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SPORTS EVENTS AND TOURISM: INTERNATIONAL OUTLOOK

The particularities of sports-and-event tourism are considered on a global scale. The segment of consumers of sports-and-event tourism products is outlined. The system and structural components of sports-and-event tourism have been studied. The most spectacular sporting events in the world and the most visited European championships are analyzed.

Keywords: *sports events, tourism, event segment, sports infrastructure, tourist infrastructure, global experience, European practice.*

Розглянуто особливості спортивно-подієвого туризму у світовому масштабі. Виокремлено сегмент споживачів спортивно-подієвого туристичного продукту. Досліджено системно-структурні компоненти спортивно-подієвого туризму. Проаналізовано найбільш видовищні спортивні події світу та найбільш відвідувані чемпіонати Європи.

Ключові слова: *спортивні івенти, туризм, подієвий сегмент, спортивна інфраструктура, туристична інфраструктура, світовий досвід, європейська практика.*

Problem statement. Sports under modern conditions naturally becomes a necessary part of humans' everyday life. Today, this direction is heavily developed in tourism and acquires a great popularity, thus sports event tours are becoming more and more popular year by year.

Objective of the article. The objective of the article is to analyze sporting events as a segment of eventful tourism from international perspective.

Main results. Traditionally, it is customary to divide consumers of sports-and-event tourism on active (practicing sports activities) and

passive (those who give preference to be exclusively witnesses of any sporting events) visitors [1, p. 101].

As for the characteristics of the target audience of the sports event tourism, we note that these are young and mature tourists aged from 25 to 40 years. Consumers can also be divided into fans who track all sports events and know exactly which one the event they want to attend, and amateurs who are interested in various events. The specificity of the followers of sports and event tourism is:

- focus on the low cost of travel;
- mobility and endurance;
- the presence of a large number of various sports events excursions during the trip.

Sports competitions are classified by the number of participants: individual and group ones; according to the Olympic license: Olympic and non-Olympic games; by seasonality: summer and winter competitions; type of activity: intellectual and not intellectual (gaming) types of sports, etc.

The sports-and-events tourism is grounded on the following pillars [2, p. 71]:

1. Transportation system:

1.1. Ground transport: automobile (buses, personal vehicles); railway; bicycles; motorcycles, etc.

1.2. Air transport: airplanes and helicopters (charter and regular flights); balloons, etc.

1.3. Water transport: ferries; boats; kayaks, etc.

2. Accommodation system: tourist class hotels; camping sites; hostels; tourist villages; recreation centers; cottages, etc.

3. Food and beverage system: fast food restaurants service; self-service restaurants; cafe; snack bars; vending machines, etc.

4. Excursion services system: sight-seeing excursions; thematic excursions; excursions to sports complexes and sports facilities; sports excursions; city tours; excursions with the use of vehicles.

5. Rest and recreational system: health complexes; parks; swimming pools; sports halls; training facilities, etc.

6. Infrastructure: sports facilities; medical institutions; doping control; security; innovative information technologies; media support; sports movements, etc.

The Association For International Sport for All (TAFISA) presented a list of the twenty most popular and mass sports in the world (Table 1).

Table 1 – The most spectacular sports events of the world [3]

<i>Nº</i>	<i>Sort of sport</i>	<i>Popularity, %</i>	<i>Nº</i>	<i>Sort of sport</i>	<i>Popularity, %</i>
1	Light athletics (walking, running)	9,6	11	Gulf	4,5
2	Football	8,4	12	Sports dances	3,8
3	Swimming	8,1	13	Skiing (ski racing)	3,4
4	Yoga	7,4	14	Single combat	3,4
5	Bicycle sport	6,4	15	Table tennis	3,1
6	Basketball	5,7	16	Orientation (tourism)	3,0
7	Volleyball	5,4	17	National sports	2,7
8	Aerobics	5,3	18	Mountaineering	2,6
9	Tennis	4,9	19	Roller sports	2,0
10	Bodybuilding	4,7	20	Extreme sports	1,1

The resource for developing sports-and-event tourism is international (Olympics, world championships, European, Asian, African, American, world cups) and internal competitions, tournaments, matches, duels, etc. The sports fan focus on resources primarily.

Europe is considered to be the most developed part of the world in terms of domination in sports-and-event tourism. This is the place where the best resources needed for tourism are concentrated with the highest level of infrastructure quality. That's why exactly millions of tourists and fans from different countries come here not only from European regions, but from the whole world. The best sports games and matches usually take place here. Among the leading countries dominating in sports-and-event tourism we can mention England, Spain, Germany, Italy and France. The number one sort of sport in almost all countries of the world remains football undoubtedly, then go tennis, basketball, biathlon and many others. The most visited championships in Europe are shown in the Table 2.

Table 2 – The most visited championships in Europe [2, p. 21]

<i>Championships</i>	<i>Tourists</i>
Bundesliga	41914
English Premier League	36076
La Liga (Spain)	29124
Serie A (Italy)	25045
Ligue 1 (France)	21050
Eredivisie (Netherlands)	19827
Champion (ranked 2nd championship in England)	17891
2nd Bundesliga (ranked 2 German championship)	15550
Scottish Premier League	14915
Turkish Super League	14058

Most often, the Ukrainian tourists who choose the sport-event sort of tourism attend football matches. The most visited matches are considered to be the following ones: UEFA Champions League (an annual football tournament held between European national teams); UEFA Europa League (annual European football cup tournament, which held under the auspices of UEFA, the second most prestigious club tournament in Europe; founded in 1971, reorganized in 2009); the UEFA or European Super Cup (it is it who opens the European football season); European Football Championship (competition between European national teams, which are held once every four years).

Conclusions. The prospects for the development of sports-and-event tourism in the world, as well as in Ukraine, are quite promising. The number of tourists engaged in this sort of activity is increasing year by year. New buildings and other facilities are being built annually, larger sums of money contributions are attracted for the development of teams, clubs, children's and youth schools, souvenir shops and etc. The development of sports-and-event tourism contributes to the development of living standards of the population.

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