide range of answers , as they were two different people with different professions , my interview has been done based on the topics done in the research. The interview has been done with two people who has a lot of criteria based on the knowledge of sports and economy.

- The CEO of a local sports club in Madrid called real CANOE N.C Goyo Jimenez.
- The ex-ambassador of Spain Salvador that was destined in Berlin for three years.

The findings I have found is that the fact that we need sports in our society to maintain a balance with other activities, makes us in need to fulfill this activities, so the fact as well that we have great weather, infrastructures and a wealthy economy to sustain this kind of events we should promote more the brand of sports in Spain, also u have found many different ideas about bullfighting as I have expected because of its controversial image.

#### 5. 1. 1 First & second interview.

My first interview was with the CEO of a local sports club in Madrid called real CANOE N.C. mrs Goyo, then after I recollected my information I interviewed mrs salvador and gathered all the information and came to a final conclusion:



or even our new hotels with sports facilities.

He also added that the government can make new taxes for sportsman to come and live in our country, with this we will attract the biggest names with their brands and with all that comes along. After both interviews my conclusion is that the sports tourism is an potential economy that can bring a lot of joy to our country.

## 5. 2. Survey findings

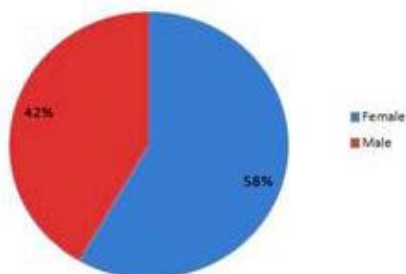
For my survey I have send to my closest contacts to see and study how the reactions were when they talked about this kind of industry. Most of them were my age and find that sports is a fundamental part of the society, not so many have traveled because of sports reasons, and almost all of them don't find the practice of bullfighting a sport.

But in my opinion the survey had good results as the idea is for the people to really evaluate my work and to see the importance of the sports in our society, also it helps to see the advantages and disadvantages, as for example the disturbs that some fans made when they arrive to support their teams and there are any procedures taken place.

### 5. 2. 1. Univariate analysis

The following Tables and Figures displayed the findings of the survey based on just one variable:

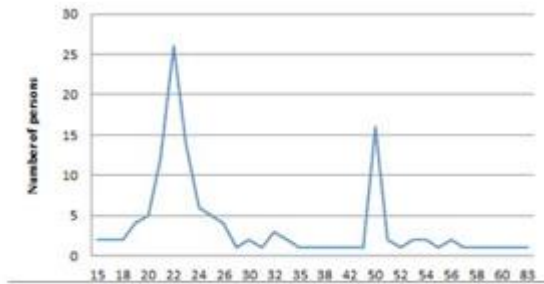
#### ➤ Chart 2 :Gender



Source : author

The majority are women as shown

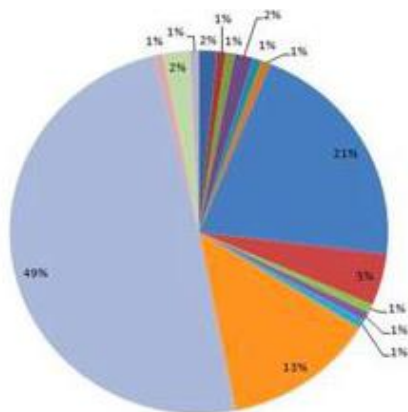
➤ **Chart 3: age**



**Source : author**

Here we can appreciate that the main ages of the survey are the age from 20 to 24 , this makes sense as in the other graphs we can see that is the young population predominates this survey because of the job level and study level.

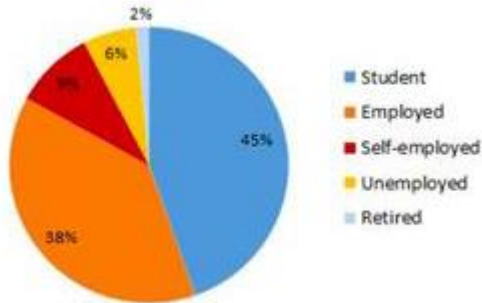
**Chart 4: country of origin (of our users , obviously remains anonymous because of the protection of data).**



**Source : author**

Here is a representation of the pie chart of the nationalities of our users, with 49% Spanish , 33 % Argentinian and 23 % Brazilians , the rest are other countries with smaller percentages like morocco with 5 %

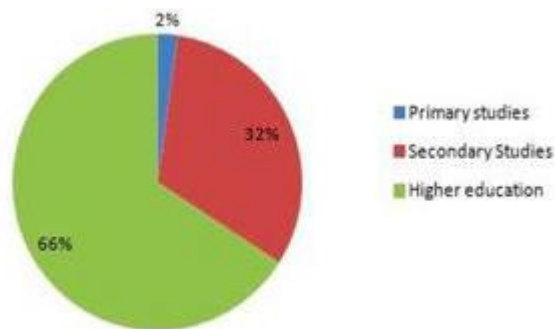
**Chart 5: employment level**



**Source : author**

As this is associated with the age chart, the unemployed percentage has gone up as the top one, this is due to the survey the most users are young and are still studying or about to work.

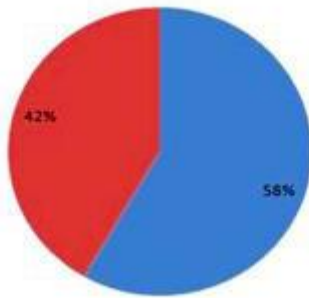
**Chart 6: study level**



**Source : author**

Most of the users that have participated in the survey have studied the higher education. This seems to be because most of the users we of a young age between 20 and 30.

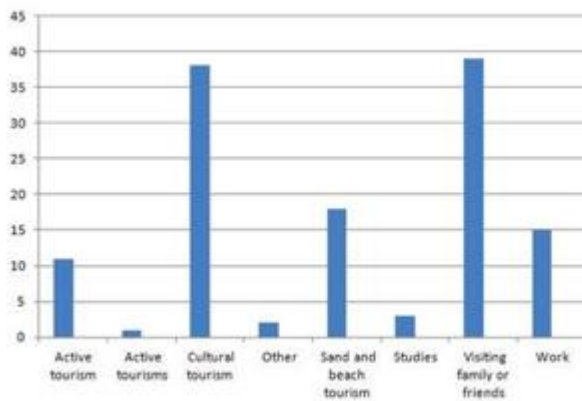
**Chart 7: traveling to practice any sports.**



**Source : author**

as we can see 60 % have done it and the other 40 haven't.

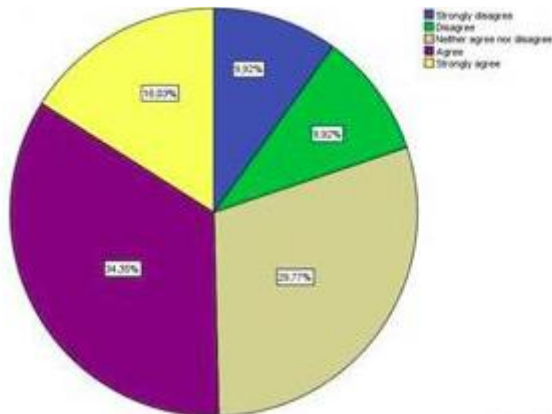
➤ **Chart 8: trip motivation.**



**Source : author**

As I have thought, the main purposes for the trip are cultural tourism, to visit other cities and visiting family and friends, sports tourism is not that common.

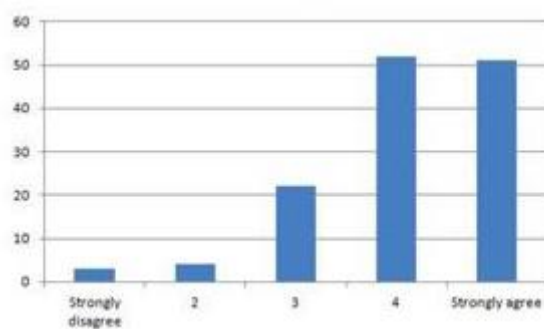
➤ **Chart 9: the Spanish government does a good job promoting the country:**



**Source : author**

Here is a very interesting chart as there has been a difference of opinion as many strongly agree, but many others don't agree then between there is a variation of opinions, this was the most open chart in matters of opinions.

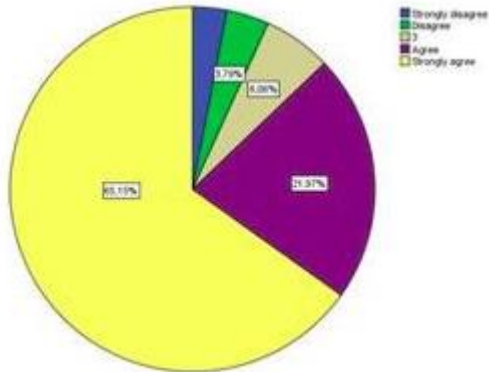
➤ **Chart 10: do other sports get as much protagonism as football in Spain?**



**Source : author**

It is clear that the main sport and the sport that has more popularity is football.

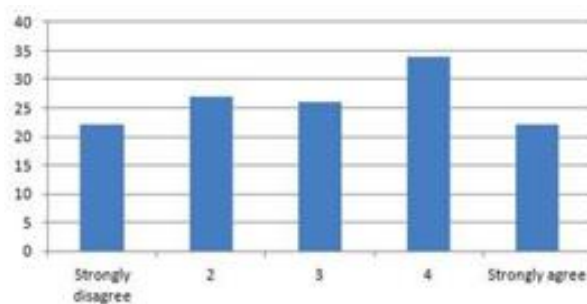
➤ **Chart 11 : punishing the tourist that don't respect the local laws**



Source : author

As we can appreciate, obviously the majority have voted that they strongly agree, with a 5 the other parts have voted that they agree less.

➤ **Chart 12 :The increase in tourist accommodation has to do with the fact that the hotels have incorporated sport facilities**

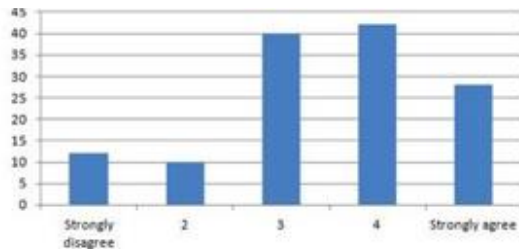


Source : author

Here we can appreciate a big discussion as most of the people agree and the other half strongly disagree



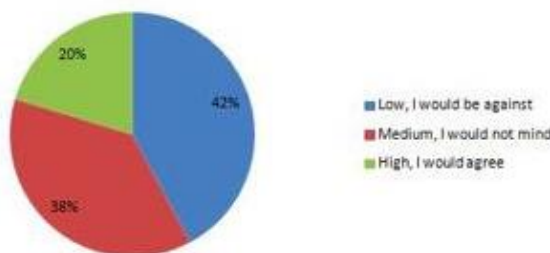
**Chart 13 : Sports inclusion as for tourist planning**



**Source : author**

In this chart we can relate that most of the individuals that took part on the survey, strongly or are very acceptable of the fact that sports should be part of the tourist experience.

➤ **Chart 14 : Predisposition to pay as a tourist**



**Source : author**

As I was expecting, most of the users would be against, I think in my opinion that is something unnecessary, but still if we sum up the ones that don't mind with the ones that agree, most of the users would have paid the tax with no problem.

### 5. 2. 2. Bivariate analysis

The bivariate statistical analysis method is how two different things are related, the bivariate analysis aims to determine if there is a statistical link between the two only variables and if there is an union how linked they are,

After the studies we have made, we can appreciate that there isn't enough content to do a bivariate analysis, so there won't be a need for an analytical examining as there is not enough data.

## 6. CONCLUSIONS AND RECOMMENDATIONS:

### 6. 1. Final Conclusion:

After the process of both theoretical and empirical research, including the analysis of the interviews and survey, several ideas and conclusions can be enumerated

- **Infrastructure:** it has made it easier for tourists to travel to different parts of the country and its various transportation methods, contributing to the growth of the tourism industry and enjoying better the experience of the sports.
- **Employment:** Tourism is one of the largest employers in Spain, providing jobs for millions of people, even though the sports events are temporal, it still generates a lot of employment for a short period of time

Sports have played a significant role in Spain's economy and culture throughout history. From ancient Roman amphitheaters to modern-day football stadiums, sports have attracted large crowds and generated significant revenue through tourism, so here are the main parts in which it has influenced the country:

Geography: Spain has a diverse geography, including beautiful beaches, mountains, and historic cities, which make it an ideal destination for tourists. This diverse landscape has helped attract visitors from all over the world, contributing to the growth of the tourism industry in Spain.

- **Heritage:** The country's heritage sites and museums have attracted many visitors, contributing to the growth of the cultural tourism sector.
- **Revenue:** The tourism industry is a significant source of revenue for Spain. It contributes to the country's GDP and generates foreign exchange earnings, providing a boost to the national economy. Tourism also creates a multiplier effect, as money spent by tourists circulates in the local economy, contributing to the growth of businesses

The country's rich sporting heritage continues to attract tourists and contribute to Spain's economy

## 6.2. Limitations and instruments of this research.

As limitations for my interviews and for the survey, for the interview I have only the limitation of only finding two people, and that even though they have a great knowledge of the sector don't work directly at them so it has a less accurate information but still very valuable. As for the survey the method used for the propagation of the survey, was via online, so it wasn't extended as much as it could be and also the majority of the users that had participated are between the ages of 21- 29 so there isn't much variety when it comes to the ages so the answers will have a lot of similarities.

As for the instruments and benefits of the interviews was that I could fully process the way of recollect information, aggregated, analyze the information and then finally do a fully report of it, the survey helped to reach out to more public and to a different one than the interviews, it helped to have a much more younger point of view of the topic with maybe an older version and elaborate a final conclusion of the survey.

As many of the points that have been discussed I have found them in the studies made through my degree and the geography has supported with a variety of information, there hasn't been many problems with the limitations of the research, Spain has a great culture and variety of information based on its sport, the main difficulty was the fact that I couldn't find a person related to the economy and tourism related with sports, and also the survey was not answered as for many people as I expected to make a better and more elaborated analysis of the topic with a bigger range of ages and different types of workers.

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## **8. APPENDIX:**

### **8.1. Interview Questions.**

1. What would be your opinion on the historical contribution of sports to tourism and the economy of Spain?
2. What major sports events hosted in Spain would you say have had the most significant impact on our local economy?
3. How has the development of sports infrastructure and facilities in your city influenced the growth of sports tourism?
4. Do you think the success the country has had in many sports in the past decades like the FIFA world cup or the Olympics has influenced the tourism and economy of Spain?
5. Do you think sports promotion plays a major role in the tourism and Do you know any famous example of successful partnership and their economic impact?
6. Do you think the Covid has affected this sector a lot in Spain? What measures have been taken to mitigate the impact and support recovery?

7. Would you consider that are any sports that influence the tourism sector but are not that popular? Can you name one?
8. Would you consider bullfighting as a sport? If so why or why not and if you were invited to go, would you go?
9. How do you think the hosting of international sports events in Spain influenced the country's image as a sport tourism destination?
10. Looking ahead, what do you see as the future opportunities and potential challenges for sports tourism in Spain, and how can they be addressed to maximize its contribution to the country's economy?
11. Do you think Spain could be the number 1 country with the most sports tourist? If not why not and what do you think as a country which measurements should Spain take?
12. Do you think that cities nowadays are created for tourism, or are cities that receive tourists? (Cities with tourists or cities for tourists) Which one you think that should be the correct one?

## 8.2. Questionnaire template of the survey.

**1. Please complete one the following questions with its options and complete the following personal questioner:**

- Do you fancy or practice any sports?
- Are you fan of any sports that have a big importance in Spain? And have you ever been to Spain?

**2. Gender:**

- a. Male
- b. Female

**3. Age:**



**4. Country of origin (If Spain, please write below the Autonomous Community).**

**5. Employment status:**

- a. Student
- b. Out of work
- c. Self-employed
- d. Employed
- e. Other:

**6. Academic records:**

- a. No Studies
- b. Primary education
- c. Secondary education
- d. Higher education

**7. Have you ever travel to practice any sport?**

**8. About the last trip, select the main motivation:**

- a. Visiting relatives and friends
- b. Business
- c. Studies
- d. Cultural tourism
- e. Sports tourism
- f. Active tourism

**Please indicate whether you agree with the following statements on a scale of 1 (I completely disagree) to 5 (I completely agree).**

**9. The Spanish government does a good job when promoting and maintaining sports tourism. (1 – 5)**

**10. the most viewed or followed sport in Spain is football, but do they give as much protagonist to the other sports. (1 – 5)**

**11. Authorities should be more restrictive when punishing those who disobey when we talk about the sports fans that don't respect standards/regulations when they come to Spain. (1 – 5)**

**12. The increase in tourist accommodation has to do with the fact that the hotels have incorporated sport facilities. (1 – 5)**

**13. The variety of tourist activities offered in a destination is essential for its tourist planning, would you consider including sports an improvement? (1 – 5)**

**14. As a measurement of sustainable tourism control, your predisposition to pay a tax as a tourist would be:**

- a. High, I would agree.
- b. Medium, I would not mind.
- c. Low, I would be against.

***The End***