

The mega-event sport tourist: From Beijing 2008 to South Africa 2010

Contact details

Name author(s): B. Knott (1), K. Swart (2), D. Turco (3) & U. Bob (4)

Institution(s) or organisation(s): Cape Peninsula University of Technology (1, 2); Drexel University (3); University of KwaZulu-Natal (4)

City and country: Cape Town, South Africa (1, 2); Philadelphia, USA (3); Durban, South Africa (4)

Email address for correspondence: knottb@cput.ac.za

Abstract

Sport tourists travel extensively to attend events, yet little is known about them (Horne, 2006). This paper provides an analysis of the 2008 Beijing Olympic Games, focusing on the sport tourist profile. Primary data was collected through surveys during the event in China. International sport tourists (n=291) were surveyed at a range of Olympic and key tourist venues. The findings identify the origins of sport tourists, perceptions of China and levels of awareness, perceptions of and intentions to travel to the 2010 FIFA World Cup™ in South Africa. The findings are especially valuable for future mega-event hosts and organising bodies.

References

- Horne, J. (2007). The four 'knowns' of sports mega-events. *Leisure Studies*. NY: Routledge.
- Horne, J., & Manzenreiter, W. (2006). An introduction to the sociology of sports mega-events. *The Sociological Review*. Interscience. NJ: Wiley.
- Smith, P., & Stewart, K. (2007). *A globalist strategy for Calgary*. Ottawa: Canadian Policy Research Networks.