

idea did not go away. Now, mega tourism sporting events such as the Olympics and FIFA World Cup Soccer that draw athletes and spectators from around the world offer unique opportunities for host countries and cities. Not only do they gain name recognition and top-of-the-mind awareness from being in the international media spotlight, but they also gain the opportunity for cross marketing other tourism venues. Specifically, “[t]he destination can also be promoted by hosting additional sport and cultural events, fairs or exhibitions, cultural festivals, or concerts staged in the new multipurpose facilities and congress centers initially constructed for a megaevent” (p. 219).³⁷

The idea of traveling for sports has continued to grow, and it has been suggested that, “[t]here are three types of **sport tourism**: (a) active sport tourism where participants travel to take part in a sport; (b) event sport tourism where participants travel to watch a sport; and (c) nostalgia sport tourism where participants visit sports-related attractions such as halls of fame, famous stadia, or sports-themed cruises” (p. 207).³⁹ Modern-day professional and intercollegiate sporting events such as football, soccer, baseball, basketball, and hockey draw millions of visitors each year to regularly scheduled games and playoffs. Special sporting events such as the Super Bowl, the Stanley Cup Championship, the World Cup, the Pro Rodeo Championship, the Indianapolis 500, and the College World Series, to name just a few, attract international attention and vast numbers of spectators to host communities each year. These same sports are often played at local and regional levels and, although they may not draw the same crowds, they are just as important to the participants and spectators who are attracted to the excitement of the event. In addition to team sports, a wide array of sporting activities such as golf, tennis, swimming, hiking, biking, fishing, rock climbing, and snowboarding/skiing round out the list of alternatives from which travelers can choose.

The National Basketball Association (NBA) was the growth sport of the 1980s, whereas the National Association for Stock Car Racing, better known as NASCAR, was the fastest-growing spectator sport in the United States during the 1990s. Which sport has taken over the title of fastest growing spectator sport of last decade? The answer is Professional Bull Riders (PBR). From 80,000 during the founding year in 1994, attendance at PBR events has grown into the millions. And, the sport is expanding globally with events in Canada, Mexico, Brazil, and Australia.^{40,41}

The Performing Arts

The performing arts “including plays, musicals, opera, ballet, orchestral concerts, singers, comedians, dancers, and rock and pop groups” (p. 671),⁴² have been popular forms of entertainment for thousands of years. For some destinations, such as Branson, Missouri, they serve as primary tourism revenue generators; for other destinations, such as Las Vegas, Nevada and Vienna, Austria, they serve as one more ingredient in the menu of attractions and entertainment that the area can boast of to interest visitors to encourage them to extend their stay. Live entertainment has always been a draw for travelers. For some it may be the opportunity to select from a wide variety of plays in London’s theater district; for others, it is a chance to attend a concert featuring the newest entertainment idol. For still others, it can be the opportunity to attend a country jam or an opera performance.

The classical performing arts include theater (live stage plays, not the movies), ballet, opera, concerts, and the symphony. Contemporary performing arts include stand-up and improvisational comedy, rock concerts, and even the band that is playing in your favorite local “hot spot.” Performing arts entertainment, especially the classical forms, are frequently offered in locations such as concert halls (the Lincoln Center in New York City, the Athens Concert Hall in Athens, Greece, and the Forbidden City Concert Hall in Beijing, China) developed for the express purpose of showcasing the art form.