

# Challenges and Prospects of Sports Tourism in Environmental and Wildlife Conservation: The case Study of three Marathon events in Tanzania.

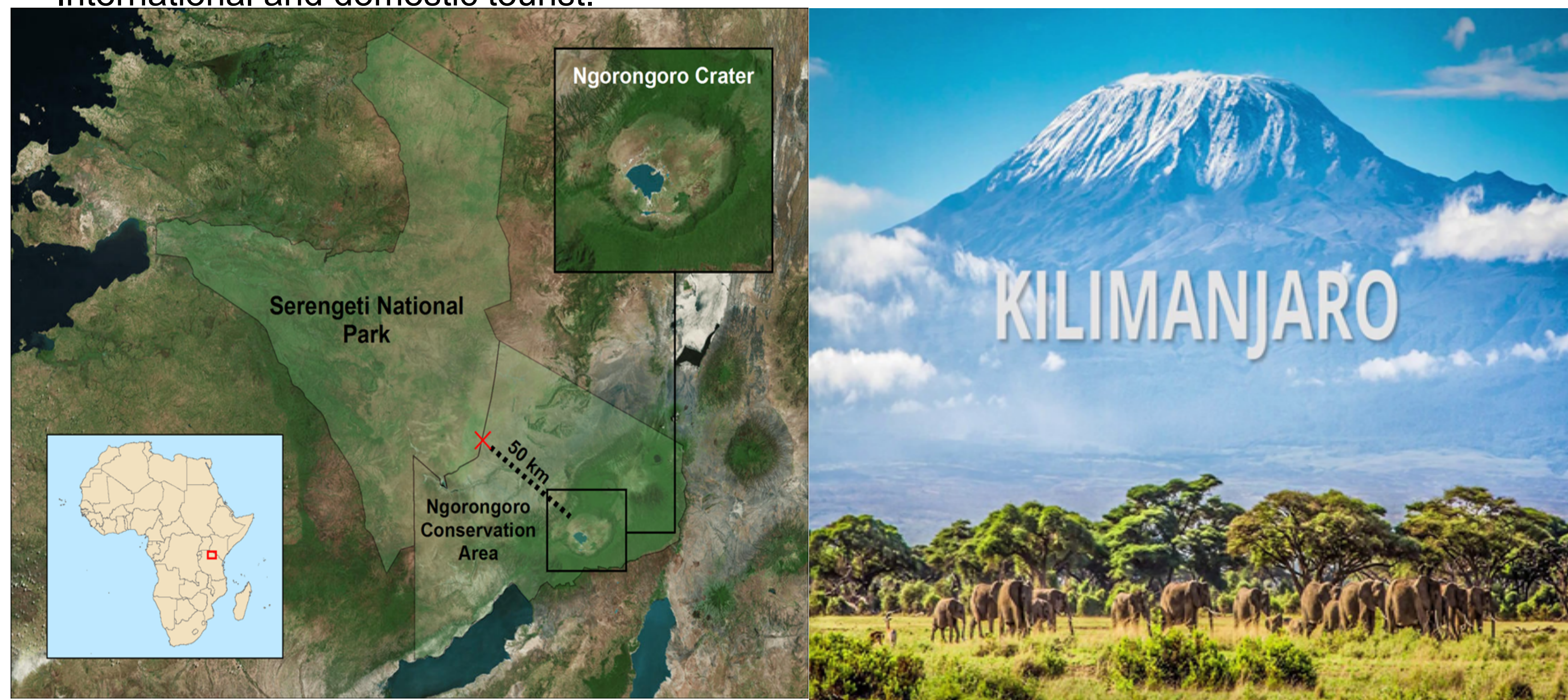
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### Introduction

- Sport Tourism is getting attention and popular in the world, but the field has not been utilized well and has not been researched in Tanzania.
- Tanzania has identified the development of sport tourism through small sports events near the wildlife areas as being a possible means of forging and promoting domestic tourism, as well as serving as a catalyst for the sustainable development of the wildlife tourism and environmental conservation. Tanzania has started investing on local sports events to promote sports tourism for sustainable development of environmental and wildlife conservation.

The study discusses the prospects and challenges of sports tourism in environmental and wildlife conservation by looking at three marathon events organized around the national parks in Tanzania. Semi structured interviews, sports and tourism policy document analysis will be used as a method of data collection. Findings of the research will contribute to further the development of research on sports tourism for sustainable development of wildlife and environment which will eventually lead to sustainable development of tourism in general in Tanzania and sub Saharan Africa.

- ❖ The map below shows the three National Park where the marathon events are being held each year in Tanzania. These national park are the most famous and visited by International and domestic tourist.



### Literature Review

- Sports tourism is one of the fastest-growing segments of the travel industry and is receiving increasing attention because of its social, economic and environmental opportunities (Freeman, 2001; Kimbu, 2011)
- Sport tourism events have been identified as providing an exciting opportunity to market cities as preferred tourist destinations, and to offer growth opportunities for the respective local economies, social and environmental promotion (Standeven & De Knop, 1999)
- Understanding regional development through sports tourism is an important yet relatively unexplored research domain. This remaining underdeveloped area of studies is highly composed of studies on sporting events, such as mega sporting events like the Olympics, and its impacts for the local development of host cities (Chalip, 2005; Gibson et al, 2012)
- The concept of sustainable development and sustainable tourism depends on the conservation of the environment and wildlife. Sustainable tourism development requires the informed and knowledgeable participation of all the relevant stakeholders, as well as strong political leadership to ensure widespread participation and consensus building (Higham, 1999; Nyikana, 2016)
- Events, which are the most common type of sport tourism activity, are seen by developing countries as being an important vehicle for improving the quality of life of the host communities by attracting visitors, who then contribute to the social and economic well-being of the locals (Swart & Tichaawa, 2018)

### Research Questions

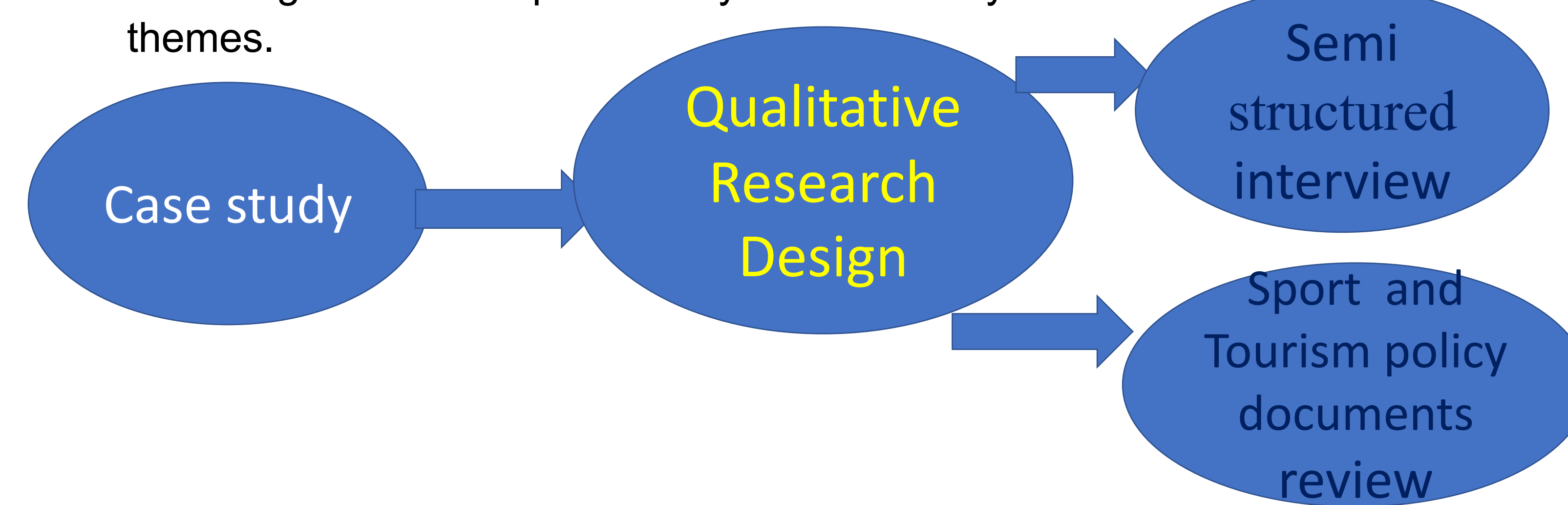
- The study aims to answer the following research questions:
  1. In what context sports tourism has been developed in Tanzania?
  2. How the stakeholders in sports tourism perceive and involved in the environment and wildlife conservation?
  3. What is the relationship between sports events near the conservation area and sustainable development of wildlife tourism and environmental conservation?

### Methods

- This study applies a qualitative research design based on case study of three marathon events around/near the wildlife areas in Tanzania.

In depth semi structured online interview is still going on with stakeholders involved in sports tourism (Government officials, Private sectors, Participants and Local communities). Local community and participants are randomly selected and Snow bowling were been applied to get more informed details.

- Secondary data reviews involves the documents providing extensive information about sports and tourism, review of Tanzania policy documents regarding sports and tourism
- The analysis of data collected involves exploration of data in hand, recording and transcription for systematic analysis and come with different themes.



### Expected Result

- ❑ The collection of the data is still on going and it is expected to produce the following result.
- The finding after data analysis will provide better understanding of prospects and challenges of sports tourism and how it contribute to wildlife conservation in Tanzania and Sub Saharan Africa.
- Preliminary information from different documents shows that there is uncoordinated sports tourism management (from policy levels) from different government sectors .i.e. two ministries responsible for Tourism Natural Resources and Ministry of Information, Culture and Sports in Tanzania.
- Preliminary information shows that sports events in wildlife areas acts as cause to promote domestic tourism since it enhances satisfaction and visitors' mental attachment to the destination, which stimulates repeat visits.

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