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## The Impact of Sports Tourism on Small Scale Business Development in Sri Lanka: International Cricket Match

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### ABSTRACT

Sports tourism refers to travel which involves either observing or participating in a sporting event apart from their usual environment. Sports tourism is a fast growing sector of the Sri Lankan travelling industry since Cricket are more popular sports game in the country. This study intends to analyze the impact of these popular sports events for creating and developing small scale business in the country. Primary data gathered from 150 small entrepreneurs around Keththarama Cricket Ground in Sri Lanka. Collected data analyzed using descriptive research methods. The study revealed that local and international visitors for cricket games had impacted on small scale business activities such as retail, handicraft, transports, vehicle parking, small restaurant, hotels, foods and beverage industry. In addition, it was identified that these type of small business are sessional income generating activities for the short period.

**Keywords:** Sports Tourism, Small Scale Business, Cricket, entrepreneurs

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### INTRODUCTION

Tourism is an important sector for economic development in a country. People usually travel for many reasons. Sport is one of the important reason for promoting tourist industry. With the development of the society and improvement of people living standard, sports tourism gradually becomes one of the faster growing industry. People travelling to participate and watch sports event dates back to the ancient Olympic Games (Higham J, 2010). The relationship between sports and tourism in the modern world is symbiotic. Sports tourism economic development was the debatable topic in world last two decades.

Tourism is travelling for predominantly recreational or leisure, business purposes or the provision of services to support this leisure travel. According to the World Tourism Organization, tourists define as people who "travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" (World Tourism Organization, ).

Tourism is an important sector of economic development in a country, due to the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services such as aircraft, cruise ships, and taxis, accommodation, hotels, restaurants, bars, and entertainment venues, and other hospitality industry services such as spas and resorts.

Peoples usually travel for many reasons such as jobs, Business, leisure, Religion Activities, Medicine. Sport is another important reason for tourism. With the development of the society and the improvement of peoples' living standard, sports tourism gradually becomes one of the most important parts of the popular healthy lifestyle and also it is one of the fastest growing market segments in the tourism industry. World tourism arrivals are projected to grow at 4, 3 percent per year and reach 1.6 billion by 2020 (Simon Hudson, 2003). One of the faster growing areas contributing to these staggering statistics is sports tourism. During the last two decades, Sports tourism development was the one of the main debatable topic in the world. International Olympic Committee and World Tourism organizations had given attention to develop the sports tourism.

Sports tourism is the Travel undertaken for the purpose of engaging in particular sports events such as Cricket World cup, Olympic Games, SAARC games, Foot ball competitions. According to Canadian Tourism Commission, who travel more than 80km or stay overnight to attend, complete or otherwise be involved in a sporting events its call that Sports tourism (Canadian Tourism Commission). The British Tourism Authority claims that 20% of the tourist trips are for the prime purpose of sports participation, and 50% of the tourist trips include among other purposes sports participation.

Increasing media exposure of sports events over the last decades has raised the profile of many sports, and although the television coverage is better than at any time in the past a number of sports fans want to experience live events thereby generating great demand, as fans want to see their sporting idol in the flesh. While big events will attract large numbers of spectators, mass participation events can have a sizeable economic effect. And, in the longer term, creating a tourism package that includes sports among a range of attractions may well deliver more sustained benefits.

Cricket, Foot ball, Tennis, Rugby and Hockey are the popular sports in the world today. Popular sports events have attached large number of international spectators. Following Table is presenting Contributions to tourism industry by some world popular sports events.

**Table1.** Contributions to tourism industry by some world popular sports events

Year	Event	Number of International spectators	Contribution
1998	FIFA Football World Cup	900,000	\$ 12.3 billion
2000	Olympic Games	111,000	
2004	The European Football Championships	500,000	\$ 320 Million
2007	World Cricket Cup	100,000	\$ 12 Million
2014	FIFA World cup	320,000	

**Sources:** WWW, *onecaribbean.org*

Bidding to host sports events has become a competitive business with many cities, regions and countries vying to attract major games The main sources market for the sports tourism are, United Kingdom, United States, Germany, Italy, Spain, Scandinavia, Australia and South Africa.

Sports tourism is not only one of the simple forms of tourism, which is also a thrifty field that makes the tourism industry and sports industry develop together. Sports tourism is just at its beginning stage, but it's increasing and better to improve the peoples' participation consciousness and supply a good opportunity develop the sports tourism industry .

Sports tourism market is an important aspect of the foundation for sports tourism development. Sports tourism base on the factors of motivation of tourists and travel experiences do sports tourist seek in association with that they peruse at a given designation.

## **SPORTS TOURISM IN SRI LANKA**

Sports in Sri Lanka play a key role in promoting the tourism prospects of the country. Different types of sports can be identified as an integral part in recreational activities for both locals and tourists (Volleyball, Cricket, rugby, hiking, motor sporting Scuba Diving, Snorkeling, Wind/Water Surfing, Water-skiing, Boat Cruising, White Water Rafting and Kayaking). Many sports clubs located in main cities and school education and university education systems have introduced sports events to their students. Volleyball is the national sport of the country and Cricket is most famous sport in the country. Sri Lanka famous as the cricket playing country in the world after won the 1996 world cricket cup.

Sri Lanka has achieved numerous successes when it comes to the international sporting arena. During last five decades, Sri Lanka has been identified as one of host country for international games such as SAARC games and world Cricket cups, international Rugby cups. Since throughout a year there are numerous events that take place dedicated purely to the art of sports. Both local and international tourist participating as spectators to those mega events as well as them actively participating in adventure sporting events throughout the year

### **Objectives**

Base on the past literature research objectives for this study are as follows:

#### **General Objective**

What is the impact of sports tourism on small scale businesses development?

**Specific Objectives**

Identify the differences of income level between sports event seasons and off season

**Research Methodology**

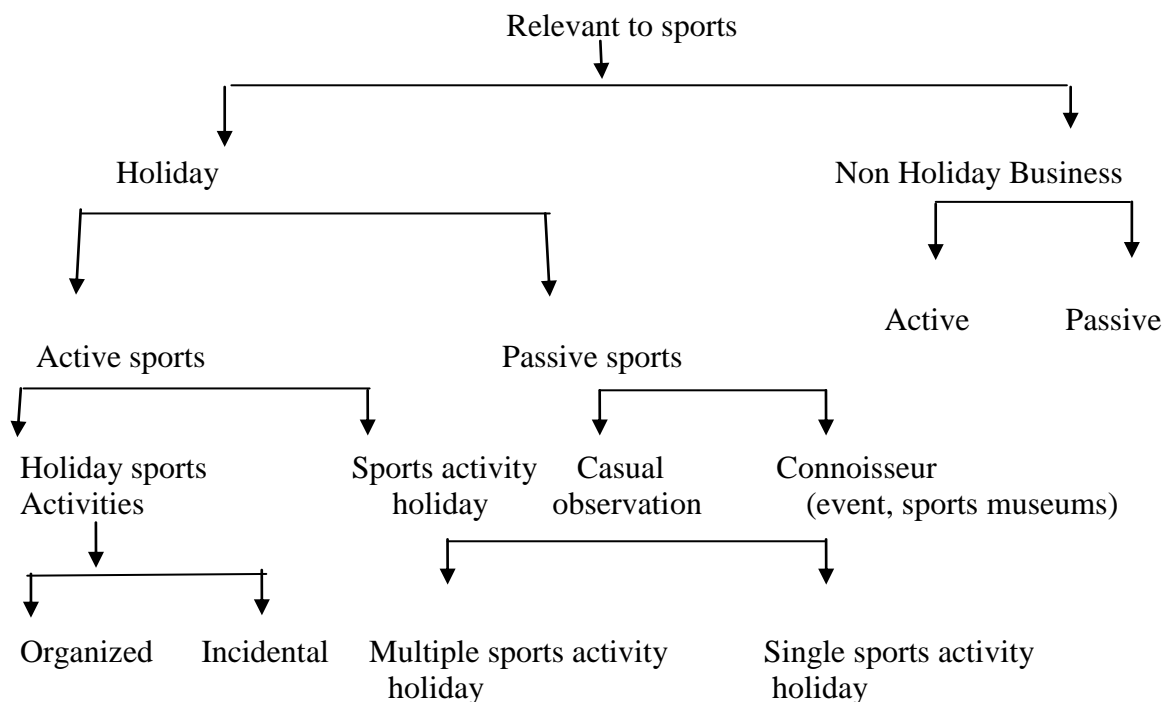
The target population is all small scale businessmen around Keththarama ground in Sri Lanka. In order to collect information of small scale business details, convenience sampling methods used from non-probability sampling method. Survey sample size yielded 150 small scale businessmen around the cricket stadium. Structured questioner and observations used to gather primary data. Secondary data collected from relevant journal articles, websites and other relevant documents. Comparative analyses used to identify the differences of performance of small scale business between cricket match seasons and off seasons.

**LITERATURE REVIEW**

There is key literature on sports tourism. Sports tourism refers to the experience of travel to engage in or view sports-related activities. There are three types of sports tourism: Sports Event Tourism, Active Sports Tourism, and Nostalgia Sports Tourism. Olympic, cricket world cup, World Cup Soccer Championships can include as Sports event tourism. People who travel to participate in sporting events comprise the active sports tourism (Stephen D. Ross, 2001) Nostalgia sports tourism involves travelling to famous sports-related attractions. Visits to various sporting places of fames such as Tennessee and the Baseball Hall of Fame in Cooperstown, New York. Furthermore, and sports museums and sports venues. (Stephen D. Ross, 2001)

Many researchers have categorized sports tourism into two types as active and passive sports tourism and active sports tourism. Active tourists may engage in sports activities holiday in which sports in main intention of the trip or in holiday sports activities. Holiday sports can be divided into main two groups such as incidental participation in organized sports, provided during holidays (eg: competitive beach games, river games.) and private and independent sports activity on holiday (Golf, taking a walk).

Passive sports tourism is who have extensive passive involvement and are discriminating in the sports activity they watch as spectators or officiators. Flowing figure is showing forum of sports tourism



**Source:** Joy Standeven, Paul de Knop, Sportss tourism, 1998

The notion of people travelling to participate and watch sports dates back to the ancient Olympic Games and the practice of stimulating tourism through sports has existed for over a century (Mike Huggins (2013)). Today large number of people participates in or watch sports and almost everyone

aspire to a holiday. Through the connection between sports and tourism have long been established, the relationship is now gaining global significance

As a new product in the global tourism market, sports tourism is based on the sports resources, used various kinds of sports events to plan, design and mix as the relevant products, which can arouse the consumption desire and demand of the people, and meanwhile it's a new form which can make them participate in the sports and get the natural experiences

There are considerable academic attention has focused on impact of sports tourism on economic development (Burgan & Mules, 1992). Many researchers identified that positive impact and identity, to investment flows and tourism promotion through hosting sports mega-events (James Higham, 2010. Lee, and Taylor, 2005). Few studies have appeared that with increasing scale, the potential for sporting events to create negative impacts also increases (Olds, 1998, Shapcott, 1998).

**DISCUSSION**

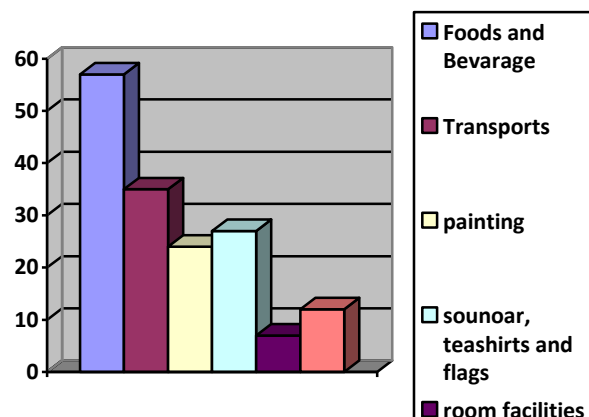


Figure1. Small scale businesses in the area

According to the chart I, out of the entire sample of 150 small scaled businessmen, 57 people were engaging in supply of food and beverages related activities during the event. 35 businessmen were supplied transports services such as three wheel transports service, van and other transports services to participants. Face painting and tattoo painting were the other important small scale business in the area during the event, out of the total sample 24 people providing painting services to spectators while 27 businessmen provide souvenirs, T-shirts and flags and 7 people providing room services to local and international participants. There are several other types of small scale businesses can be identified such as providing parking space, cleaning services etc.

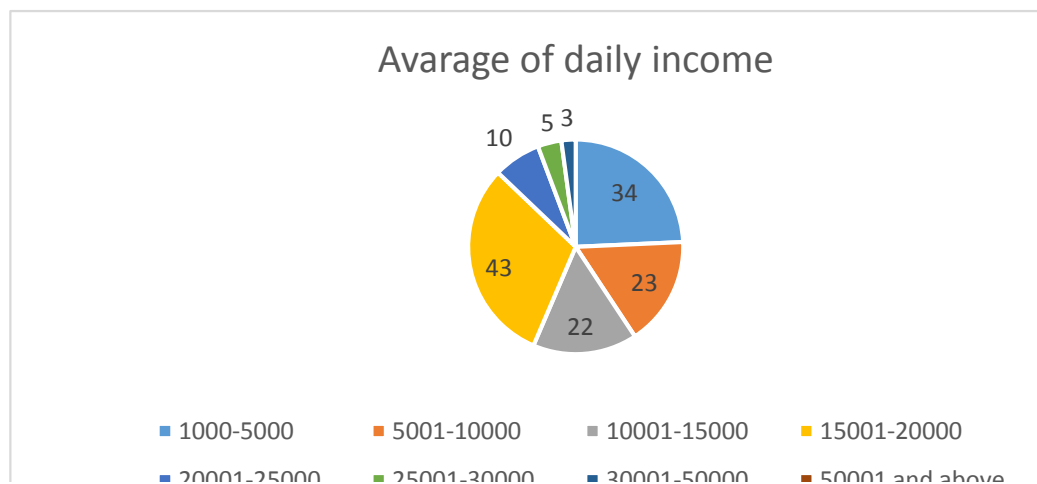


Figure2. Average daily income level of small scale business

According to pie chart given in the figure II, 43 businessmen earning average of daily income is RS 20,001- 25000 by providing different types of services. 34 people earn 5001-10000 from small business activities while 23 received 10001- 15000 income and 22 include in 15001- 20000 income category.

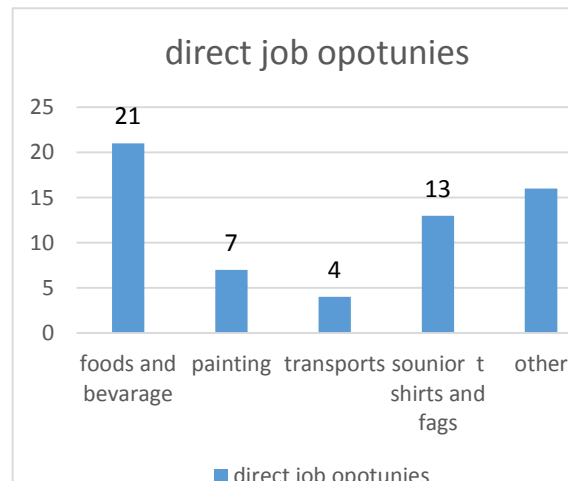


Figure. Employment opportunities

The bar chart indicates the number of new job opportunities (except owner) certain period of matches. 21 direct jobs created from foods and beverage supply sector and 13 jobs were created by selling souvenirs, T Shirts and flags to spectators. Face painting is other important business activity during the event. 7 extra people have being engaged in face painting service around the Kettarama Cricket stadium. The research identified 16 other job opportunities which people occupied in the event season such as providing parking facilities, broker services, maintaining cleaning services etc.

Table2. Average of daily income level

Income Level	Number of businessmen	
	Event season	Off season
5000-10000	34	53
10000- 15000	23	46
15001-20000	22	30
20001-25000	43	11
25001-30000	10	04
30001-50000	05	04
50001 and above	03	02

The table presents the comparison of average of daily income level of the entrepreneurs. In match season, the highest number of businessmen (43) includes in income category of 20001-25000 and it has reduced to 11 in the off season. According to given data the highest number of businesses include in the lowest average of daily income level (5000-10,000) while increasing number of business in 3<sup>rd</sup> income category 15001-20000.

## CONCLUSION

Sports and tourism industry closely related topics in the world. Tourists are participated in sports while on their travels and spectators and athletes travel in search for competition or in pursuit of their sporting passions. Increasing media exposure of sports events over the last decades has raised the profile of many sports. Sports tourism is just at its beginning stage, Sports tourism market is an important aspect of the foundation for sports tourism development.

International Cricket events are creating and developing small scale business in the country. The study revealed that spectators had impacted on creating and developing small scale business in the area. Foods and beverage services retail, handicraft souvenirs, transports services, vehicle parking, small restaurant, hotels services In addition, it was identified that these type of small business are seasonal income generating activities for the short period and there was a difference of average income level of businessmen during event season and off seasons.

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