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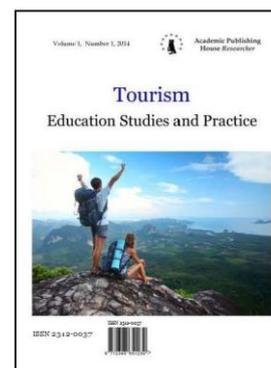
Published in the Slovak Republic
Tourism Education Studies and Practice
Has been issued since 2014.

ISSN: 2312-0037

E-ISSN: 2409-2436

2017, 4(1): 18-28

DOI: 10.13187/tesp.2017.1.18

www.ejournal10.com

Some Aspects of the Sport Tourism with the Review of Montenegro: Overview

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Abstract

"In today's globalised, fast-paced society, we all want to be more efficient at work, but also want to enjoy life longer & in good shape. Some of us love to discover new horizons by traveling, sightseeing, enjoying different cultures. Some of us reach happiness are efficiency & health through the practice of sports" (www.lm-sport-tourism.com). Such reaction, although its existence dates as far back as the ancient Greek Olympics, is the phenomenon of sport tourism. In our world, sport is one of the largest social phenomena, while tourism is the largest industry; recognizing the potential capacities of sport and tourism, it was just evident that these two would eventually be married, and would form an industrial couple that may someday become greater than the sum of its parts. The relationship between the two social sectors is far older than the attempts of binding them together from a scholarly aspect; and it was not until the 1970s that the common use of the term sport tourism started, in attempts for this special form of human travelling to be described (www.sport-tourism.com). In this paper, we point to some aspects of sports tourism with focus on Montenegro.

Keywords: sport tourism, Montenegro, accepts overview.

1. Introduction

Loborec and Breskvar emphasize that UNWTO forecasts a growth in international tourist arrivals of between 4 % and 4.5 % in 2014. World tourism arrivals are projected to reach 1.6 billion by 2020. Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress. Loborec and Breskvar further note that the constant evolution of new or hybrid sports with specific natural or built resource requirements represents emerging opportunities for tourism destinations where these requirements are, or could be, best satisfied. The convergence of interests in sport and tourism combine, in the study of sport tourism, into a powerful avenue of development and consequently an important field of study. Sport tourism represents an avenue of development at tourism destinations that is, through its continuing growth and increasing diversity, rich in opportunity.

Much of the research on event sport tourists has focused on their economic impact upon a host community, although measuring spending patterns is a difficult proposition. Tourism's economic impact is one of the most researched but least understood areas of tourism. Sport and

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tourism each contribute a great deal to the global economy and have become an element in the armory of politicians, planners and economists seeking to regenerate local economies (Ross, 2001). Solberg and Preuss (2007) state those recent years a number of studies have investigated various potential long term impacts of major sport events. These include empirical studies (Andranovich et al, 2001; Brunet, 1995; Cashman, 2006; Chalip, 2002; Kang and Perdue, 1994; Kirchner, 1980; Spilling, 2000; Teigland, 1996). Some have focused on promotion effects (Bamosy and Stephens, 2003; Chalip et al, 2003; Mossberg and Hallberg, 1999; Oldenboom, 2006; Ritchie and Smith, 1991), whereas others have analyzed what is required of host cities to take advantage of any promotion effects (Kartakoullis et al, 2003; Leibold and van Zyl, 1996). According to Mapjabil et al (2015) citing research Jones (2001) and Gibson (1998) highlights yes studies at the international level revealed that sport tourism creates quite an impact on the economy of a country when particular sporting events are organized.

Regardless of the natural resources development according to research Jovović et al (2009) sports tourism in Montenegro has not enough attention. Practically in any serious document, which deals with issues of tourism development, regardless of the source, in Montenegro there is no more explicit performance about the importance of sports tourism and its possibilities and implications of how the development of tourism activities, as well to participate in this form of tourism the overall results of the tourism industry in Montenegro (the number of tourists from these motives visited Montenegro, the number of overnight stays they met, revenue from them, the consumption per person, which prefers the activities, in which the dynamics, in which period ...).

2. Methodology

The whole information volume in this article was obtained through specific methods for the selective research, respecting all its stages from the methodological point of view: identification of the researched issue, research framework delimitation, information collection, data processing, analysis and interpretation drawing up the conclusions. Research also played an important role in the article, which consisted, in the identification of other studies and articles from the domestic and international literature on the same subject (see Zeytonli et al 2013; Kubo, 2014; Abbasi et al 2014; Bulatović and Rajović, 2016; Rajović, Bulatović, 2016; Rajović, Bulatović, 2016). The research results are based on a series of mainly qualitative analyses, on the one hand, and on a series of logical rationales, on the other hand (Rajović, Bulatović, 2016).

3. Analysis results and their generalizations

Hritz and Ross (2010) citing research (Standeven, De Knop, 1999; Higham, 1999; Turco et al., 2003; Getz, 1998; Gibson, 1998; Ritchie, Adair, 2002; Kurtzman, 2005; Gibson, 1998; Hall, 1992; Hinch, Higham, 2001; Redmond, 1991) emphasize that sport tourism is one of the largest and fastest - growing segments of the travel and tourism industry and one that is receiving increased attention for its social, environmental, and economic development and opportunities. It is widely understood that major sporting events contribute significantly to the economic development and tourist traffic in a city or region and are a vital component of the marketing mix for tourist destinations. Sport and tourism are now among the 'developed' world's most sought-after leisure experience. They are highly valued and regarded due to the fact that "tourism is a trillion dollar industry. Sport is a multi-billion dollar industry and has become a dominant force in the lives of millions of people globally. During the past two decades, there have been various studies and papers devoted to identifying and defining sport tourism.

Sports tourism is able to demonstrate its potential as something of interest, so as to create a tourist attraction that caters for multicultural tourism. Tourist attractions are all things that exist in a region that is a tourist destination attraction that people increasingly have a greater interest to visit. So a tourist destination which has the appeal of a destination area should also have some requirements such as the existence of something that can be seen, there is an activity that will be done, and, the existence of something that can be purchased. This requirement is very important because the development of sports tourism human resources requires superior design and reliable in a wide range of sporting activities so that it becomes a commercially viable tourist attraction because it has economic values and generates revenue for a country or region (Bangun, 2014).

Whenever events or festivals are organized, according to Mbafut (2013) the effects of these events and festivals are always being felt on the city and these impacts are always both positive and

negative. One of the ways that organizers and managers can maximize the positive impact of an event is to first develop and maximize all the foreseeable positive impacts and counter potential negative impacts. It is also important to note that sport tourism brings about economic benefit to the host community since most of the athletes and spectators of the event are expected to spend money on accommodation, food and beverages, transport and other facilities. However, the “triple bottom line” of social, economic and environmental goals/measures should not be underestimated because government policies commonly acknowledge them. Below is a table which clearly list out the impacts of event tourism on a destination.

Table 1. The impacts of events

Impacts of events	Positive impacts	Negative impacts
Social and cultural impacts	Shared experience	Community alienation
	Revitalization of tradition	Manipulation of community
	Building of community pride	Negative community image
	Validation of community group	Bad behavior
	Increased community participation	Substance abuse
	Introduction of new and challenging ideas	Social dislocation
	Expansion of cultural perspectives	Loss of amenities
Political	International prestige	Risk of event failure
	Improved profile	Misallocation of fund
	Promotion of investment	Lack of accountability
	Social cohesion	Propaganda
	Development of administrative skills	Loss of community ownership and control
Environmental	Showcasing the environment	Environmental damage
	Provision of model for best practicing	Pollution
	Increase environmental awareness	Destruction of heritage
	Infrastructural legacy	Noise disturbance
	Improved transport and communication	Traffic congestion
	Urban transformation and renewal	
Tourism and economic	Destination promotion and increased tourists visit	Community resistance toward tourism
	Extended length of stay	Loss of authenticity
	Job creation	Damage of reputation
	Business opportunity	Exploitation
	Increased tax revenue	Opportunity costs

Source: Mbatut (2013) according to Allen et al (2011)

On social impacts points Jönsson and Lewis (2014) citing research – Fredline (2006) “any impacts which potentially have an impact on the quality of life for locals”; Hall (1992) “the manner in which tourism and travel effect changes in the collective and individual value systems, behaviors patterns, community structure, lifestyle and quality of life”; Kim and Petrick (2005) “Unlike

economic and environmental impacts, social impacts are less intangible and the measurement deemed more complex”; Fredline (2006) “enforces the importance of including societal concerns while assessing the general impacts of sport tourism event, as it will continue to contribute significantly to the improved planning and management of events in the future”; Burman (1981) “time is part of social organisation and it interacts with other components and conditions of social organization”; Mughal (2014) “Human perception of time and measurement has given rise to certain notions such as day and night, week, month, calendar, season, year, religious shrine festivals and non-religious events such as national holidays, different stages of life such as childhood, adolescence, and old age”.

Short-term refers to the period immediately before, during, and after the event. Kang and Perdue (1994) by Solberg and Preuss (2007) define the long - term period as the one that begins with the bidding for the event and ends at some point in the future yet to be determined. The prevent period is often overlooked in discussions of long-term impacts, because the focus is on the legacy of an event, which by definition occurs during the post event period.

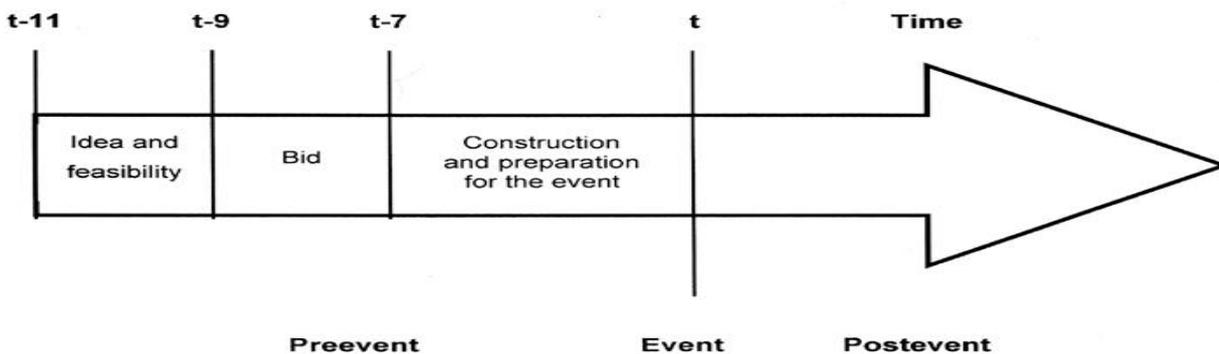


Fig. 1. Stages of the long – term period (Solberg and Preuss, 2007).

Figure 1 illustrates the time pattern for the Olympics Games – from the very early idea stage two years after the Games. The process in Figure 1 is not identical for every event, but all hallmark events go through a long period of preparation. The duration of the post event period is uncertain because it depends on whether the event creates a legacy (see Solberg, Preuss, 2007). However, Ross (2001) highlights yes the exact impact of sport tourism is difficult to quantify. The availability of data and research both lag behind the market and it is difficult to measure the overall value of sport tourism. In addition, the industry is so expansive that it has caused problems for practitioners and academicians in determining the exact composition. According to MD Amin Mt (2003) e.g. points out that the organization of an international golf event held at La Costa, California, United States drew a crowd of 75.000 people, including spectators, tournament officials, team officials and media crews. The PGA Tour Championship in United States brought a return of \$ 25 million to the local economy, particularly in food, entertainment and souvenirs or the Rugby World Cup Championship (RWC) tournament held in Wales in 1999 found that a profit of \$ 1.3 billion was earned by the country and attracted 1.7 million visitors to watch the tournament. Brown (2012) citing research Standeven and De Knop (1999) are which one illustrated the interdependent relationship between sport and tourism (Figure 2). Their model of sport tourism identifies sport as a unique segment of the tourism industry. In addition, their model illustrates that the relationship between sport and tourism originates from some inherent interaction of sport with tourism which, in turn, influences sports participation and the sports infrastructure. They also suggest that sport and tourism are now inextricably linked, and as globalization advances, new and exciting possibilities are opening up to enhance tourists’ experiences through sport and enhance sport development through tourism.

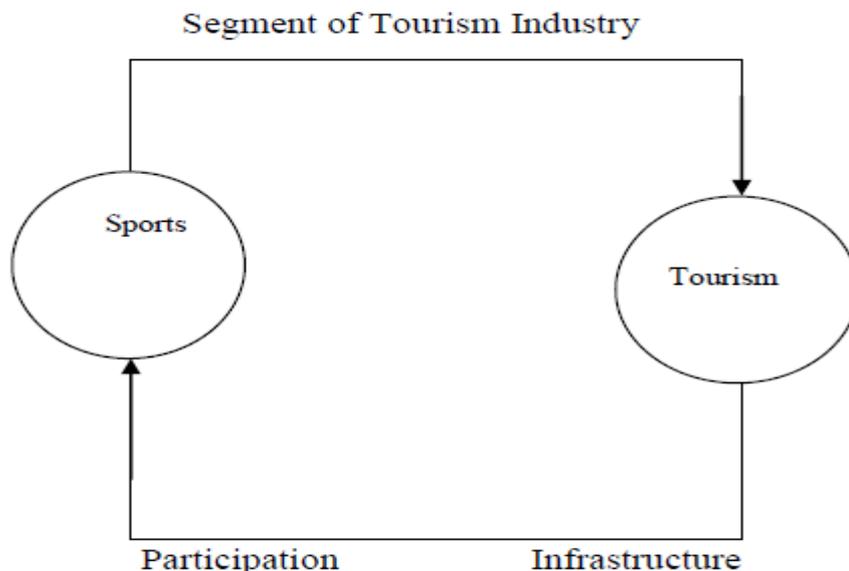


Fig. 2. Segment of tourism industry: Adapted from Sport Tourism (1st ed.), Brown (2012) according to Standeven and De Knop, 1999).

On this point we point to the example of Montenegro. According to the Agenda of reforms in the field of tourism of Montenegro (2013), indicators of tourism development in Montenegro generate: 663.8 million € or 19.5 % of BDP and 29.000 job positions, or 17.6 % of total employment. Estimates of growth for the next period (the average effective rate): 8.9 % of revenues (in 2023 is 1.7 billion €) and 5.8 % of employment (in 2023 god. 59.000 job positions). Revenues from tourism in 2012 is 700 million €, an increase of 4.3 %, that is for five years (2012 compared to 2007) revenue from tourism recorded a growth of 46 %. The coverage of foreign trade deficit through revenue from tourism in the period 2001 - 2010 amounted to 31 %, while the coverage of the deficit in 2009 and 2010 was 35 % and 38 %. Realized in 2012 are 1.4 million tourists – the growth of 4.7 % and 9.1 million overnight stays, growth – 4.3 %. Hotels with 4 and 5 ***** generate the greatest benefits for the economy: average hotel revenue 8.3 times higher than in the same hotel with 2 and 1 star, while the average revenue per accommodation unit at hotels with 5 * for 70 % higher in comparison with pitchforks quality level 5 *. Through land border crossings of Montenegro recorded a turnover of 9.804.624 and 3.199.129 vehicles in 2012. Railway availability points to total turnover of 356.663 passengers in 2012, while to the availability of by sea in 2012 are telling us data of 16 million passengers in the Adriatic. At the port border crossings Montenegro exceeded 828,898 passengers (www.mrt.gov.me).

Montenegro by Jovović et al (2009) has complete legislative regulations ("Law on Sport", "Law on Tourism", "National Strategy for Sport and Tourism" ...). However, has not been given enough space and not attention interaction of sport and tourism and is not recognized the significance of this form of tourism in generating the potential effects of which would have a significant impact on the overall results of the tourism industry. It is indisputable that Montenegro, as a unique combination of sea and mountains, carsick phenomena, preserved natural ambience entities disposes vast natural resources and attractiveness for the development of sports and tourism, but also has enormous deficiencies and handicaps with the development of sports infrastructure (stadiums, gymnasiums, swimming pools, marked and arranged bike and walking paths, wellness and spa centers ...), with a lack of quality sports props, equipment, supplies, a special problem is the lack of quality and educated staff, particularly in terms of symbiosis of sport and tourism, with a spectrum of different psycho-physical and social the differences between heterogeneous group of tourists, especially if one keeps in mind that the largest number of participants in sports tourism, absolutely with recreational interests.

Table 2. SWOT analysis for the development of sports tourism in Montenegro

Power	Weaknesses	A chance	Threat
The relatively well developed administrative capacity.	No links between tourism and sport system.	Centralization reservation system by creating a single electronic platform for sports tourism.	Lack of administrative capacity.
Solid tourist offer.	The low level of innovation and promotion of available resources.	Professional training and development of personnel.	Departure young and highly qualified workforce.
A large number of protected natural areas.	Short duration of the summer season.	Improving cross - border cooperation.	International challenges and threats to global peace.
A solid road infrastructure.	Inadequate focus on sporting activities as part of the added value of tourism and service offer.	The use of international funds.	Reduced mobility tourists.
Aerodrome port.	Inadequate management of protected areas.	The development of new forms of tourism.	Brain waste tourism and service potential.
		The extension of the tourist season.	Devastation and unplanned construction.
		Promotion inter - agency cooperation.	The complex socio - economic situation in Montenegro.

Source: (www.gamesetpeace.wordpress.com)

Infrastructure aspects in 2014, the Ministry of Transport and Maritime Affairs of the Government of Montenegro to the "Plan of regular and investment maintenance, reconstruction and construction of state roads," implied the investment 52.962.309.00 €, that is planned to be from the current budget of Montenegro provide resources , in total amount of 9.989.309.00 € for regular maintenance and protection of state roads and the Department of assistance and information on the public roads of Montenegro and of the Capital Budget of Montenegro, in the amount of 42.973.000.00 €, for maintenance, reconstruction and construction of state roads (www.gamesetpeace.wordpress.com). In order to the clearer insight readiness to engage in the sport system overall tourist service potential, made is a brief overview the factors that will affect the quality of the implementation of organizational activities in Montenegro using SWOT analysis.

In positioning the sport as a tourist - service activities (making strategy) of Montenegro is necessary analysis that would include: spending on journeys that include a specific sports activity; motivation for travel; length of stay; demographic structure; Lodging and type of transport. When creating a strategic document that is, the inclusion of the sport system Tourist Service offer it is necessary to take into account the following elements: a review of the planned investment and organizational activities at the local level; Market Assessment for particular sports activities; assessment of the proposed (for example: organization Giro d`Italia in Montenegro) sporting events; overview of existing sports infrastructure; recommendations for renovating existing sports

owned infrastructure; recommendations for the construction of new sports infrastructure; profiling of sports tourism products; estimate of the total social, political and ecological aspects switching system of sport in the service of tourist offer of Montenegro (www.gamesetpeace.wordpress.com).

Considering the natural and spatial resources of Montenegro Jovović et al (2009) notes that in Montenegro there are limitless possibilities for the development of various sports - recreational activities, such as: jogging, orienteering, kayaking, canoeing, photo safari, beach volleyball, archery, athletic facilities, basketball, bowling, cycling, diving, fishing, rock climbing, bowling, ballooning, bird watching, hunting big fish, horseback riding, swimming, mountain biking, hiking, paragliding and hang-gliding, rafting, sailing, caving, tennis, walking, fast walking, running, swimming, biking ... Huge choice for professionals and amateurs. Smith (2008) according to Polanec (2014) "it is always important to understand the main need that the consumer has, or the primary benefit that they get from using the product". Needs of sport consumers depend on the purpose of their visit to a sport tourism centre, therefore the core benefit, the actual product and the augmented product are, according to Smith (2008), key variables of the sport product. The development of modern sport has become increasingly associated with new technology, professional, scientific and organizational methods in the training process.

Through an extensive literature review Aicher et al (2015) proposed how self-determination theory could potentially provide a viable framework for understanding individuals' motivations to participate in sport tourism and events and developed the model presented in Figure 3.

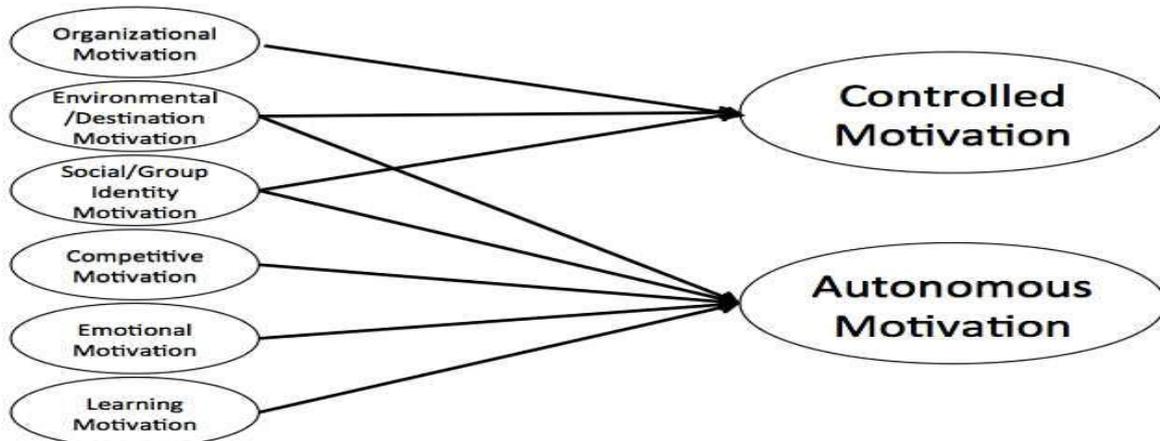


Fig. 3. Conceptual model depicting the relationship between motives to participate in sport tourism and events with controlled and autonomous motivation (Aicher et al., 2015).

This model provides a visual representation of the impact the motivational factors associated with sport tourism and event participation may have on either autonomous or controlled motivation. This model provides event organizers and host community officials a method to better understand participants' motivation in selecting their events. In doing so, this model could be utilized to identify key point of interest, and assist with the future design and implementation of subsequent events (see Aicher et al., 2015).

4. Conclusion

One has only to look at the score board at most team sporting competitions to see reference to the fundamental tourism concepts of the hosts and visitors. The prominent position of these concepts within sport implies a travel dynamic that has until recently been largely ignored by scholars in both tourism and sport. Yet the affinity between sport and tourism has not been ignored by the travelling public or by the vibrant industry that has emerged in response to this demand (Hinch, Higham, 2001). The wellbeing literature shows that there is a large spectrum of concepts and research related to human wellbeing; what transpires is that understandings of wellbeing processes can facilitate the design of enhanced strategies for development, therefore it is important to appreciate that researching and understanding wellbeing can have important repercussions in

relation to the sustainable development of tourism. The importance of a well-balanced “anthrop/bio-centric” vision highlighting the inter-relatedness of all earth and human systems could also be supported by a holistic/integrated approach to human wellbeing (Giorgio and Spinelli, 2009). Therefore, the fact that sports according to Perić (2015) can provide tourists with extraordinary adventures and experiences should not be surprising. “Consequently, there are many works that explore the cultivation and development of various contents and types of sports and sports tourism under the concepts of experience economy; golf tourism (Petrick, Backman, 2002), ice-snow tourism (Chi and Sun 2006), drifting sports tourism (Fu and Wen 2007), marine sports tourism (Su 2008), and so forth. When it comes to sports tourism experiences, Kurtzman (2005) considered that sports experiences have been created and structured as a particular type of tourist experience. Bouchet, Lebrun, and Auvergne (2004) integrated spatial and social dimensions and proposed the framework for analyzing sports tourism consumption which illustrates that consumer choices depend upon vacation destinations and sport services offered in relation to the experiences that vacationers are seeking” (Perić, 2015).

Finally, the sports tourism in Montenegro, according to Jovović et al (2009), regardless of the problems with the development of sports-recreational infrastructure has enormous natural potential for the development of very different and attractive sport-recreational activities that can be based on the development of specific programs different destinations. special advantage of this form of tourism which provides an opportunity to engage in tourist flows all parts of Montenegro, which creates conditions for balanced development of more passive, the continental part of Montenegro, because this part of Montenegro has even more preconditions for the development of this form of Tourism of. Jovović et al (2009) concluded that sport-recreational forms of tourism may be the best way of putting into operation of all natural resources of the land part of Montenegro, even more than agriculture, because tourism directly generates the development of agricultural production. However, regardless of the natural resources development according to research Jovović et al (2009) sports tourism in Montenegro has not enough attention some. Practically in any serious document, which deals with issues of tourism development, regardless of the source, in Montenegro there is no more explicit performance about the importance of sports tourism and its possibilities and implications of how the development of tourism activities, as well to participate in this form of tourism the overall results of the tourism industry in Montenegro (the number of tourists from these motives visited Montenegro, the number of overnight stays they met, revenue from them, the consumption per person, which prefers the activities, in which the dynamics, in which period ...).

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