

TOURISM & SPORTS

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Introduction

Tourism & Sports, once an alien concept, has been rapidly evolving over the past five years. Although a niche segment, it has an immense potential with an expected growth rate of 10-20 per cent per annum. Tourism & Sports means to travel for the sake of either viewing or participating in sports event staying a part from their usual environment. Tourism & Sports in India has scored a high place for its self in Indian tourism industry. Tourism & Sports is broadly define by the adventure sports and game in India. There are indeed several destinations in India offering sports tourism. There is varied sports activity that you can indulge during your vacation.

A holiday with friends or family to witness a mega sporting event is no longer an alien concept for Indian travellers. The number of travellers keen on a ring side seat to cheer for the 'men in blue' at the upcoming ICC Cricket World Cup 2011 in India, Sri Lanka and Bangladesh or their favourite team during T20 tournament or driver in a formula one race is rapidly growing. And these sporting enthusiasts are willing to spend 'top dollar' to jet set across the globe to experience the thrill of watching their favourite game live. These fans also like to 'live it up' exploring and enjoying the destination simultaneously. Correspondingly, there has also been a marked rise in the number of tour operators and agents specializing in servicing the requirements of this particular segment. It's not only niche specialists, but also big mainstream tour operators who set up a separate division to tap the potential of Sports Tourism.

An alien concept in India about a decade ago, Sports Tourism, though a niche segment has evolved rapidly over the past five years. A large number of agents and tour operators are introducing interesting packages surrounding major sporting events. Tourism & Sports is a well organised sector and major revenue cherner in several nations around the world like UK, Germany, Singapore, South Africa, Malaysia etc. Several National Tourist Offices (NTOs) are aggressively working towards promoting their destinations for Sport Tourism in India to tap the corporate, as well as fast growing upper middle class and the youth.

Types of adventure sports

Distinguished adventure sports: mountaineering, rock-climbing, scuba diving, water rafting, kayaking, canoeing, sailing, surfing, water scooting. Aero sports like: ballooning, paragliding, hand gliding. These sports offer scope for sports lover and enthusiasts from the entire world.

Adventure hot sports in India

Goa, Andaman and Nicobar, Kerala, Uttaranchal, Rajasthan, Andhra Pradesh, Tamil Nadu, Jammu and Kashmir, Assam, Sikkim, Lakshadweep.

Business and leisure

Business tour combined with active sports are becoming highly popular where business meets leisure and such kind of Tourism & Sports on business tour is global cooperate strategy for employee entertainment and well being. Moreover Tourism & Sports is nurture by professional sports person they have to travel extensively for their carrier to participate in national and international championship like Cricket World Cup, Soccer World Cup, Wimbledon so on and forth. Commonwealth Games 2010, Delhi is the best example of sports tourism.

Future of sports tourism

Scope and future of Tourism & Sports is endless in India because of its diverse topography and climatic condition. You can enjoy on land and water, under water and in air whatsoever form of adventure sports in India. Future of Tourism & Sports and adventure sports in India is very bright.

References

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