

Development and Challenges of Sports Tourism in Pakistan

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Abstract

Tourism is one of the most rapidly growing industries in the world, which accounts for 10% of the global GDP. It is an important mean of income generation, job creation, poverty reduction, foreign exchange earnings and promotion of cross-culturing understanding. It comprises several types of activities including transportation, communication, hospitality, catering, entertainment and advertisement. The aim of this research is to analyse development and challenges faced by sports tourism in Pakistan. Literature is reviewed for this purpose. Data has also been collected from 60 respondents and simple random sampling technique is used for analysis. Closed ended questions were asked from all the respondents. Data analysis tools used for research are mean, mode, median, graphs and percentages. The strength analysis shows the results of research study which concludes that the mean, mode and median tool overall result are above 70% which proves that more development in sports tourism enhances its growth. Good governance has positive impact on sports tourism and more safety and security provided by government may enhance the growth in sports tourism and more tourists will come which encourage the growth of sports tourism industry. This study is of great importance to both academia and practitioners in the tourism Industry of Pakistan as less work has already been done in this field.

Keywords: sports tourism, income generation, cross-culturing

1. INTRODUCTION

Different authors have defined sports tourism in different ways, “to join or travel away from home range to watch sporting activities” (Hall, 1992, p.149). According to Ruskin sports tourism is defined as “It is a particularly attractive natural environments and partially outdoor artificial sports and partly made in physical recreation facilities vacation time as leisure time an expression of people’s behavior is specific period’s pattern” (Ruskin, 1987, p.26). Sports tourism is defined as Holidays that include sports as a spectator or participant is sports tourism (Weed & Bull, 1997).

Since humans started travelling food, water, safety and acquiring of resources was their early travel motivation. Tourism is defined as the collection of activities, services and industries that provides with a travel experience. This experience includes boarding, lodging, food, entertainment, business activities and other hospitality services provided for all people whether individuals or groups who are travelling away from home. (D, 2008)

Sports tourism refers to the trips around the globe particularly taken to watch sporting actions; such as football leagues, rugby and cricket matches, the Olympics and car racing. Water rafting, rock climbing, polo festivals, mountain biking and many more sports are considered in sports tourism.

Sports tourism has great importance in Pakistan. In past Pakistan hosted many major events including Cricket world cup of 1987 and 1996. Hockey World cup of 1990 was also hosted by Pakistan. Polo is famous in northern areas of Pakistan. Excitement for Polo will be the maximum on the world’s utmost Polo ground. The festival also incorporate folk music, folk dance, conventional games and a camping rural community are set up on the Pass. Polo is active sport with its commencement embedded in Central Asia dating backside to 6th century before Christ. At first it was a preparation game for cavalry division for the owner’s security or other elite troops. It became a Persian state sport in the 6th century AD. From Persia, the game widen to Arabia, then to Tibet, China and Japan. As described above are the sports and their description which plays a major role in sports tourism.

Overall, the sports tourism function market is anticipated to rise annually at around 6% for the next five years. Sports tourists are more simply profiled according to the sports they pursue. Rugby and cricket supporters be likely to be a little older and with bigger disposable income. Followers of athletics tend to be young, low spenders, whilst those following the Formula 1 Grand Prix circuit tend to be skewed towards males in their forty’s with above average disposable income. (Krammer, 2005)

There is need to remove bottlenecks in smooth functioning of the sports institutions organizing sporting events at national level and participation of Pakistani players in international competition/tournaments. The Federal Government has suggested a broader program for sports development in the country with the following salient features: - • Formulation of a plan for building sports infrastructure at national level with the involvement of private sector. • District governments would ensure that housing societies have sports facilities. This should be enforced through Government legislation regarding housing societies. These facilities will associate themselves with the community living in that housing society and become their ‘club’. Encourage

NGOs to include sports as part of their plans to develop local communities and to liaise with local government for the development of sports infrastructure at grassroots level. • The Provincial Education Departments and HEC would establish effective interaction between them in the case of sports facilities so that the functions of each complement the other. • All education institutions will have well equipped sports facilities. • There will be sports training academies, sports stadia, sports complexes, swimming pools and synthetic hockey turfs in all districts of the country. • All major cities will have boxing gymnasia and indoor gymnasia. • Pakistan Sports Board, Provincial Sports Boards, provincial governments and the civil administration at district level should play their part to boost sports activities in their own domains. (Ahmed, 2010)

Significance of choosing this topic is that there is little or almost no research done yet in this sector in Pakistan and also that researcher is of opinion that sports tourism needs to be focused more and work should be done to promote our country's sports sector as well and connecting tourism with sports means that country will have a positive boom in GDP as well.

2. LITERATURE REVIEW

Tourism is travel for recreational, leisure, family or business, usually for a limited period. Tourists are defined by the World Tourism Organization as "travel and stays outside their usual environment for more than one consecutive year for business, leisure or other purposes." (WTO, 1995)

Gholam Reza and Ali Ghafary (2013) mentioned in their study that currently sport time is considered as a large and important industry in the world. There are a lot of people around the world participating in this activity. This is also a common factor having fun creating passion for tourists. By combining tourism and sport creates a sports tourism industry. In other words, sports tourism is one of the largest industry and diversity in the world. This dynamic industry considered as an important source of income in many countries (Ebrahimi, 1997). According to the first publication of the Central Council of Physical Recreation by Mike herb published studies related to the study of sports tourism in 1966, was written by Don Anthony with the title "Sport Tourism".

Undependable data to monitor the extent of the desire of tourists in recent years is increased or when travelling sports do portend (Kotler, Haider and Rein, 1993; Hall, 1992 Kurtzman and Zauh 1991). According to the Belgian research about sports participation in demand of tourists in 1967 and 1989 (De Knop, 1992) has increased from 1.3%.

So far, there is a large and successful sports and tourism industry as well as worldwide, It was tied around the sports industry about 2.5% of world trade and sport commission of the European Communities in 1994, according to the report. There are varieties of factors for motivation and sports events, shows and participations are few of them. Sports tourism is one of the fastest growing areas of the travel and tourism industry \$4500 thousand million worldwide. One study predicts that travel and tourism was 10% of the global domestic product in 2011. Tourism Industry in Pakistan is also making high profits (Asdullah & Rehman, 2015). The economies of cities, regions and even countries around the world are increasingly relying on the visit of international tourists as golfers and skiers or fans travelling for football, rugby and cricket matches. In several countries, sport can represent up to 25% of all tourism revenue.

As tourism is the fastest growing industry it has certain challenges and developments need to be done to make it more attractive and comfortable for tourist as proper development will attract lot of international tourists whether it is for the purpose of any sports festival or for leisure. Development includes lot of things but few necessary are built up of good roads infrastructure, government should make a good international image of Pakistan, communication and hospitality infrastructure needs to be improved more, government should focus on tourism sector, they should face all the challenges with proper attention and perform actions so as to develop this industry and make it attractive for international travelers by encouraging youth and by doing good festivals related to sports.

The tourism industry is also rising in Pakistan with support of international financing. Government of Pakistan has not been able to take the tourism market seriously in the country. As Pakistan is home to a diverse number of tourist attractions. Many tourist attractions are still unknown to world at large. Known tourist attractions are also facing subservience. Government should focus more on travel and tourism infrastructure; make its branding means make it attractive and famous among international tourists by promoting it and marketing it.

Many critics have given ideas to the Pakistani government and encouraged them to lure back tourists to Pakistan for taking the initiative and gave the patronage of new businesses in the tourism market. Maintenance of buildings, roads and infrastructure should meet high international standards. For the development of this weak industry, advertising campaign needs to attract tourism by developing easy to avail and attractive holiday packages, tailored to explore more regions of the country (Hall CM, 1992). On the contrary, efforts of government can be seen to this industry. In September 2004, Minorities, culture, sports, tourism and youth affairs with bifurcation, as the ministry of tourism has been given a separate status. Tourism ministry had responsibilities: policy formation, development, marketing, promotion and coordination of both foreign as well

as domestic tourism and federal regulations and state governments and private sector activities. The promotion of tourism was shifted to provincial governments, and now each province has its own organization responsible for tourism promotion and objectives in their province. Tourism Development Corporation of Punjab is working in Punjab for the success of tourism industry (TDCP). Government has also made separate department for sports in Punjab with the name Punjab Sports Board (PSB), that organize sports festivals and promote sports events at international level for the growth of this sector. PSB is also developing the sports tourism by promotion and by implementation of good strategies which enhance sports events and attracts domestic and international tourists.

Hypothesis Statements:

H1: More development more the growth in sports tourism.

H2: Good governance positive impact on sports tourism.

H3: More Safety and security provided by government more the growth in sports tourism.

3. METHODOLOGY:

As per the research topic geographical area is Pakistan and target population is the general public as the research study is based on people related to sports tourism industry.. Sampling refers to the selection of representative parts of the entire population. The population of this research study is the general public male and female of minimum age group which is 20 years and minimum education intermediate/ A-level are part of the target population who are directly involved in it. Because of time and cost limitations, it was not easy to collect data from all the target population. From this huge population researcher has chosen sample of 60 respondents by using a simple random sampling approach. This number of respondents has been chosen as it is accessible as well as appropriate for collecting data in short time duration. Simple random sampling is the technique by which researcher select research participants on the basis of ease in their accessibility.

This research is conducted on the basis of simple random sampling technique. Structured interviews are conducted from respondents by researcher for this purpose. The use of sampling approach is aligned with the overall methodology.

Data comes in two forms one is primary and other is secondary, researcher has taken primary data. Hence, it was very important for researcher to collect primary data for evaluating factors which influence them in tourism industry in Pakistan. Questionnaire is given to the people related to sports tourism so as to collect data for this research work. Survey tool has been used in this study to get information from them. In this particular study, the researcher has chosen survey tool because it is easy, time efficient and low cost data collection tool. For using a survey tool in this study, the researcher has developed close ended questionnaire. The questionnaire is developed on a five - point Likert scale which is appropriate to get quantitative information. The questionnaire is developed in two parts; the first part of the questionnaire is aimed at getting personal or demographic information of participants and the second part is aimed at the factors which might persuade public opinion and they can better tell about the development whether it is being done or not.

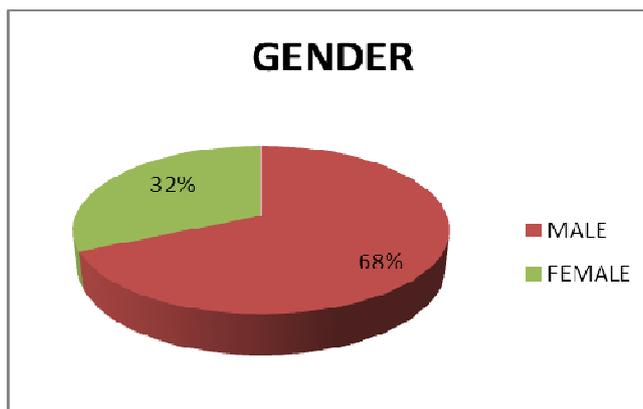
Mean mode, median, percentages and graphs are used to analyze data which is collected during survey. Data collected through survey has been tabulated on MS Excel. This tabulated data has been further summarized through percentage method. These summarized results of survey have been presented in the form of charts. The results are discussed in detail while interpretation of findings.

4. DATA ANALYSIS

Demographic Factors:

Table:

GENDER		
MALE	41	68%
FEMALE	19	32%

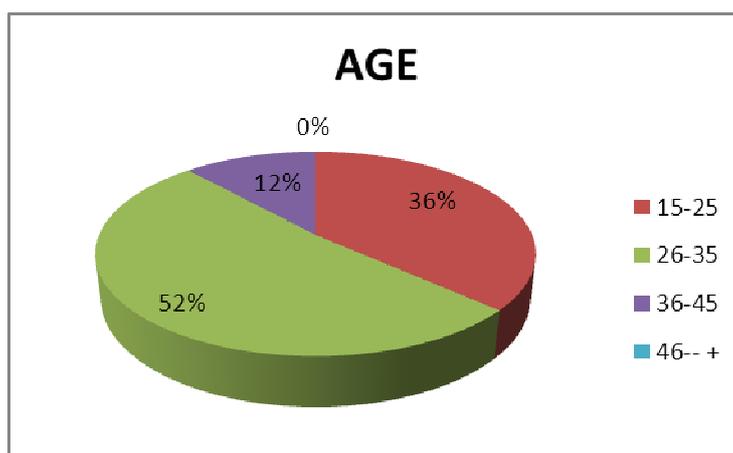


Data collected in this research is from general public in Lahore, Pakistan. Males have shown more participation in collection of data compared to females as shown above in table and graph as well. There were 41 males and 19 females out of 70 respondents who participated in data collection.

Table:

AGE		
15-25	22	37%
26-35	31	52%
36-45	7	12%
46-- +	0	0%

Graph:



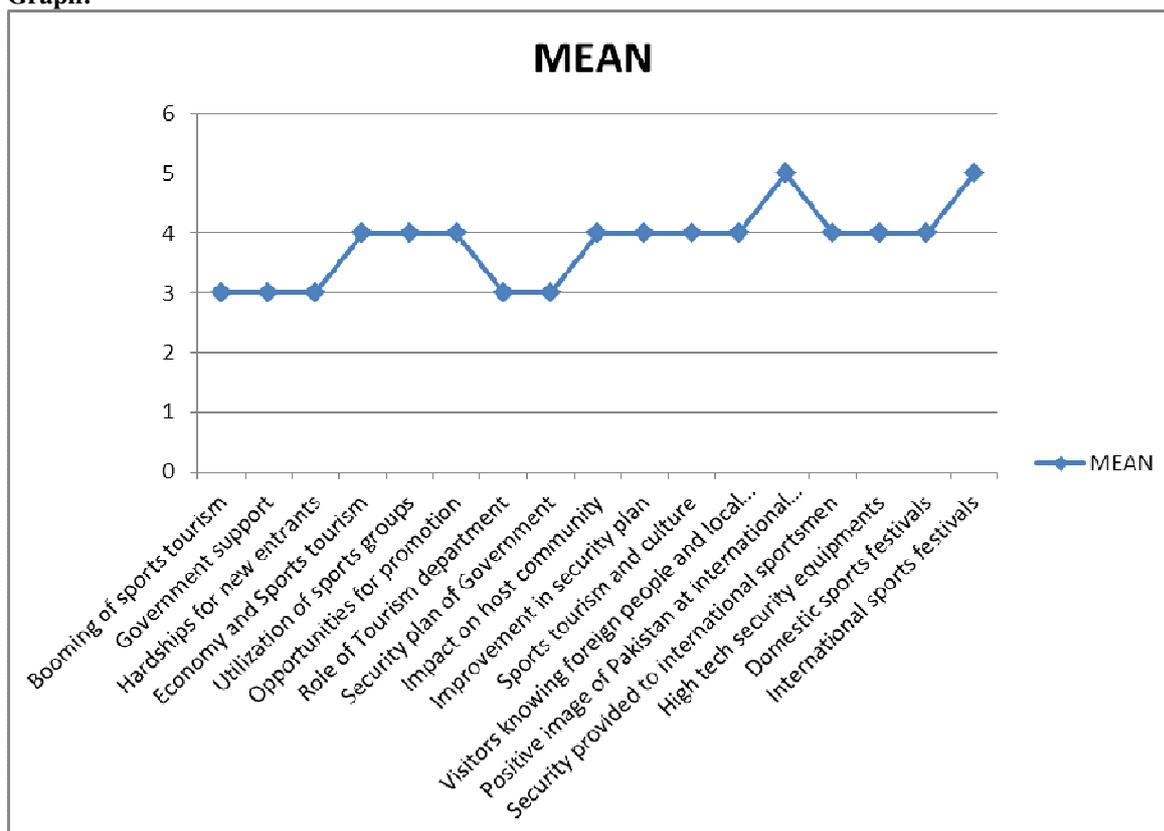
Analysis: The gender was further divided into relevant age groups. Each group contains both male and female participants. After analysis it was found that different age groups have participated during data collection. There were four age groups defined. Group 1 range from 15-25 years of age. Group 2 range from 26-35 years of age. Group 3 range from 36-45 years of age. Group 4 ranges from 46 and above. In group 1 there were 22 male and female participants, in group 2 there were 31 male and female participants, in group 3 there were 7 male and female participants and group 4 contains 0 male and female participants out of the 60 respondents. After analysis it was observed that there is more ratio of group 2 participants of both genders which is 52% who participated more in giving their point of view for this research.

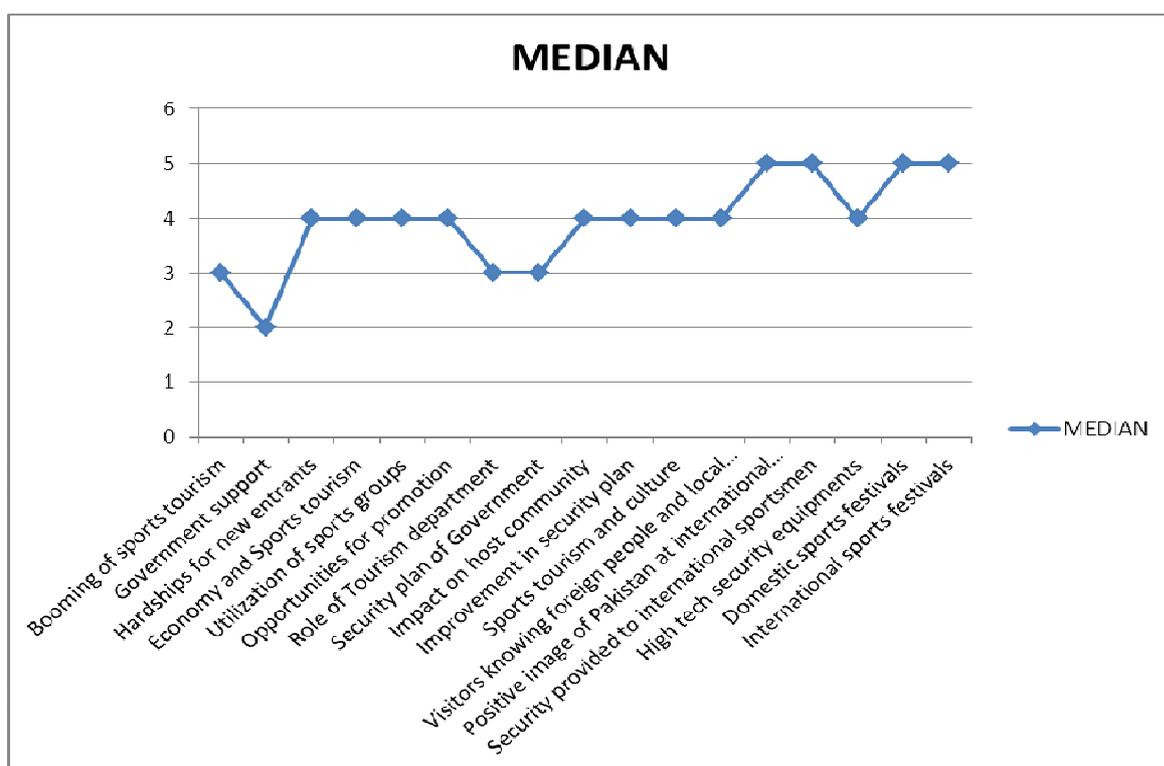
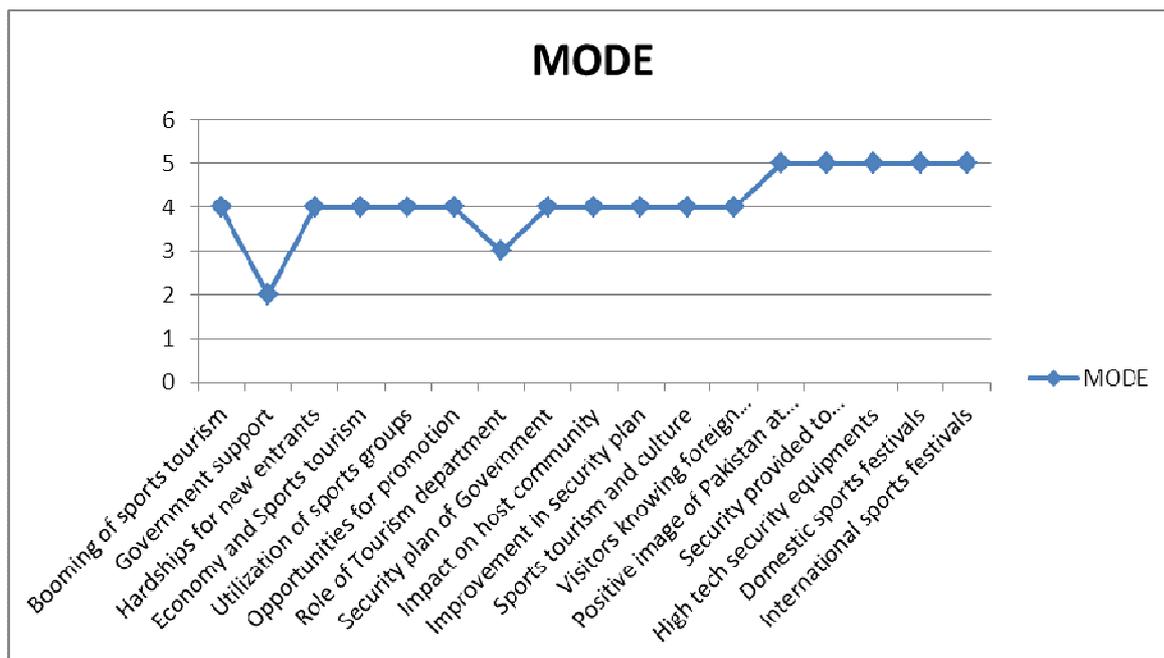
FACTORIZATION

Table:

FACTORIZATION				
	MEAN	MODE	MEDIAN	
Booming of sports tourism	3	4	3	H1
Government support	3	2	2	H1
Hardships for new entrants	3	4	4	H1
Economy and Sports tourism	4	4	4	H1
Utilization of sports groups	4	4	4	H1
Opportunities for promotion	4	4	4	H2
Role of Tourism department	3	3	3	H2
Security plan of Government	3	4	3	H2
Impact on host community	4	4	4	H2
Improvement in security plan	4	4	4	H2
Sports tourism and culture	4	4	4	H2
Visitors knowing foreign people and local culture	4	4	4	H3
Positive image of Pakistan at international level	5	5	5	H3
Security provided to international sportsmen	4	5	5	H3
High tech security equipments	4	5	4	H3
Domestic sports festivals	4	5	5	H3
International sports festivals	5	5	5	H3

Graph:





4.1 ANALYSIS

1. In this statement researcher has asked that whether sports tourism is booming in Pakistan or not. As per mean and median tool all the respondents showed neutral results that they may agree or may disagree with this statement and as per mode tool result respondents agree with this statement.
2. In this statement researcher has asked that whether government is supporting the growth of tourism industry in Pakistan. As per mean tool respondents were neutral and as per mode and median tool all the respondents disagree with this statement.
3. Researcher has asked in this statement that whether the new entrants in sports tourism face hardships or not. As per mean tool respondents showed neutral results and as per mode and median tool all the respondents agree with this statement.
4. Researcher has asked in this statement that economy of Pakistan has an effect on sports tourism in

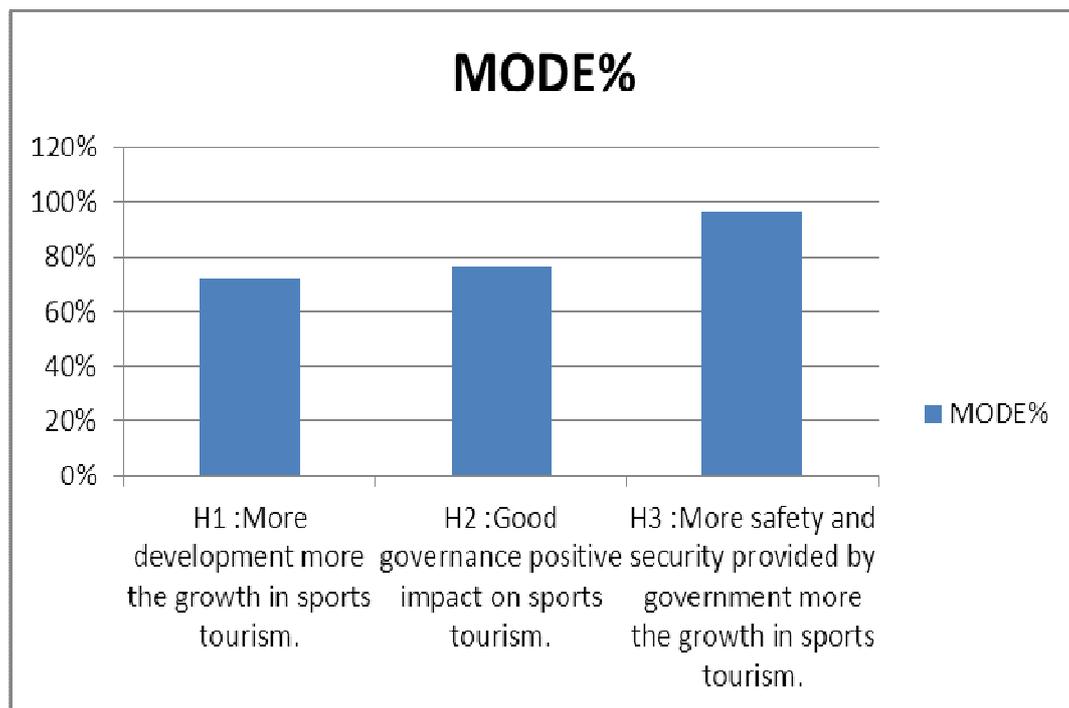
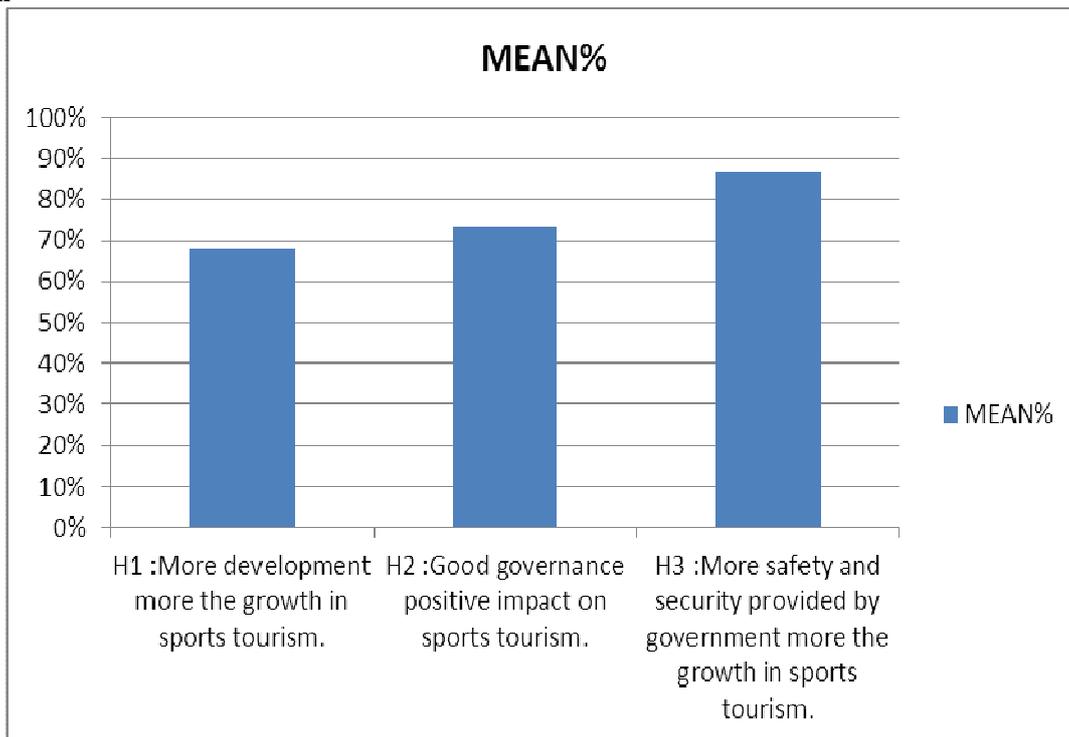
- directly proportional way. As per mean, mode and median tool all the respondents agree with this statement.
5. In this statement researcher has asked that whether sports group utilize sports tourism more. As per mean, mode and median tool all the respondents agree with this statement.
 6. In this statement researcher has asked that whether sports man easily avail the opportunities to promote their sports. As per mean, mode and median tool all the respondents agree with this statement.
 7. Researcher has asked in this statement that tourism department is playing his role for the development of sports tourism. As per mean, mode and median tool all the respondents showed neutral results which means that it may be agreed or may not be agreed .
 8. In this statement researcher has asked that security plan provided by government related to sports tourism is satisfactory. As per mean and median tool respondents showed neutral results and as per mode tool respondents agree with this statement.
 9. In this statement researcher has asked that sports tourism has a positive impact on a host community at national or international level. As per mean, mode and median tool all the respondents agree with this statement.
 10. In this statement researcher has asked that government of Pakistan needs to improve the security plan for the betterment of sports activities. As per mean, mode and median results all the respondents agree with this statement.
 11. Researcher has asked in this statement that sports tourism has positive impact on culture of the country. As per mean, mode and median tool all the respondents agree with this statement.
 12. In this statement researcher has asked that sports tourism provides a platform for visitors through which they came to know foreign people and local culture. As per mean, mode and median tool all the respondents agree with this statement.
 13. In this statement researcher has asked that government should create a positive image of Pakistan at international level which will encourage international tournaments to be held in the country and this enhances sports tourism as well. As per mean, mode and median tool all the respondents showed that they strongly agree with this statement.
 14. In this statement researcher has asked that government should provide security to international sportsmen who enter in Pakistan for matches. As per mean tool respondents agree with this statement and as per mode and median tool all respondents strongly agree with this statement.
 15. In this statement researcher has asked that high tech security equipments usage in stadiums will ensure the security of the international matches held in the country. As per mean and median tool respondents agree with this statement and as per mode tool respondents strongly agree with this statement.
 16. In this statement researcher has asked that whether domestic sports festivals such as Cholistan jeep rally attracts lot of tourists which encourage sports tourism. As per mean tool respondents agree with this statement and as per mode and median tool respondents strongly agree with this statement.
 17. Researcher has asked in this statement that international sports festivals enhance sports tourism. As per mean, mode and median tool all the respondents strongly agree with this statement.

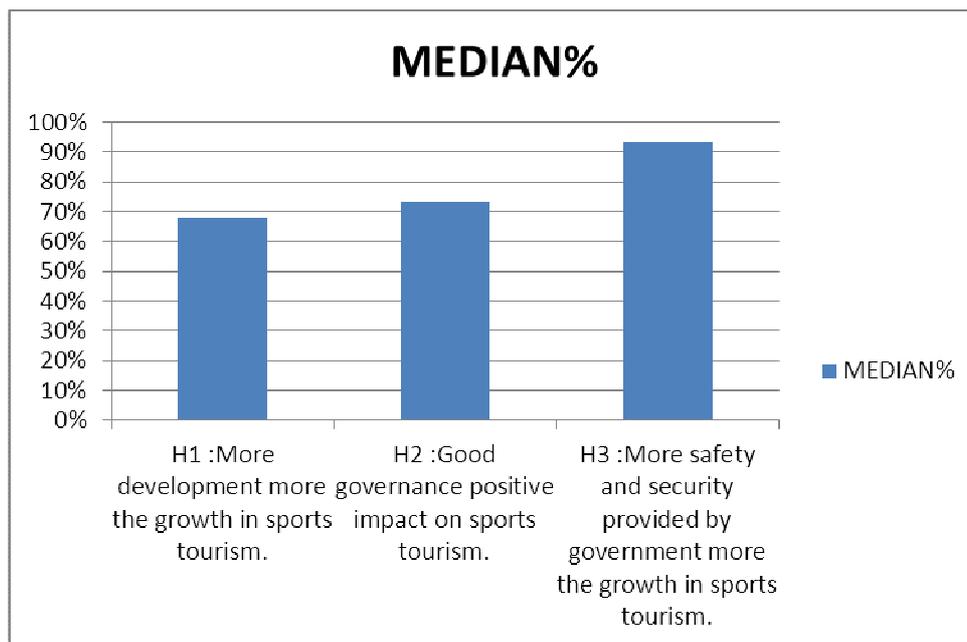
4.2 STRENGTH ANALYSIS

Table:

STRENGTH ANALYSIS			
	MEAN	MODE	MEDIAN
	%	%	%
H1: More development more the growth in sports tourism.	68%	72%	68%
H2: Good governance positive impact on sports tourism.	73%	77%	73%
H3: More safety and security provided by government more the growth in sports tourism.	87%	97%	93%

Graph





4.3 HYPOTHESIS ANALYSIS

Proposed relationship of research variables:

Proposed relationships of these research variables are directly proportional as more the development done more the growth of sports tourism. As good governance, safety and security has a positive impact on sports tourism as more focus is given on these points more will be the growth in sports tourism.

Strength Analysis of hypothesis:

H1 (More development more the growth in sport tourism)

As per mean tool 68% of respondents agree that development is directly proportional to sports tourism means that more the development it brings more sports tourism and as per mode 72% and median tool 68% of respondents agree with this hypothesis statement.

H2 (Good governance positive impact on sports tourism)

As per mean tool 73% of respondents agree that good governance enhance sports tourism industry. As per mode tool 77% and median tool 73% of respondents agree with this hypothesis statement.

H3 (More safety and security provided by government more the growth in sports tourism)

As per mean tool 87% of respondents agree with this statement, Mode tool shows 97% results and median tool shows 93% of respondents agreed with this statement.

5. CONCLUSION

Research study is on development and challenges of sports tourism in Pakistan. As per the variables which are development, good governance, safety and security their purpose is to check whether they help sports tourism to grow if the said variables are properly followed.

The hypothesis statement describes the variables as more development more the growth of sports tourism, good governance have positive impact on sports tourism, safety and security provided by government more the growth in sports tourism as country's good international image encourage more tourists to visit for sport events held in the country. This research study proves that these hypothesis statements are agreed by all the respondents as overall results are above 70% on average at agreed side meaning general public opinion is that government should provide good security measures to the sports men and to the tourists and more domestic and international sports events should be held, doing this enhance sports tourism of Pakistan.

6. RECCOMENDATIONS

Industry

As per research study and survey, recommendations to industry are that they should be more consistent with the current international service standards; they should enhance transportation facilities which support sports tourism industry.

Customers

Customers who experienced luxiourious service and are satisfied with tourism facilities should recommend others and give proper feedback regarding the hotels and restaurants regarding sports events and services

provided in the country as this will encourage them to travel and this will enhance sports tourism.

Stakeholders

They should start considering tourism development in a more sustainable way and should properly involve themselves in decision making and they should encourage sports tourism.

Shareholders,

They should be informed by the companies for future rounds of financing so that timely actions should be taken and properties should have enough capital for smooth running of their operations as it will not affect efficiency, doing this will enhance tourism industry and supports tourism.

Government,

Government should try their utmost to develop sports tourism industry and give priority for protecting and preserving culture, traditions, and heritage and develop all existing potential areas of attracting tourists by empowering the sports events and security consistency, they should ensure that international image of Pakistan is positive by implementing proper policies and strategies and approving budgets for sports industry.

Local Bodies,

Local bodies should improve their systems to make better decisions and set priorities on how to make their towns and villages better places for people to live and better places for people to visit.

Public

Local public should stimulate the public's desire to visit the places arranging for the travelers to reach it. Making certain that visitors are comfortable, well treated and entertained when they get there and that they are playing their role in positive image building of the country.

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