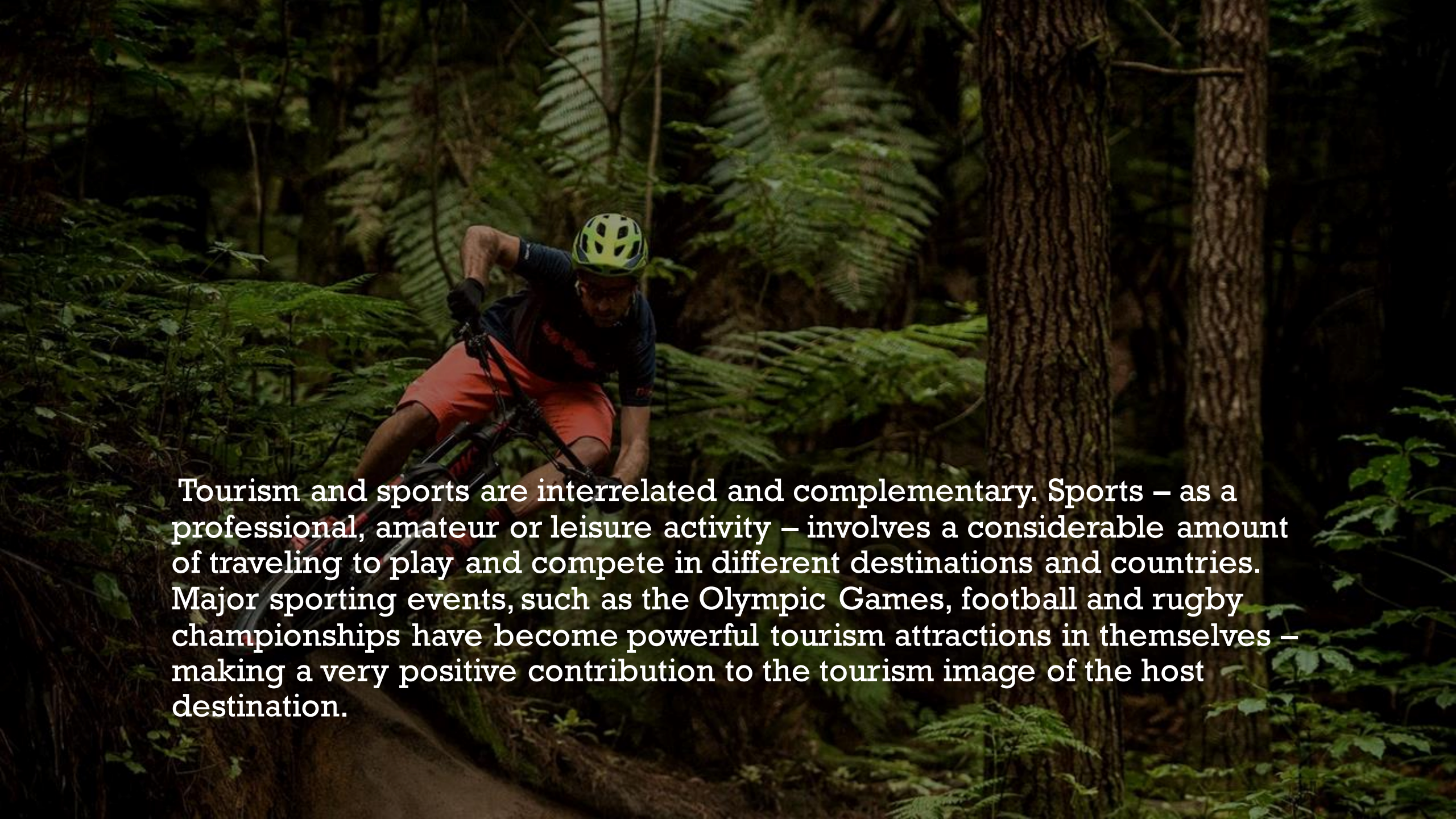





# S p o r t i n T o u r i s m

presentation

A mountain biker wearing a yellow and black helmet, a dark blue jersey, and orange shorts is riding a trail bike through a dense forest. The rider is leaning forward, navigating a dirt path. The background is filled with tall trees and lush green ferns, creating a natural and adventurous setting.

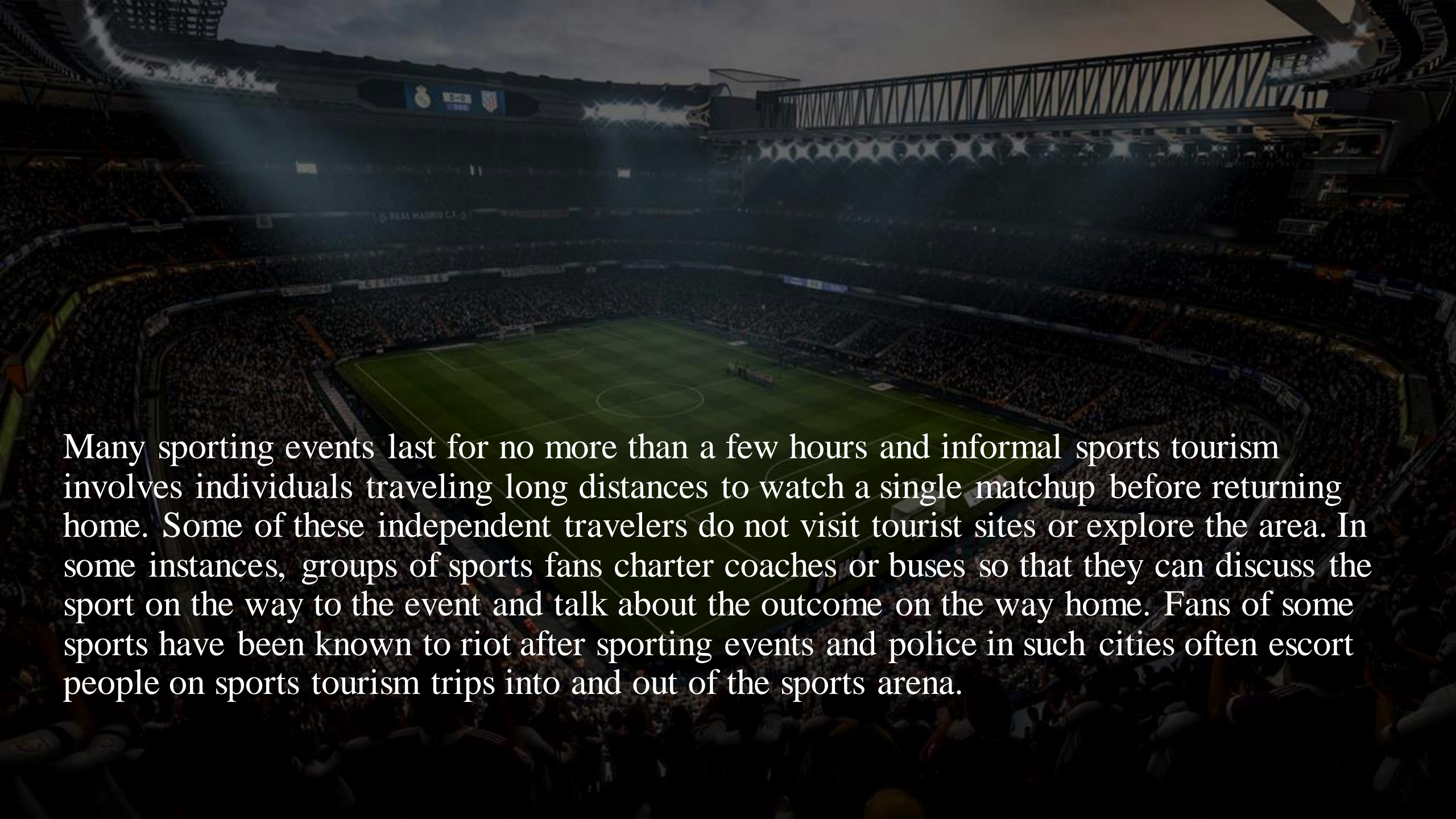
Tourism and sports are interrelated and complementary. Sports – as a professional, amateur or leisure activity – involves a considerable amount of traveling to play and compete in different destinations and countries. Major sporting events, such as the Olympic Games, football and rugby championships have become powerful tourism attractions in themselves – making a very positive contribution to the tourism image of the host destination.

A photograph of American football players in blue uniforms on a field at night. The players are in a three-point stance, ready for the play to start. The background is dark, with some stadium lights visible in the distance. The text is overlaid on the right side of the image.

Sports tourism is one of the fastest growing sectors in tourism. More and more tourists are interested in sport activities during their trips whether sports are the main objective of travel or not. Sport events of various kinds and sizes attract tourists as participants or spectators and destinations try to add local flavours to them to distinguish themselves and provide authentic local experiences. Mega sport events such as Olympics and World Cups can be a catalyst for tourism development if successfully leveraged in terms of destination branding, infrastructure development and other economic and social benefits.

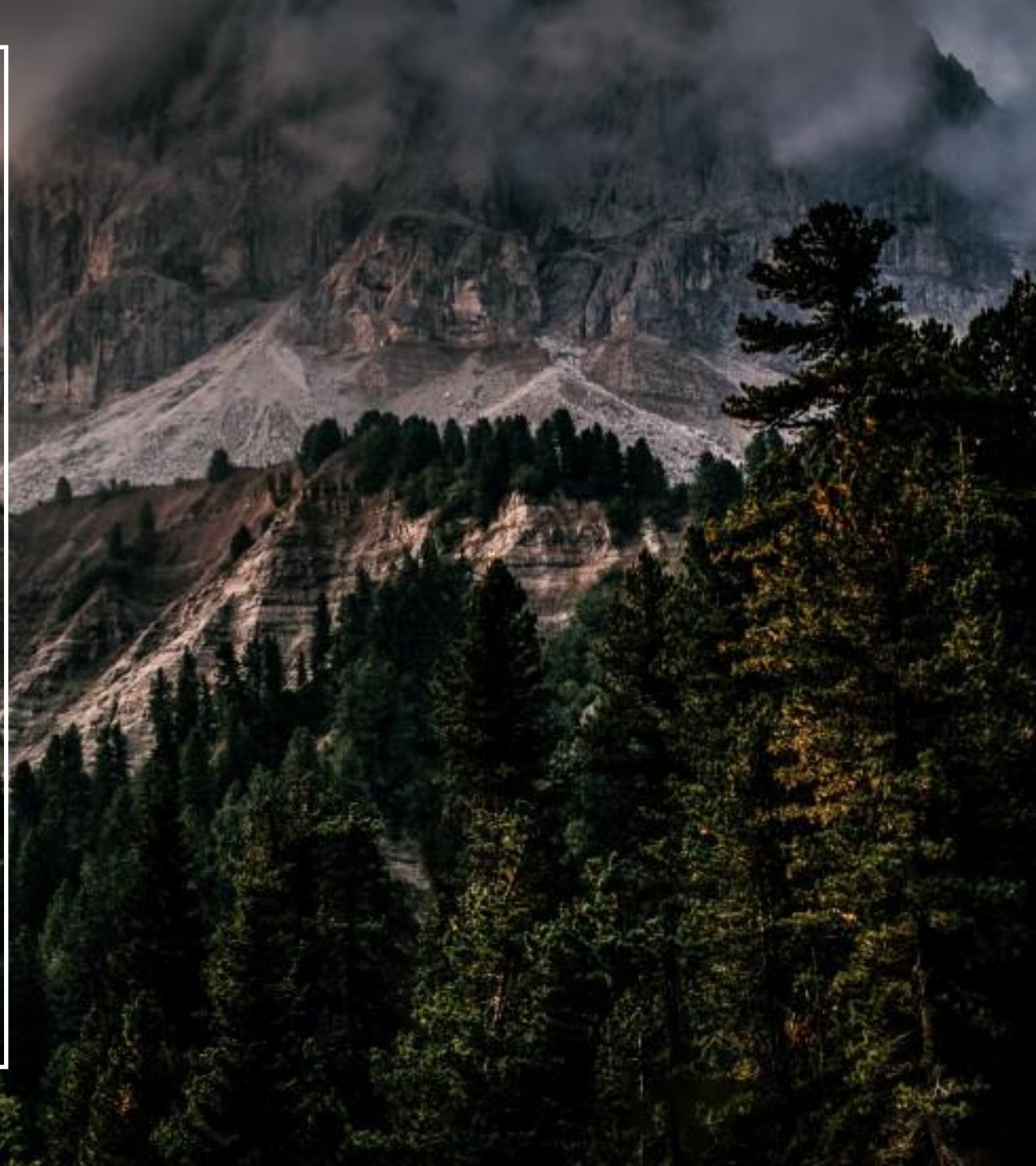
A group of four people is silhouetted against a hazy, overcast sky as they stand on the edge of a rugged, rocky cliff. The cliff face is dark and textured, with some green moss or lichen visible. Beyond the cliff, the landscape opens up into a vast, rolling valley with green hills and a small body of water in the distance. The overall atmosphere is serene and adventurous.

Sports tourism involves traveling to specific locations to watch sporting events or to participate in sports. Many travel firms market all inclusive travel deals which include tickets to sporting events, accommodation and meals for sports fans. Some people prefer to make their own travel arrangements and buy transportation and event tickets without the assistance of travel agents.

An aerial, high-angle view of a large football stadium, likely the Santiago Bernabéu in Madrid, filled with spectators. The pitch is visible in the center, and the stands are packed with fans. The stadium's architecture, including the roof structure and advertising hoardings, is visible. The text is overlaid on the lower-left portion of the image.

Many sporting events last for no more than a few hours and informal sports tourism involves individuals traveling long distances to watch a single matchup before returning home. Some of these independent travelers do not visit tourist sites or explore the area. In some instances, groups of sports fans charter coaches or buses so that they can discuss the sport on the way to the event and talk about the outcome on the way home. Fans of some sports have been known to riot after sporting events and police in such cities often escort people on sports tourism trips into and out of the sports arena.

Aside from watching sports events, many tourists participate in sports such as snorkeling, rock climbing and other types of outdoor pursuits. In some instances, these individuals have to undergo some training before they can participate in certain activities such as climbing steep mountainsides or diving at certain depths. Some travel operators cater to both serious sports participants and recreational travelers who want to experience outdoor pursuits but who also want to tour historic sites and participate in non-sports related activities.





Sports tourism can involve travel to sporting locations even when no events are scheduled to take place. Many sports stadiums have museums and schedule tours that enable sports fans to get a behind the scenes view of their favorite sports teams. Some tennis and golf clubs allow visitors to use the same facilities that are normally used by professionals partaking in major events.



Sport and Tourism are two driving forces for the promotion and sustainable economic development of tourism destinations. To better understand the links between tourism and sport and to increase the awareness of the benefits of their joint contributions, UNWTO and the International Olympic Committee (IOC) jointly organized the First World Conference on Sport and Tourism in Barcelona on 22-23 February 2001. This publication contains the studies prepared for the Conference as well as the speeches delivered there.





# WHO IS THE SPORTS TOURIST?



Unlike what you could imagine, the sporting tourist is not only those who practice a sport in a competitive or professional manner.



The sports tourist is more often than not the enthusiast willing even for long journeys, ready to spend much more than what you imagine, in equipment and for the holiday of his favorite sport. He looks for special places to be able to tell them when he returns from vacation, for his "businesses", he informs himself by reading specialized magazines and has as a reference the champions of his sport.

All travelers who choose the destination of their trip based on whether or not they can practice a specific sport.

Practitioners at an amateur level (eg ski clubs, sailing clubs, amateur sports associations for each discipline) who move to participate in: competitions, training sessions, stages, tournaments, etc.

Professionals who do not move for professional or business reasons (eg medical staff, physiotherapists, trainers, nutritionists).

Staff, management, and employees of both professional and amateur sports clubs.

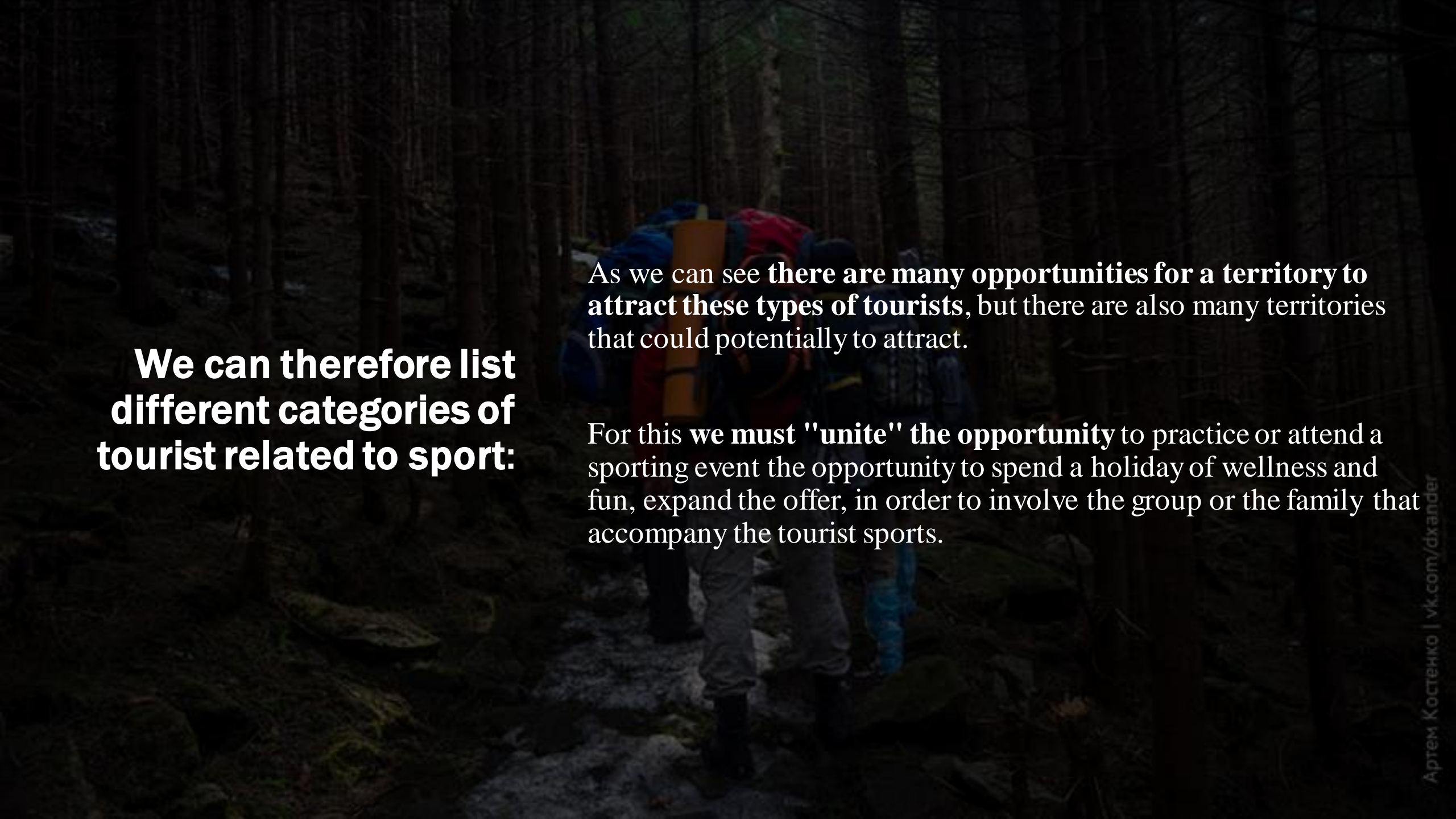
Referees and juries prepared for the checks, evaluations and regular conduct of the events.

Journalists, television and radio crews who travel to comment and resume sports competitions.

The "sportsman" who travels to watch sports events (eg organized fan clubs or individual sports enthusiasts).

The tourist who travels to learn how to practice the sport he has always wanted or what goes "in fashion".



A person with a large backpack is hiking through a forest. The person is wearing a blue jacket and grey pants. The backpack is large and colorful, with blue, red, and orange sections. The forest is dense with tall, thin trees. The lighting is dim, suggesting a shaded forest environment.

**We can therefore list different categories of tourist related to sport:**

As we can see **there are many opportunities for a territory to attract these types of tourists**, but there are also many territories that could potentially to attract.

For this we must **"unite" the opportunity** to practice or attend a sporting event the opportunity to spend a holiday of wellness and fun, expand the offer, in order to involve the group or the family that accompany the tourist sports.



# Why Sports Tourism is Important?

Economic Impact

Sports tourism is one of the fastest growing segments within the travel industry. From weekend tournaments to tailgating at Talladega, Alabama, this kind of tourism brings hundreds of thousands of visitors to a specific location. And guess what? Those people need to eat, and they need places to stay (probably a good souvenir, too). That means more money to hotels, restaurants, sports facilities, and gift-shops alike. Last year alone, SFM hosted more than 20 million visitors in our sports facilities, many of which were for the purpose of sports tourism. Rocky Top Sports World closed the 'books' on their 2017-2018 season and reported a whopping \$45.7 million dollars in economic impact – significantly outperforming the original projections.



# Sport tourism in Armenia

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Most people know Armenia as a country with a rich history and culture. Also, this region gives unforgettable impressions to adventure lovers: the number of those who choose extreme and active tourism in Armenia increases every year. Mountains, rocks, gorges and forests attract connoisseurs of such recreation. How do fans of a dynamic lifestyle spend their leisure time in this amazing country?

# Hiking and mountain tours in Armenia

A hiker is seen from behind, walking on a dirt path on a mountain ridge. The hiker is wearing a backpack and using trekking poles. The landscape is rugged with dry grass and scattered rocks. In the background, there are several mountain peaks under a clear, blue sky. The overall scene is a vast, open mountain landscape.

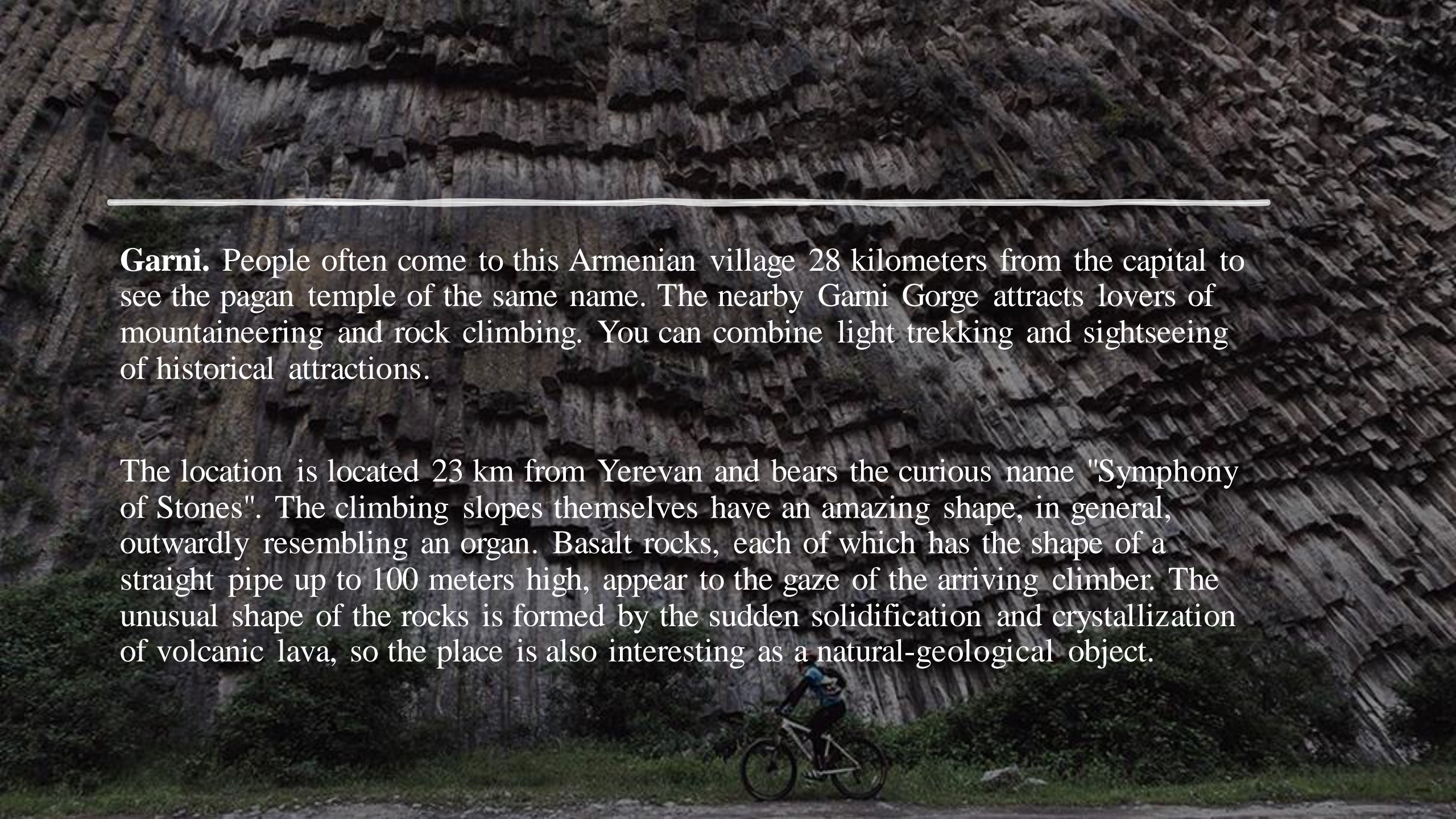
Due to the abundance of mountains and rocks, extreme tourism in Armenia has been gaining momentum in recent years. Trekking routes are divided into different levels of difficulty. Gorges form a bizarre chain of labyrinths, and numerous forest spaces give unexpected discoveries. There are simple one-day routes that are suitable for any age category. There are more complicated extreme tours designed for a prepared audience.



# For example:

**Aragats.** Mountaineering and rock climbing are very popular among travelers. The most difficult route is the ascent to Aragats, the highest point of Armenia. The mountain is located in the Aragatsotn region, which is popularly called the "Armenian Garden" due to its picturesque nature.

The mountain is a target for many active travelers, and this is understandable: Aragats has many titles: It is both the highest mountain in Armenia and the highest mountain in Transcaucasia. Interestingly, Aragats is an extinct volcano, which now has 4 peaks. The highest of them – the northern one – rises 4090 meters above sea level, and the lowest of the peaks – the southern one – with a height of 3879 meters is the most frequently visited due to the terrain accessible for passage.

A dark, layered rock face, likely basalt, with a person on a bicycle at the bottom. The rock face is composed of many horizontal layers, each with a slightly different texture and color, ranging from dark grey to black. The layers are roughly parallel to each other, creating a stepped appearance. At the bottom of the rock face, a person is riding a bicycle on a dirt path. The person is wearing a blue shirt and dark pants. The background is a dense forest of green trees.

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**Garni.** People often come to this Armenian village 28 kilometers from the capital to see the pagan temple of the same name. The nearby Garni Gorge attracts lovers of mountaineering and rock climbing. You can combine light trekking and sightseeing of historical attractions.

The location is located 23 km from Yerevan and bears the curious name "Symphony of Stones". The climbing slopes themselves have an amazing shape, in general, outwardly resembling an organ. Basalt rocks, each of which has the shape of a straight pipe up to 100 meters high, appear to the gaze of the arriving climber. The unusual shape of the rocks is formed by the sudden solidification and crystallization of volcanic lava, so the place is also interesting as a natural-geological object.

# Horse riding

Fans of horseback riding will not stay away either: equestrian tours are popular in Armenia, which introduce you to the beauties of the republic in close proximity to nature.

Tourists often choose short horseback rides for a couple of hours. And someone prefers traveling for a few days with visits to hard-to-reach places. This option allows tourists to see such sights, which are often known only by local residents. Be sure to plan a horse riding trip, even if active and extreme tourism in Armenia was not your goal. This will help you spend time with maximum benefit.

You can go horseback riding or even horseback riding in the eco resort of Apaga, at the foot of Mount Armagan, in the beautiful region of Vayots Dzor and other places.

# Water activities

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The alpine Lake Sevan is very popular among connoisseurs of active recreation. Here you can swim, do summer beach sports, windsurfing and alpine diving.

Sevan is called the "Armenian Sea". The unique location of the lake gave it another romantic name — the pearl in the bowl of the mountains. Already by name, you can imagine what beautiful landscapes will delight the eyes of vacationers! Sandy beaches are replaced by a strip of smooth pebbles, and stunted fragrant junipers are adjacent to juicy Alpine meadows. And on the horizon, like an eternal guardian, a cap of snow-capped mountains is visible.

The lake is located 60 kilometers from Yerevan and has become a favorite vacation spot for citizens. There is an excellent infrastructure for entertainment for every taste: from sports fields to water parks. And if you rent a boat, you can get to the Noradus and Ardanish peninsulas to admire rare waterfowl. Or go to the village of Noraduz, which is known for 900 preserved khachkars with elegant carvings.

# Paragliding

If you dreamed of seeing the beauty of Armenia from a bird's-eye view, then you will be interested in paragliding. The first paragliders appeared in Armenia in 1996, and already in 2008 the paragliding Federation was founded here — it still organizes training courses on paragliding. Paragliding is very popular from the second half of summer until mid-autumn.

The most popular places for paragliders in Armenia are the mountainous territories of Aparan and Atis. Flights from the mountain ranges of Lake Sevan, in the vicinity of Buzhakan and Dilijan are no less beautiful.

Tandem paragliders are suitable for beginners who also want to enjoy flying. They are designed for two people — a passenger and a pilot. You will not need proper physical training, because an experienced instructor will control the tandem paraglider, and you will only have to enjoy the beauty of the Armenian mountains from a height.

A person in a purple jacket and red helmet is skiing down a snowy mountain slope. The background shows rugged, snow-covered mountain peaks under a clear sky.

# Skiing

Skiing is also in great demand among tourists. The most famous ski resort is Tsakhkadzor, located 60 km from Yerevan. The sports base of this resort town was built in 1968. At the moment, it has all the necessary amenities: dozens of ski trails with a total length of 7,200 meters, a chairlift equipped with the latest protective equipment, a landscaped area with hotels and restaurants.

Another ski resort, operating since 2007, is located in Jermuk. The resort has several trails with a total length of 2,600 meters and a well-developed infrastructure. It is an ideal place for beginner snowboarders and skiers.

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Armenia is a real paradise for lovers of hiking and trekking. Such activities have a great effect on health, fresh air invigorates, and the indescribable beauty of nature inspires you to conquer mountain peaks. Every lover of active and extreme tourism in Armenia will find something suitable regardless of age. It remains only to buy a tour — and immerse yourself in the magical world of this country!

### **Sport tours in Armenia:**

[Hatis Tour | Leader of Sports Tourism in Armenia | Since 1981](#)

[Private Tours in Armenia \(Private Tour Guide\)](#)

[ONE WAY TOUR Adventure tours in Armenia](#)

[Rafting in Armenia](#)



That's it, thank you for your attention.