



IMPACT OF SPORTS TOURISM AND RECREATION ON INDIAN ECONOMY

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Introduction

The modern time is full of stress and tension; most of the people are not living in a healthy state of mind because they are running behind money. Due to this reason some of them keep themselves busy in unhealthy working. Those people who are rich also much worried and disturbed by some other reason. Some of them cannot go to bed without taking sleeping pills. This is noted that everyone is sick, having mental tension in this or that form. To get rid of these stressful living the sports tourism and recreation is the best way for the population.

Sports Tourism

We can say travel for non commercial reasons to participate or to observe sporting activities away from his/her residence may be in the holidays is sports tourism.

In other words all forms of active and passive involvement in sporting activities, participated in casually or in an organized way for business or non business reasons that make compulsory travel away from home. In very easy way we can defined the travelling away from home environment for sport based activities for limited time. Where these activity should abide by rules and regulations

As far as recreation is concerned it has very wide meaning which is concerned with relaxation of total body i.e. physically, mentally through different types of activities. It means different things to different people according to their on choice that gives entertainment, which gives soothing effects to them. It can be through some athletic sports, mountaineering, some team games, folk dancing an admiration of beauty of nature.

As BRIGHT BILL and MAYER say, "Recreation is widely in variety and deeply in contact with the whole human endeavor".

According to G.D. Butter," Any form of leisure time experience or activity in which an individual engages from choice because of the enjoyment and satisfaction which it brings directly.



Meaning of Recreation

It means to regain the lost energy and feel the sense of joy of refreshment and satisfaction. Recreation is life itself. The modern age is full of complexities. A man in order to survive in the world has to do various types of works i.e. physically as well as mentally resulting in fatigue and stress. Therefore recreation is necessary in such living conditions.

There are seven characteristics of recreation

1. Leisure Time
2. Enjoyable
3. Satisfaction
4. Voluntary
5. Constructive
6. Socially acceptable
7. Non survival

Role of Sports in National Economy

In the modern time it plays very important role in national economy not in india but also in other countries of world. India is a developing country there is much need of infrastructure for recreating sports as well as performance sports, huge money is required for this. So in this field india is feeling more liabilities. If we have leading sports performance in the world then there are so many ways to earn money which will boost the economy of our country. But currently our country is not able to manufacture the latest equipments in our own country, so due to this we have to purchase from international market at high price. But in cricket our players earning huge money by advertising and sponsorship but this situation is not in other sports, when we talk about the entire economy of the national, so many jobs are generating in the society, in the schools, colleges, universities and in private clubs in the form of gyms healthcare fitness centers, recreation centers If our sports industry is able to manufacture the international level equipments by selling those, our industry can earn valuable money for our country then our economy will get boom positively. For this we should bring new technology and some sort of foreign assistance in this field. Simultaneously we should raise the level of performance then there will be demand of our coaches in international arena. By this way they can also earn money for our country. By sponsorship, by selling the rights of telecast of high level competition country can earn huge money if we



have high-level of sport performance at international level they will become the star of the world or role model of the need of various type of scientists in the allied sciences increasing day by day the whole world. If we have number one grade brain in this field then we can fulfill this demand by sending our sport scientist, they can earn huge money for the country. Simultaneously our own sports will be benefitted at international level. Because we have very big number of man power in our country. by organizing high level sports competitions in our country we can earn the money because so many sports tourist, experts, coaches, players will come. They will expand the money in our country which will directly enhance the national economy of the country. In the last we can say that there is a big role of sports in national economy. Now a days in our country gearing up definitely there are so many scopes in the field.

Sampling and Methodology

This study concerned with the mega events organized in our country like Asian Games, Commonwealth Games, IPL, HIL, Cricket world cup and formula one race. We analyzed the data to see the revenue benefits to the organizers and effect of these events on tourism industry. Conclusion

From the review of the above said events it is clear that sports tourism industry will make a notable growth and will contribute much in economy of the country.

It is expected that this industry will grow by at least approximate 15% growth annually.

Although this growth will depend upon the performance of our sports person in different events and infrastructure and sports related facilities. Till date our players performance is quite miserable at international sports arena.

Recent data of Delhi common wealth games showing poor response of tourists that was below expectations. The total amount sanctioned by Government of India Rs 28054 Crore, it was extended up to starting of these games and simultaneously revenue collection was very less as compared to investment. But in cricket events like IPL and Cricket world cup have earned money from different activities related to sports tourism.



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