

Destination Marketing and Sport: A Bibliometric Review

Jiyeon An

 <https://orcid.org/0000-0002-4394-148X>

Fayetteville State University, USA

EXECUTIVE SUMMARY

Sport is crucial to understanding destination marketing due to local/international, one-off/continual, and vacation-centric natures. This chapter summarizes the scholarship of sport and destination marketing using the domain-specific bibliometric review. This method allows us to evaluate thematic evolution in addition to backward-looking and forward-looking impacts across the disciplines. The findings revealed that destination marketing is transitioning from professional-driven sports event tourism to amateur-driven active sport tourism and is open to service innovation with emerging technologies. This research synthesis helps practitioners and academics assess research progress and suggest future research directions that may facilitate the inclusion of emerging technologies to service innovation at the intersection of sport and destination marketing.

INTRODUCTION

Sport is important to destination management and marketing as sports initiatives help tourists engage with destinations for various value constellations: entertainment, education, esthetics, and escapism (Oh et al., 2007; Pine & Gilmore, 1999). 2014 Fédération Internationale de Football Association (FIFA) World Cup and 2016 Olympics have played central roles in destination marketing of Rio de Janeiro,

DOI: 10.4018/979-8-3693-1548-4.ch008

Brazil (Maiello and Pasquinelli, 2015). Pontevedra in the Galicia region of Spain has developed a strategic initiative to build a sports event portfolio to host small- or medium-sized sports events for destination marketing (Salgado-Barandela et al., 2021).

Herstein and Berger (2013) conceptualize sports initiatives with two main dimensions, such as local/international events and one-off/continual events. The authors suggest international (vs. local) events contribute to creating a significant economic transformation and urban redevelopment, transitioning to a global service economy. They underscore the important role of sport in destination marketing for city brands and sports league brands with host cities for one-off and continual events, respectively. The classification identifies the Seoul Marathon (local/one-off), Northern Athletics Collegiate Conference (NACC) (local/continual), FIFA World Cup (international/one-off), and U.S. Open (international/continual).

The scholarship at the intersection of sport and destination marketing has two camps: active sport tourism for amateur athletes at a vacation destination and mega sports tourism for professional athletes for the spectacles. Researchers in active sport tourism have investigated the risk and sustainability assessments for participating in amateur sports at vacation destinations and segmented marketing efforts from destination marketing organizations (Hugenberg et al., 2016; Johann et al., 2022). Mega sports tourism scholars have provided a taxonomy to examine the sports initiatives for destination marketing, such as sports venues (e.g., Olympic stadium) and mega event organizations (e.g., FIFA World Cup) (Higham & Hinch, 2018; Ramshaw, 2020).

Although existing literature in this area is informative, there is a noticeable lack of scholarly attention to the evolving scholarship of destination marketing and sport. This is because the literature fails to address the divide between amateur and professional sports in destination marketing. This study aims to fill this gap by examining the scholarship of destination marketing and sport, reviewing existing literature, and presenting a fresh perspective on the topic. The paper will conduct a bibliometric analysis (Donthu et al., 2021) to identify research trends and emerging themes by combining and summarizing existing theories.

METHODOLOGY

The domain-specific bibliometric review was conducted to examine the evolving scholarship of sport and destination marketing (An, 2024; Paul & Criado, 2020). MacInnis (2011) method of Envisioning, Explicating, Relating, and Debating guided examining how the relationships between destination marketing and sport were defined and operationalized (Envisioning phase), arranging findings (Explicating

17 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/destination-marketing-and-sport/367681

Related Content

Integration of Data Mining and Operations Research

Stephan Meisel (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 1046-1052).

www.irma-international.org/chapter/integration-data-mining-operations-research/10950

Data Mining and the Text Categorization Framework

Paola Cerchiello (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 394-399).

www.irma-international.org/chapter/data-mining-text-categorization-framework/10850

Multi-Group Data Classification via MILP

Fadime Üney Yüksektepe (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 1365-1371).

www.irma-international.org/chapter/multi-group-data-classification-via/10999

Non-Linear Dimensionality Reduction Techniques

Dilip Kumar Pratihar (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 1416-1424).

www.irma-international.org/chapter/non-linear-dimensionality-reduction-techniques/11007

Uncertainty Operators in a Many-Valued Logic

Herman Akdagand Isis Truck (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 1997-2003).

www.irma-international.org/chapter/uncertainty-operators-many-valued-logic/11093