



Sports Tourism: Participants, Policy and Providers

Mike Weed, Chris Bull

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Sports Tourism: Participants, Policy and Providers is an unparalleled text that explains sports tourism as a social, economic and cultural phenomenon that stems from the unique interaction of activity, people and place. Unlike other texts, it establishes sports tourism as a unique area that produces its own unique issues, concerns and controversies. Extensively revised with cutting edge new material based on the latest research in the field, this edition uses recent international case studies to illustrate how theory is used in practice. The text tackles the complex and distinctive issues this sector faces from three viewpoints:

- participants: examining the profiles, motivations and behaviour patterns of sports tourists to create a participation model
- policy: analyzes the response by policy makers to this phenomenon and the problems of achieving integration between two sectors with historically different cultures
- providers: their motivations, aims, objectives and strategies.

Now in its second edition, this book is an essential resource for those studying, teaching or working in sports tourism.

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