Conclusion: Current Trends in Small Scale Sport Tourism Events and Local Sustainable Development. A Comparative Approach

Ricardo Melo, Claude Sobry, and Derek Van Rheenen

Abstract This book aimed to outline the importance of sport tourism, particularly the contribution of small scale sport tourism events for local sustainable development. This final chapter synthesizes the findings and current trends of nine countries across three continents that participated in this international research project. As illustrated in the nine case studies, sport tourism has increased in importance over the last two decades, representing one of the fastest growing tourism sectors. Of the most important sport tourism activities, scholars cited nature sports, cycling and football tourism as the most popular categories. Authors also highlighted the areas of greatest growth among sport tourism events, recognizing small scale sport tourism events, such running events or races, as exceedingly popular. The growth of sport tourism around the world has also brought both positive and negative impacts to local communities, their economies, environment and social life. In response to negative impacts, local and national governments in most of the countries presented in this book are aware of these potential problems. The analysis carried out in this chapter compares the geographic and socio-demographic characteristics of the cities or municipalities hosting these half marathons, the characteristics of the event's organizers, demographic profiles of race participants and perceived and actual impacts of such events on the local community. Finally, the chapter presents some concluding remarks and future directions in small scale sport tourism events research.

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This book aimed to outline the importance of sport tourism, particularly the contribution of small scale sport tourism events for local sustainable development. Nine countries, across three continents, took part in this international research project. Each case study described how sport tourism is positioned in their respective country, documenting the most important sport tourism sectors or categories, and how sport tourism has changed since the turn of the twenty-first century. In particular, contributors sought collectively to determine whether there has been an increased demand and supply of small scale sport tourism events globally.

As illustrated in the nine case studies, sport tourism has increased in importance over the last two decades, representing one of the fastest growing tourism sectors. Of the most important sport tourism activities, scholars cited nature sports, cycling and football tourism as the most popular categories (see Table 1). Authors also highlighted the areas of greatest growth among sport tourism events, recognizing small scale sport tourism events, such as running events or races, as exceedingly popular. As Wilson stated (2006), worldwide, each weekend a sport event of some type takes place, such as professional football matches, semi-professional tennis matches or amateur trail running, and "no matter what type of event it may be, there will be an event organizer, competitors, spectators and officials" (p. 57). With the growth of sport tourism, particularly sport tourism events, there has likewise been a heightened concern with sustainable development.

The growth of sport tourism around the world has brought both positive and negative impacts to local communities, their economies, environment and social life. In response to negative impacts, local and national governments in most of the countries presented in this book are aware of these potential problems. As such, they have begun to adopt international guidelines to promote sustainability, such as the sustainable development goals (UNWTO, 2020), sustainable tourism principles and goals (WTO, 2004; WTO & UNDP, 2017), and sports for sustainable development principles and goals (IOC, 1999; SGD Fund, 2018), among others.

As we observed in Chapter 1 of this volume, running events have witnessed some of the greatest growth around the world in the last two decades, particularly to the expansion of recreational, rather than competitive, running. In this regard, we choose to analyze half marathon running events for our nine case studies. This final chapter will synthesize the findings and current trends across three continents. We compare the geographic and socio-demographic characteristics of the cities or municipalities hosting these half marathons, the characteristics of the event's organizers, demographic profiles of race participants and perceived and actual impacts of such events on the local community. Finally, the chapter presents some concluding remarks and future directions in small scale sport tourism research.

Table 1 Countries (facts in 2016)

Country (facts in 2016)	DZ (n = 165)	BR (n = 89)	CZ (n = 491)	FR (n = 591)	HU (n = 257)	IT (n = 2139)	PT (n = 345)	RO (n = 148)	CH (n = 469)
Capital	Algiers	Brasilia	Prague	Paris	Budapest	Rome	Lisbon	Bucharest	Bern
Geographical size (Km^2)	2,381,741	8,514,876	78,865	5,516,951	93,000	301.338	92225.6	238,391	51.6
Population (million)[a]	40.6	206.1	10.6	66.7	9.8	60.6	10.3	19.7	8.4
GDP per capita (US Dollar)[a]	3946.4	8712.9	18463.3	36962.2	12992.4	30936.1	19978.4	9567.1	80172.2
Average annual income (US Dollar)[b]	4060	9140	20,249	41,080	14,780	33,730	21,990	11,290	84,410
Sport participation index (%)[c]	55.0	37.9%	35.0	49.0	34.0	26.0	35.0	5.0	50.0%
Tourism direct contribution to GDP (% of total GDP)[a]	3.4	3.1	2.6	3.6	2.5	5.4	6.3	1.4	2.5
Most important sport tourism categories	Football tourism Running events Swimming	Nature sports tourism Football tourism Sport tourism events	Hiking Cycling tourism Downhill cross-skiing	Winter sports tourism Hiking Cycling tourism	Spa tourism	Nature sports tourism Cycling tourism Tennis events	Golf Nautical sports tourism Nature sports tourism	Running events Football tourism Tennis events	Ski resorts Sport tourism events Nature sports tourism

(continued)

Table 1 (continued)

Country (facts in 2016)	DZ (n = 165)	BR (n = 89)	CZ (n = 491)	FR (n = 591)	HU (n = 257)	IT (n = 2139)	PT (n = 345)	RO (n = 148)	CH (n = 469)
Examples of important sport tourism events organized in 2016	Sahara Marathon African Championships (Fencing)	Rio 2016 Summer Olympics and Paralympic Games Grande Prémio Brasil Caixa de Atletismo	Ostrava Golden Spike International Prague Marathon FIS Cross-Country World Cup Nové Město na Moravě	Tour de France Ryder Cup (Golf) Women's Soccer World Cup	Modern Pentathalon World Cup Series Formula 1 Hungaroring, Budapest Marathon	UEFA Champions League Final L'Evento Golfistico Dell' Anno	World Surf League in Peniche, 6th International eighth Madeira Island Ultra Trail Cycling Tour of Algarve	Volkswagen Bucharest Half Marathon Federation Cup, Open UEFA Europa League Final	Tour de Suisse, WTS Triathlon Men's & Women's Alpine and Cross Country Skiing World Cup

Notes: *DZ* Algeria, *BR* Brazil, *CZ* Czech Republic, *IT* Italy, *FR* France, *HU* Hungary, *PT* Portugal, *RO* Romania, *CH* Switzerland

[a]Source: World Bank at https://data.worldbank.org

[b]Source: Worlddata.info at https://www.worlddata.info/average-income.php

[c]Practicing sport, fitness or recreational (leisure) physical activities at least once a week. Source: Eurostat for European Union countries (2014) at https://ec.europa.eu/eurostat/statistics-explained/index.php/Statistics_on_sport_participation; Algeria, Brazil and Switzerland used national statistics

The Host Cities: Size Matters

These small scale sport tourism events were held in nine cities across three different continents (see Table 2). These municipalities vary in size. Some are very large, with more than 1.5 million inhabitants, such as Rome and Bucharest, the capitals of Italy and Romania, respectively. On the other hand, there are small-size cities such as Le Chenit, with only 4605 residents, 50 km away from Geneva (201,818 inhabitants) and Lausanne (140,000 inhabitants), the second and fourth largest cities in Switzerland, respectively. Phalempin, France, is also a small city, with 4500 inhabitants, located 20 km away from Lille, with a population of 232,741 residents (if considered the Métropole Européenne de Lille, the region has a population of 1,182,127, making it the fourth largest urban area in France). The other five case studies included in this research project are considered medium-size cities, between 93,248 inhabitants (Ústí nad Labem, Czech Republic) and 311,230 inhabitants (Guarujá, Brasil).[1]

The different size of the cities hosting these half marathons influences the size of the event. In the largest cities, more than 10,000 runners participated: 10,714 at the Roma-Ostia Half Marathon and 14,000 at the Raiffeisen Bank Bucharest Marathon. In small-size cities, such as Le Chenit (Switzerland), 1065 runners participated, while in Phalempin (France), 3500 runners. This is a significant number of event participants given the city's size, attributed perhaps to its close proximity to Lille. In the other half marathons hosted in medium-size cities, the participation numbers ranged between 1000 runners in Guarujá (Brasil) and 5848 runners in Ústí nad Labem (Czech Republic).

These sport tourism events are mostly domestic. There were a very small number of international participants in many of these events, with only 2.3% in the Portuguese case, for example. There were more international runners in the half marathons hosted in the largest cities, namely, in the Roma-Ostia Half Marathon in Italy (12.0% declared by organizers), the Raiffeisen Bank Bucharest Marathon in Romania (10.4% from 60 countries declared by organizers), as well as the Rotary Running Festival in Debrecen, Hungary (10.7% of questionnaire respondents).

In general, however, these half marathon events around the world attracted mostly citizens living in the municipality or the region (living no more than 40 km from the city). On the other hand, small- and medium-size cities, such as Bejaïa (Algeria), Guarujá (Brasil), Ústí nad Labem (Czech Republic), Coimbra (Portugal) and Le Chenit (Switzerland), attracted mostly people from outside of the city boundaries, living more than 40 km away from the host city. One exception was Phalempin (France), which attracted mostly local runners who lived within 40 km from the city, due again to its close proximity to Lille. In this regard, all the half marathon case studies included in this international research project had primarily a regional or national scope, experienced at the local level.

[1] By Brazilian standards, the city of Guarujá is considered small.

Table 2 Half marathons (facts in 2016)

Country Half marathons	DZ (*n* = 165)	BR (*n* = 89)	CZ (*n* = 491)	FR (*n* = 591)	HU (*n* = 257)	IT (*n* = 2139)	PT (*n* = 345)	RO (*n* = 148)	CH (*n* = 469)
Name of the city	Béjaïa	Guarujá	Ústí nad Labem	Phalempin	Debrecen	Rome	Coimbra	Bucharest	Le Chenit
Geographical size of the city (Km^2)	120.22	144.79	93.97	7.93	461.25	1,285.00	319.40	240.00	99.25
Population (n)	187,065	300,761	93,248	4500	204,000	2,869,461	134,348	1,844,000	4605
Name of the event	Semi-marathon International de la Ville de Béjaïa	21 k Guarujá 2016	Mattoni ½ Marathon	Phalempin Half Marathon	Rotary Running Festival	Roma-Ostia Half Marathon	III EDP Running Wonders Coimbra – The Race of the Knowledge	Raiffeisen Bank Bucharest Marathon	Tour du Lac
Type of organization	Association	Private company	Private company	Association	Association	Private company	Private company	Association	Association
Sponsors	Both public and private	Private	Private	Both public and private	Private	Private	Private	Both public and private	Both public and private
Total number of participants	5344	1000	5848	3500	1028	10,714	2155	14,000	1065
Number of participants in the half marathon	1442	700	2848	3500	353	10,714	1053	2761	473

Country Half marathons	DZ (n = 165)	BR (n = 89)	CZ (n = 491)	FR (n = 591)	HU (n = 257)	IT (n = 2139)	PT (n = 345)	RO (n = 148)	CH (n = 469)
Scope and objective of the race	Promotion of the city/region	PROMOTION OF THE CITY/REGION	Profit, promotion of the city/region and of sport participation	Social pleasure	Charity and promotion of sport participation	Part of the international IAAF (Gold Label) and national FIDAL calendar	Profit and promotion of brands	Promotion of good socio-economic impacts on community and fund raising	Promotion of the city/region and the organizing association
Number of volunteers	300	–	645	350	–	500	140	700	130
Number of inhabitants participating in the race (% of total)	23.0	15.0	26.0	3.4	–	11.9	37.1	64.9	24.8

Notes: *DZ* Algeria, *BR* Brazil, *CZ* Czech Republic, *IT* Italy, *FR* France, *HU* Hungary, *PT* Portugal, *RO* Romania, *CH* Switzerland

In nearly all of the cases, the car was the main mode of transportation for participants traveling to and from the event, particularly in the small- and medium-size cities, such as, in Phalempin, France (94.0%), Guarujá, Brasil (93.3%) and Coimbra, Portugal (85.5%). Runners of the half marathons also travelled accompanied mostly by family or friends. As we develop later in this final chapter, this reliance on motor vehicles poses negative social and environmental impacts relative to pollution, traffic, overcrowding and parking.

The Organization of the Half Marathons: Annual Events Organized by Both Public and Private Entities

The half marathon case studies included in this book were organized by different types of entities. Five of the events were organized by sport associations (in Algeria, France, Hungary, Romania and Switzerland) and four were organized by private companies (in Brasil, Czech Republic, Italy and Portugal). The sponsors at most of these sport tourism events were primarily private companies, with the exception of Algeria, France, Romania and Switzerland, which had both private and public sponsors.

The organizers noted several motivations for why they decided to host these half marathons. These included fund raising (Romania), charity (Hungary), profit and the promotion of brands (Czech Republic and Portugal), the promotion of the association organizing the event (Switzerland), the promotion of the city and the region (Algeria, Brasil, Czech Republic, Portugal, Romania and Switzerland), adherence to a national tourism calendar (Italy), promotion of sport participation (Algeria and Brasil) and for social pleasure and community building (France). These findings demonstrate tremendous variability in sport tourism organization, both in the motivation to host these events and in the method of implementation.

All of the half marathons were planned events organized on an annual basis, but with varying degrees of historical precedence. The III EDP Running Wonders Coimbra (Portugal) is the youngest race (third edition in 2016) while the Phalempin half marathon (France) is the oldest event (32nd edition in 2016). Some of these events can also be referred to as hallmark events (Getz & Page, 2016), as they recur each year in the same place, drawing an association between event and place. Periodic events in the same location can also develop ongoing relationships with the community and build a pool of loyal volunteers who return to the event each time it is held (Smith, Baum, Holmes, & Lockstone-Binney, 2014).

Demographic Trends: Mostly Male, Middle-Aged, Well-Educated and Affluent Participants

The results of this research project revealed some demographic trends in half marathon road race participation. Data obtained in eight of the nine studies demonstrated that the majority of participants were male. These results are in line with the trends presented in the RunRepeat Report (Andersen, 2019), where globally female participation (around 45%) in half marathons is lower than male participation. However, as we stated in the introduction of this book, it is estimated that female participation in running events is increasing in all categories (5 k, 10 k, half marathons and marathons). In total, female participation has risen from under 20% in 1986 to just above 50% in 2018, and in 5 k the female participation is almost 60%, where for the first time in history there are more female than male runners (Andersen, 2019). It must be highlighted to accentuate this current trend that in the Tour du Lac Half Marathon in Switzerland, a country with traditional gender discrepancies in running participation (Andersen, 2019), there were more women than men running at the event.

The average age of participants in all nine case studies was between 35 and 45 years, a finding in line with the RunRepeat Report (Andersen, 2019), which has estimated that individuals between the ages of 30 and 50 years predominate participation in running events globally. The average age has increased from 35.2 years in 1986 to 39.3 in 2018, a statistically significant increase in participation by age. Perhaps because of this trend towards older participants, respondents in nearly all countries were mostly married, as evidenced in France (76.8%), Italy (75.0%) and Hungary (71.3%). The only exception was Algeria, where 57% of participant respondents were single.

Overall, most participants in the nine half marathons self-reported as being highly educated, employed, with annual incomes above their national average. This means that most participants belong to the middle and upper middle classes in each country. This trend has been found in previous studies about active sport tourists, such as in nature sports (Melo & Gomes, 2017a, 2017b; Melo, Van Rheenen, & Gammon, 2020), golf tourism (Hennessey, Macdonald, & Maceachern, 2008; Hudson & Hudson, 2010), bicycling tourism (Buning, Cole, & Lamont, 2019; Ritchie, Tkaczynski, & Faulks, 2010), among others. The results of the nine case studies presented in this book support Gibson's (1998) findings that defined active sport tourists as primarily male, affluent, college educated and able to travel long distances to participate in their favourite sports activities or events. These individuals are likely to engage in active sport tourism well into retirement, and tend to engage in these activities regularly. In this regard, as Kidd (1995) has suggested "despite the myth of sport as the great equalizer, participation is still heavily dependent upon the financial resources and cultural capital that class background brings and this is structured by gender, ethnicity, and race." (p. 232). As such, these sociodemographic characteristics can be viewed as social determinants to participate in both running events specifically but also sport tourism activities globally. Some of

these social determinants help us to better understand the profile of participation in small scale sport tourism activities and events.

Profile of Participation: Active Athletes Motivated by Pleasure and Challenge

The majority of participants in the nine half marathons were active runners who had participated in more than one half marathon in 2015. However, a larger number of respondents of the Tour du Lac (Switzerland) and III EDP Running Wonders Coimbra (Portugal) were first time event participants. This finding may be due to the fact that these are younger races, the fifth and third edition of the sport tourism event, respectively. The majority of participants in all sites traveled to the event with family or friends.

In almost all cases, the majority of respondents declared that participation in the half marathon was the main reason to travel to the host cities. They participated in the half marathon primarily to enjoy themselves (for the pleasure it provides), to challenge their abilities (to put themselves to a test) and to seek exercise (for maintaining and/or enhancing their physical condition or wellness). Previous studies have noted that the motivation of runners varies with their level of experience, age and gender (Masters & Ogles, 1995; Ogles & Masters, 2003; Zach et al., 2017; Ziegler, 1991). For example, experienced runners were more motivated by social and competitive reinforcements, while mid-level experienced runners were primarily motivated by personal performance enhancement and psychological rewards. First-time or rookie runners sought to enhance self-esteem more than more experienced runners (Masters & Ogles, 1995). In terms of age, younger participants (20–28 years) were more motivated by personal goal achievement than were older marathon runners (≥50 years); conversely, older runners were primarily motivated by general health, weight concerns, life meaning and social affiliation with other runners (Ogles & Masters, 2003). Regarding gender, males reported being more competitive than females (Deaner, Masters, Ogles, & LaCaille, 2011), while women felt that running had a positive effect on self-image and that their lives were enriched because of running (Ziegler, 1991).

Tripartite Impacts of Small Scale Sport Tourism Events

Sociocultural Indicators

Host destinations can derive diverse benefits from organizing sport tourism events, particularly when they are held in existing facilities (Kim, Jun, Walker, & Drane, 2014), as in most of our case studies, where city streets and roadways were

repurposed to become temporary sports arenas (Kaplanidou & Vogt, 2007). Thus, a portfolio of sport tourism events can be developed consistently with a community's available infrastructure, such that human and cultural capital allow for a viable and sustainable tourism development (Gibson, Kaplanidou, & Kang, 2012).

Analysis of volunteerism in sport tourism events is a key sociocultural indicator and a growing phenomenon seen across the globe (Kerwin, Warner, Walker, & Stevens, 2015). Sport tourism organizations and events are heavily dependent on volunteers for their operations (Costa, Chalip, Green, & Simes, 2006; Doherty & Carron, 2003; Green & Chalip, 2004; Smith, Baum, Holmes, & Lockstone-Binney, 2014). This includes not only mega-events such as the Olympic Games or the FIFA's World Cup, but also local, small scale sport tourism events such as the case studies presented in this book. Indeed, event organizers in all of the presented case studies relied on local volunteers. This varied from 130 volunteers at the Tour du Lac (Switzerland) to 700 volunteers at the Raiffeisen Bank Bucharest Marathon (Romania). Involving volunteers in sport tourism events has become a critical component of event success, as they provide a basic (and free) form of labor (e.g. handing out water and prize bags, set-up and clean-up), and can also be a great source of expertise needed for the organizations (Ringuet, 2012). Volunteers add enthusiasm, community support and contribute to visitor satisfaction (Ralston, et al. 2005). As demonstrated in several previous studies (e.g., Costa et al., 2006; Green & Chalip, 2004; Kerwin et al., 2015; Warner, Kerwin, & Walker, 2013) the inclusion of volunteers in small scale sport tourism events often increase the sense of community pride in a local site or destination. Volunteers also make sense economically, cutting the operational costs of the events (Strigas & Jackson, 2003). According to Sport England (2003), "voluntary contribution to sport is of such a scale that when quantified it outstrips all other voluntary activity and dwarfs the amount of paid employment in sport." (p. 2).

Another important positive sociocultural indicator of organizing a sport tourism event, such as the half marathon road race, is the event's acceptance within the community (Lee, 2013). In this regard, it is important to understand and assess the attitudes of residents toward tourism (Lee, 2013); namely, if stakeholders are allowed to actively participate in the event planning process, it is more likely that such initiatives will be successful in the long term, contributing to local sustainable development (Byrd, Bosley, & Dronberger, 2009). With this idea in focus within this comparative study, the number of residents participating in these races was analyzed. The results varied between a low of 3.4% at the Phalempin half marathon (France) to a high of 37.1% at the III EDP Running Wonders Coimbra (Portugal). As such, local participation in events is an important factor to consider in the planning and implementation of these events in the future.

Regarding the participation in other activities beyond participation in the sport event itself, Gibson, Willming and Holdnak (2003) found that sport tourists are interested in little else but the event; it is hard to entice sport tourists to take part in other community activities. This was also found in the nine case studies where results show that, except for eating out and visiting family or friends, participants did little else at the host destination.

However, results of the nine case studies demonstrated that participants were highly satisfied with the event organization, reporting the desire to participate in future editions of the races and also visit the host destination just for tourism. In this regard, these results are in line with empirical evidence indicating that sport tourism events should be viewed as a potential mechanism to market and promote a host destination and foster community building (Kaplanidou & Vogt, 2007). This socio-cultural trend is also very important when considering the future economic impacts of small scale sport tourism activities and events.

Economic Indicators

Our research found two main kinds of organizers of half marathon events: associations and private companies. All of them have two sources of funding, private sponsors and public support. The number of sponsors and partners varies, from just a few to a whole range of "gold sponsors" or "historical sponsors," and from local, national and international companies. Most of them provide material assistance (cars, informatics) and/or goods and services (welcome pack, arrival gifts, water, fruits, etc.). All of the organizers received some assistance from the municipality. To varying degree these cities helped to underwrite the operating budget and/or infrastructure to host the event, such as roadways and venues (sport halls), equipment (trucks, barrier, etc.), municipal staff and broadcasting (television, social media).

The operating budgets of these nine half marathons were very different, reflected in the size and capacity of the host destination, the number of participants, the number of volunteers, etc. From the organizers' point of view, the most important indicator for success may well be economic (e.g., were the financial objectives met), these differences suggest that participant experience will be qualitatively different, as well as the relative importance of social, economic and environmental indicators and their corresponding impacts.

In general, registration fees for the event comprised a relatively small part of overall spending (except for in the Czech Republic). In all instances, the two most important elements of the respondents' expenses were food/beverage and accommodation, although responses to the latter varied widely. Where participants were mostly locals, living less than 40 km from the event destination. The expenditure for accommodations was very low. Most of these participants traveled just for the race, some spending one night with friends or family. In some cases, the biggest races held in national capitals (e.g., Italy and Romania), many participants traveled from far distances and spent one or more nights in the city. As illustrated in Table 3, the highest number of nights spent in the city as a result of this sport tourism event was in Romania with 2.2 nights; Italy and Brasil were next highest, with 1.8 overnight stays. Not surprisingly, these three locations also reported the highest expenditures per capita, with Italy the highest (192.3 Euros), followed by Brasil (155.0 Euros) and Romania (138.9 Euros) (Tables 4 and 5).

Table 3 Sociodemographic characteristics of the half marathons participants

Country	DZ (n = 165)	BR (n = 89)	CZ (n = 491)	FR (n = 591)	HU (n = 257)	IT (n = 2139)	PT (n = 345)	RO (n = 148)	CH (n = 469)
Gender (%)									
Female	12.7	25.8	33.9	28.4	56.0	19.0	27.2	31.8	54.8
Male	87.3	74.2	66.1	71.6	44.0	81.0	72.8	68.2	45.2
Age (Average)									
Age	–	40.6	39.7	40.0	37.7	44.5	41.0	36.8	–
Marital status (%)									
Single	57.0	20.2	23.8	17.3	25.1	18.6	31.3	33.1	19.4
Married/living with partner	39.4	68.6	65.2	76.8	71.3	75.1	61.2	60.8	72.7
Divorced/separated	2.4	7.9	10.3	5.6	3.6	5.7	7.5	6.1	7.7
Widow/er	1.2	3.4	0.7	0.3	0.0	0.6	0.0	0.0	0.2
Level of Education (%)									
Basic education or less	10.9	3.4	7.2	6.1	4.8	0.1	0.0	0.0	0.0
Secondary education	19.4	14.6	35.9	14.2	24.0	4.0	22.9	11.5	22.4
Higher education	51.5	47.2	13.9	30.8	35.8	42.3	41.7	49.3	51.6
Post-graduate studies (Master or Doctorate)	18.2	34.8	43.0	48.9	35.4	53.6	35.4	39.2	26.1
Working situation (%)									
Employed	47.3	60.7	76.5	80.5	60.6	70.9	74.2	75.7	79.2
Company owner	11.5	12.4	8.5	4.2	21.5	4.4	5.2	4.7	3.2
Self-employed	9.7	13.5	7.0	5.8	4.1	14.1	8.7	10.8	5.8
Student	21.2	1.1	3.1	4.7	10.6	2.0	4.7	1.3	4.5
Unemployed	3.6	3.4	1.6	1.5	0.8	2.4	4.3	3.5	2.6
Retired	3.0	6.7	0.7	2.9	1.6	4.1	1.7	2.0	2.8
Home duties	0.6	2.2	0.4	0.3	0.8	0.9	0.0	1.3	1.3

(continued)

Table 3 (continued)

Country	DZ (n = 165)	BR (n = 89)	CZ (n = 491)	FR (n = 591)	HU (n = 257)	IT (n = 2139)	PT (n = 345)	RO (n = 148)	CH (n = 469)
Other situation	3.0	0.0	2.2	0.0	0.0	1.2	1.2	0.7	0.6
Income (%)									
Without income	35.1	4.5	0.0	–	–	3.2	5.2	6.3	–
Below the minimum wage	26.1	0.0	1.6	–	–	1.5	2.3	0.9	–
Minimum wage	16.9	0.0	4.0	–	–	4.7	11.9	0.0	–
Between the minimum wage and the average salary	7.2	23.6	31.3	–	–	44.1	14.5	15.3	–
Above the average salary	14.5	71.9	63.1	–	–	46.5	66.1	77.5	–
Resident of the municipality (%)									
Yes	30.9	9.0	30.9	3.4	55.6	10.0	39.4	61.5	7.7
No	69.1	91.0	69.1	96.6	44.4	90.0	60.6	38.5	92.3
Not in the town. Where? (%)									
In the Country	97.0	100.0	99.0	99.8	89.3	97.8	97.7	92.6	–
Outside of country	3.0	0.0	1.0	0.2	10.7	2.2	2.3	7.4	–
Distance to place of the event (%)									
Less than 40 km	29.7	58.4	26.0	78.8	72.9	49.4	46.1	66.2	34.8
More than 40 km	70.3	41.6	74.0	21.2	27.1	50.6	53.9	33.8	65.2

Notes: *DZ* Algeria, *BR* Brazil, *CZ* Czech Republic, *FR* France, *HU* Hungary, *IT* Italy, *PT* Portugal, *RO* Romania, *CH* Switzerland

Table 4 Profile of participation of the half marathons participants

Country	DZ (n = 165)	BR (n = 89)	CZ (n = 491)	FR (n = 591)	HU (n = 257)	IT (n = 2139)	PT (n = 345)	RO (n = 148)	CH (n = 469)
Participation in the event (%)									
First time	36.4	12.4	49.8	56.3	32.3	33.3	62.0	37.2	70.8
Companionship (%)[a]									
Alone	17.6	11.2	22.4	32.0	32.3	32.1	17.4	26.3	22.6
With family	22.4	50.6	46.2	31.0	43.3	22.5	49.6	33.1	39.8
With friends	60.6	25.8	26.0	28.6	18.9	26.8	47.8	30.4	29.2
With the club/coach	15.2	12.4	1.8	8.5	2.0	18.6	2.0	6.1	3.4
Others	3.0	0.0	3.6	0.0	3.5	0.0	2.3	4.1	5.2
Number of companions (n)									
Average	4.0	3.2	1.8	2.3	9.1	2.7	3.8	3.5	–
First motive to choose this event/race (%)									
For the quality of the organization	49.1	10.1	35.2	29.9	48.2	32.4	26.7	33.1	14.7
Because it's not too far from home	10.3	28.1	26.7	56.9	63.4	17.4	27.8	41.2	32.3
Because of the touristic possibilities	11.5	46.1	4.7	0.0	1.6	4.3	12.8	2.0	6.0
Other(s)	29.1	15.7	33.4	13.2	10.9	45.9	32.8	23.7	47
Primary purpose of the trip to the city (%)									
Participation in the event	87.2	88.6	96.4	89.8	39.9	78.9	70.0	45.7	76.3
Main reasons to participate in the half marathon (average)[b, c]									
To compete	4.0	6.0	5.3	5.0	–	4.0	4.3	5.7	13.9
To enjoy	4.8	4.7	6.0	6.1	6.7	6.1	5.9	6.3	41.3
To socialize	4.1	5.9	4.7	4.1	5.3	4.7	4.8	4.8	1.1

(continued)

Table 4 (continued)

Country	DZ (n = 165)	BR (n = 89)	CZ (n = 491)	FR (n = 591)	HU (n = 257)	IT (n = 2139)	PT (n = 345)	RO (n = 148)	CH (n = 469)
To be healthy	4.3	3.8	5.6	5.2	6.2	4.0	5.1	6.1	1.5
To support (family/friends)	3.5	6.2	4.5	3.5	4.6	2.9	3.7	4.7	0.9
To challenge me	4.6	5.4	6.2	5.9	6.4	5.6	5.4	6.2	21.0
To relax	4.8	5.5	5.7	4.6	5.5	4.8	5.1	5.6	1.5
To exercise	4.5	6.2	5.9	5.8	6.6	5.5	5.8	6.1	14.3
For the novelty	4.1	4.3	4.8	4.0	4.6	4.2	3.9	4.5	2.6
To travel	4.0	5.0	3.6	2.8	3.8	3.4	3.7	3.2	1.9
Overall event evaluation[d] (n)									
Average	5.6	4.2	6.2	6.2	6.3	6.0	5.8	6.1	6.1
Number of road races in 2015 (n)									
Average	3.4	13.0	2.9	5.0	5.6	15.7	7.4	3.0	–

Notes: *DZ* Algeria, *BR* Brazil, *CZ* Czech Republic, *FR* France, *HU* Hungary, *IT* Italy, *PT* Portugal, *RO* Romania, *CH* Switzerland

[a]Multiple possibilities

[b]Measured in a seven points scale: 1. not at all important; 4 nor less nor more important; 7 totally important

[c]Switzerland used the percentage of the main motivation – only one answer allowed

[d]Measured in a seven points scale: 1. extremely dissatisfied; 4. Nor dissatisfied nor satisfied; 7. Extremely satisfied

Table 5 Impacts of the half marathons

Country	DZ (n = 165)	BR (n = 89)	CZ (n = 491)	FR (n = 591)	HU (n = 257)	IT (n = 2139)	PT (n = 345)	RO (n = 148)	CH (n = 469)
Environmental measure undertaken (%)									
Positive	24.2	60.0	31.0*	68.2	25.4	75.2	91.0	39.2	–
Travel (%)									
By car	56.4	93.3	67.0	94.9	71.4	51.7	85.5	52.5	92.2
By Plane	5.5	0.0	0.4	0.2	1.6	6.2	1.2	4.3	0.0
By bus	16.4	3.4	4.0	0.0	3.9	22.6	1.2	2.1	0.0
By train	0.0	0.0	21.7	0.3	2.0	11.0	1.7	0.7	6.9
By motorcycle	0.0	1.1	–	0.8	0.0	2.7	0.9	0.0	0.0
By bike	18.8	0.0	0.0	0.7	7.0	0.4	0.0	2.1	0.9
By foot	0.0	0.0	6.3	3.1	14.1	2.4	9.5	4.3	0.0
Others	2.9	2.2	0.4	0.0	0.0	3.0	0.0	34.0	0.0
Overnight (%)[a]									
Yes	58.2	67.4	16.1	3.7	7.2	28.1	17.4	23.7	7.5
Number of nights[b] (n)									
Average	1.0	1.8	1.5	1.1	1.6	1.8	1.2	2.2	–
Accommodation[b] (%)									
Camping/RV	3.0	0.0	0.0	0.0	0.0	1.1	3.0	0.0	11.3
Hotel/motel	69.1	24.6	52.1	9.1	12.5	54.8	39.4	41.7	13.2
Bed and breakfast	0.0	7.2	–	0.0	75.0	14.2	7.6	2.8	3.8
At friend's/ relative's home	22.4	43.5	31.5	90.9	12.5	28.1	37.9	47.2	39.6
Other	5.5	19.2	16.4	0.0	0.0	0.8	12.1	8.3	67.9
Most important expense items (%)									
Travel	26.6	6.7	46.2	13.6	21.4	16.8	29.9	9.4	14.8

(continued)

Table 5 (continued)

Country	DZ ($n = 165$)	BR ($n = 89$)	CZ ($n = 491$)	FR ($n = 591$)	HU ($n = 257$)	IT ($n = 2139$)	PT ($n = 345$)	RO ($n = 148$)	CH ($n = 469$)
Food and beverage	18.8	11.2	4.0	12.7	11.9	16.6	7.8	8.9	15
Accommodation	33.3	46.1	37.9	13.7	43.5	16.5	21.7	27.3	1.8
Registration	3.6	4.5	8.7	14.7	–	16.1	20.0	10.3	63.1
Sport equipment acquisition	17.3	30.3	0.2	–	–	17.8	7.8	33.3	0.0
Others	0.0	0.0	3.0	45.3	23.2	16.2	12.8	10.8	5.4
Overall money spent with the event (€)									
Average	71.2	155.0	–	55.2	44.0	192.3	111.2	138.9	61.5
Overall money spent in the town (€)									
Average	33.7	58.8	–	24.9	40.3	62.3	44.3	93.7	–
Participation in other activities in the city[c] (%)									
Visit family or friends	13.2	15.7	14.3	64.5	7.8	35.7	17.4	24.2	18.1
Cultural activities	14.5	17.0	2.5	0.0	3.9	16.7	6.0	10.6	0.6
Leisure activities	21.3	56.2	5.0	1.1	25.3	6.2	10.1	6.1	10.6
Shopping	23.5	27.0	2.5	4.4	8.6	9.0	22.9	28.8	1.9
Eating out	33.3	51.7	12.0	15.6	15.9	20.9	62.0	68.2	36.9
Attend another sport event	22.7	12.4	0.0	1.1	1.2	0.9	2.0	9.1	4.4
Visit a museum	9.9	5.4	0.0	0.0	2.3	2.8	7.5	10.6	0.6
Visit an attraction park	14.8	5.6	0.0	1.1	3.9	0.5	6.4	7.6	0.6
Attending a show	9.4	2.2	0.0	0.0	0.0	0.6	2.0	9.1	0.0
Went to the cinema	3.4	5.6	0.0	0.0	2.3	0.8	2.0	16.7	0.0
Others	38.8	0.0	0.0	12.2	1.9	5.9	0.0	10.6	0.0

Return to participate in the next editions of the event (%)									
Yes	98.8	83.1	76.5	97.3	95.3	92.2	97.0	98.0	97.4
Return to participate in other sport tourism event (%)									
Yes	73.4	95.5	–	70.2	91.4	71.5	92.0	95.3	88.6
Coming back just for tourism (%)									
Yes	86.7	77.9	43.7	38.9	77.8	52.3	63.0	42.6	93.9

Notes: *DZ* Algeria, *BR* Brazil, *CZ* Czech Republic, *FR* France, *HU* Hungary, *IT* Italy, *PT* Portugal, *RO* Romania, *CH* Switzerland

[a]Percentage (%) of those living more than 40 k of the city

[b]Percentage (%) of those who stated that overnight in the city

[c]Multiple possibilities

[*]66.4% don't answered, cannot say or didn't think about it

The overall economic impact on host cities varies and is generally significantly less than what organizers espouse, especially when the event is organized privately. The organizers of the race in Phalempin (France) had no idea of the economic impact of the event and did not seem to care about any financial return. Organizers of the Usti nad Labem (Czech Rep.) race announced an economic return far higher than the evaluation carried out by the authors of the chapter. These authors argued, "[our] estimate (CZK 1,500 000) is in sharp contrast to the figures provided by organizers who claimed that during the event held a year earlier, participants and visitors spent over CZK 21 million" (Slepičková & Slepička, this volume, p. 107) (Tables 4 and 5).

In Hungary, the most important factor for organizers was that the economic performance of the event met its financial objectives. And yet, researchers argued, "regarding the economic point of view, the event was not focusing on profitability; its main objective was to integrate new partners from local service providers and businesses, whereas the perspective of tourism development did not make an essential part of the organizing process" (Czegledi, Cernaianu, Mischler, & Sipos-Onyestyak, this volume, p. 147).

The potential linkages between the sport tourism event and local sustainable development was well understood by the researchers engaged in this international project. However, many of these authors found that race organizers often did not utilize the event to promote local tourism, such as in Algeria, where "the events potential for enhancing tourism activities was not fully exploited" (Benabdelhadi, Benabdelhadi, & Boulerbah, this volume, p. 148), mainly due to a lack of a network capable of exploiting resources to enhance the territory […] The organizers needed to promote local networks and to strengthen a sense of 'ownership' by the different stakeholders with regard to the events (Mazza, this volume, p. 151), as well as "a lack of direct collaboration between the tourism office and the race organizers" (Ardiet, Sobry, & Melo, this volume, p. 213).

A lack of synergy between stakeholders was often found, either because of a myopic (often economic) approach or a lack of awareness among local politics of the possibilities of using sport to more fully develop tourism. Collectively, these global results support similar findings by Daniels and Norman (2003), who concluded that sport tourists spend little on complementary activities to the sporting event. These findings are also in line with Gibson et al. (2012) who reported that the most common activities complementary to participation in the event are having lunch or dinner out, shopping and visiting relatives. The case study in France seems to be unique, simply a race for the sake of a race, seemingly motivated without any economic or touristic intentions. The annual hosting of this localized community event represents a kind of "old fashion," Coubertinian philosophy of sport, perhaps refreshing in contrast to modern sport's overemphasis on commercialized sport and the profit motive.

Environment Indicators

To analyze the results concerning environmental indicators in this comparative project, it is necessary to separate what occurred at the event site and how participants traveled to and from the site as part of this tourism experience. According to Gibson et al. (2012) and Hinch, Higham and Moyle (2016) the analysis of the environmental impact of sporting event tourism is the least researched axis regarding the existing literature on impact studies. Unfortunately, measuring the ecological footprint of sporting events is a relatively poorly developed area, although larger-scale or mega sporting events may have a considerable impact, even if we focus solely on the carbon dioxide emission produced by transportation to and from the event. As such, Collins, Jones and Munday (2009) drew attention to the considerably less significant environmental footprint of smaller scale events, like those in our study, owing to the residential proximity of participants to the event venue.

With regard to the environmental impacts at the site of these nine half marathons, all of the organizers stated that they had implemented measures to protect the environment in advance, during and after the event had taken place. Only in Algeria did city services not initiate clean-up of the event site following its completion. All the other organizing bodies developed specific strategies to protect the environment, such as mobile toilets near the start and finish line(s), designated areas to collect garbage, recycle plastic bottles, etc.

The Swiss case study was unique, presenting perhaps a best practice in environmental sustainability because "in Switzerland, each organization of a sporting event is subject to a deep analysis of the states' environmental services, the *Direction Générale de l'Environnement* (General Direction of the Environment). Before the race, the organizer has to apply for an authorization from this State department, among others" (Ardiet et al., this volume, p. 212).

In several case studies, the idea of a "green label" was acknowledged by the organizers but most did not seem to know how to obtain such a label, what had been proposed globally or in their country relative to green certification, or it was simply too laborious to obtain such certification. In two cases, the organizers seemed to never have heard of such global environmental sustainability efforts. For example, in Algeria, "concerning the use of a green card related to a sport event, the information was extremely poor with either the organizers, or the municipality officials about this concept" (Benabdelhadi et al., this volume, p. 67). Similarly, in Italy, "the President of the Rome Marathon confirmed that the 'Green code' was not widespread in Italy and in the sports sector in general" (Mazza, this volume, p. 165).

On the participants' side, the awareness of environmental issues and, above all, of the efforts made by the organizers in this field was much more widespread. In Italy, researchers found that "the youngest, under 40s, especially young people in the 18 to 29 years – are more attentive than others to the issue of recycling" (Mazza, this volume, p. 165). Many participants across all of the sport tourism events criticized the lack of waste collection facilities.

It was emphasized several times that participants did not notice intentional efforts made by the organizers relative to environmental sustainability. In Hungary, "although 71.7% of the respondents found that the organizers had not proposed any environmentally friendly solutions, the event was considered 'average' in terms of fostering without any particular environmental sustainability...It means that 31% of them (respondents) did not find anything noticeable, or that they considered the services in this respect as average, basic and non-remarkable (Czegledi et al., this volume, p. #). In two cases, however, Portugal and Romania, a portion of the registration fees was directed to planting trees, one cause for the runners to participate to the race.

The second area regarding environmental indicators focused on how participants traveled to and from the event site. According to Collins, Roberts and Munday (2012) the means of transportation for the event is the factor that contributes most significantly to the ecological footprint of the participants.

Except for Algeria, all of the organizing bodies seemed to make participants aware of environmental issues before the race, in particular regarding the desired method of travel to the starting lines. Several sites offered public transportation as an alternative to the car or located the starting and finishing lines close to public transportation systems. In Hungary, "runners appreciated that the race was easily accessible by means of public transportation and by bike, whereas storage facilities were also offered for personal non-motorized vehicles" (Czegledi et al., this volume, p. 143). In Italy, non-residents also appreciated the use of shuttle buses (41%) to accompany them when traveling from venues to the hotels" (Mazza, this volume, p. 165). Also, in Portugal, participants appreciated "the environmental preservation initiatives adopted by the organizing company, such as, encouraging the use of public transport through agreement to discount the price of trains tickets, availability of buses departing from Lisbon and Porto" (Melo, Andrade, Van Rheenen, & Sobry, this volume, p. 185). Finally, in Switzerland, "before the race, public transportation was encouraged. The participants of the 12 km were freely transported by train from the Sport Center (which is where the 24 km starts and where registration, bib pick-up, finish line for all the races and post-race events took place) to the start line" (see Ardiet et al., this volume, p. 212).

In spite of these genuine efforts by race organizers, most participants traveled by car. As noted in Portugal, "the truth is that it was not possible to minimize the 'carbon footprint' related to the participants' travel, since the main form of travel to the event was by car" (Melo, Garcia, Van Rheenen, & Sobry, this volume, p. 185). In Hungary, researchers wrote that "the organizers made a special attempt to promote the possibilities to access to the event via public transportation. Even so, 70% of the respondents came by car" (Czegledi et al., this volume, p. 143).

Overall it appears that environmental protection measures were integrated into both the organization of, and participation in, these sport tourism events, with the exception of Algeria. Best intentions often have serious limitations; however, as we have demonstrated across nearly all of the sites under study, there are glaring examples of poor environmental sustainability practices. While nearly all of the organizing bodies used a similar recipe to adhere to the Association of International

Marathons and Distance Races' (AIMS) expectations, a very low bar it seems, an international governing similar to the Swiss example or the Sports Commissions within the United States could publish a global guide for organizers to adopt these best practices and adapt them according to their unique social and environmental contexts.

Concluding Remarks

In 2020, as small scale sport tourism activities and events expand globally, it becomes ever clearer that these activities and events must promote local sustainable development. In a compelling treatise on the significant role of sport in addressing climate change, Goldblatt (2020) argued that modern sports – from cricket to American football, tennis to athletics, surfing to golf - face serious disruption from heatwaves, fires, floods and rising sea levels. In 2019, the Rugby World Cup was disrupted by unprecedented pacific typhoons. The New York triathlon, as well as multiple horse races, were also cancelled in 2019 because of a heatwave in the Northern hemisphere. In early 2020, the Australian Tennis Open was disrupted by the smoke blowing in from the country's devastating bush fires. As Goldblatt (2020) notes, however, "Sport is not just a victim of change, but an important contributor too…Sporting events are responsible for massive levels of aviation, carbon-heavy stadium construction, and mountains of unrecycled garbage, all making a significant contribution to the catastrophe now engulfing us" (p. 3).

The IOC, FIFA, and the more innovative global and national federations, leagues and clubs, have begun to take notice and even, on rare occasion, act. But time is not on our side. The UN has now included sport in its global climate action framework and is aiming for carbon neutrality for sport by 2050. And yet, only a tiny fraction of the world's thousands of sporting bodies, federations, tournaments, leagues and clubs have signed up to the UN Sport for Climate Action Framework; even fewer have actual carbon targets and plans to deliver on these commitments.

Far more urgently, Goldblatt (2020) has proposed that by 2030, any global sports events or tours that are not carbon neutral be cancelled or postponed. Additionally, sports federations that cannot adhere to these standards be excluded from the Olympics. Finally, as more and more sport tourism events are proposed around the world, another potential response is to intentionally control this growth and have fewer of these events and competitions. A laissez-faire approach to global concerns—social, economic and environmental—is no longer a viable strategy.

Though we recognize that small scale sport tourism events and activities may "comply with the principles of sustainable tourism more so than mega sporting events" (Higham, 1999, p. 87), such assertions do not mean that organizers, sponsors and participants of these smaller events are any less responsible for fostering and ensuring local sustainable development. Researchers and practitioners interested in sport tourism need to modify their approaches and adapt their analyses to

the new global reality. While local sites and destinations offer unique experiences and opportunities to sport tourists, genuine sustainable development must become the new reality rather than empty words and wishful thinking.

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