

Sport Tourism and its History and Contribution of Olympic Games to Touristic Promotion

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Abstract

Tourism sector is one of the sectors that gain momentum and importance with the globalization. One of the important sub branches of the tourism that attracts attention with 1-1.5 billion people and approximately 2 trillion world incomes is sport tourism. The first tourism movement is the start of Olympics in Ancient Greek and movement of people who want to watch these games. Due to the fact that this tourism type that emerges thanks to the sports activities, contributes the economic and social structure of that region, states carry out significant lobbying activities to host Olympics. The mass of the number of the sportsmen to attend to the sport activity and audience that come to watch these games and more importantly live streams from the place of the games contribute significantly to the promotion of that region. While eating and drinking, traveling, souvenirs expenses are direct incomes; it significantly contributes to the transportation and carriage sector. The appearance of before and after of the Olympic regions show great difference. One of the most important examples is the province of Mersin that hosts the latest Mediterranean games. While infrastructure and supra structure investments made for the preparation of city to the games in a brief time change the appearance of the city, national and international promotions significantly change the province. Olympic causes important development beyond measure. The objective of this study is to specify social and economic contributions of tourism type emerged by the sport activities on the region and raise awareness for its contribution to country promotion. The study bases significantly on the literature review. The study will have a solid structure by making use of the domestic and international statistical data. The scope of the study is Olympics in general and Mediterranean games in Mersin Province in particular.

Keywords: Sport tourism, Mediterranean games, Advantages of tourism, Olympic Games

Spor Turizmi, Tarihçesi ve Olimpiyat Oyunlarının Turistik Tanıtıma Katkısı

Özet

Turizm sektörü özellikle küreselleşme ile birlikte hız ve önem kazanan sektörlerin başında yer almaktadır. 2 trilyon dolara yaklaşan dünya geliri ve yaklaşık 1-1,5 milyar insanın katılımıyla ilgileri üzerine çeken turizm sektörünün önemli alt çeşitlerinden biri de spor turizmidir. Antik Yunanda olimpiyatların başlaması ve bu oyunları izlemek üzere uzak yollardan insanların hareket etmesi, bu alandaki ilk turizm hareketini oluşturmaktadır. Spor aktiviteleri sayesinde ortaya çıkan turizm çeşidi, gerçekleştiği bölgenin ekonomik ve sosyal yapısına olumlu katkılar sağlaması nedeniyle günümüzde de özellikle olimpiyatlara ev sahibi olabilmek için ülkeler ciddi kulisler yapmaktadırlar. Zira spor aktivitesine katılacak olan sporcuların sayısının çokluğu yanında bu oyunları izlemeye gelen seyirciler ve daha da önemlisi oyunların yapıldığı yerden yapılacak canlı yayınlar, o bölgenin tanıtımı açısından çok önemli fırsat ve katkılar sunmaktadır. Sporcuların ve izleyicilerin konaklama, yeme-içme, gezi, hediyelik eşya gibi alanlarda yapmış oldukları harcamalar doğrudan gelir oluştururken özellikle ulaşım ve taşımacılık sektörüne çok ciddi katkılar sunmaktadır. Olimpiyatların yapılacağı bölgenin olimpiyat öncesi ve sonrası görünümleri büyük farklar göstermektedir. En önemli örneklerden birisi ise son yapılan Akdeniz oyunlarına ev sahipliği yapan Mersin ilidir. İl'in kısa zamanda bu oyunlara hazırlanması için yapılan alt ve üst yapı yatırımları bir yandan şehrin çehresini değiştirirken diğer yandan yapılan ulusal ve uluslararası tanıtımlar sayesinde ilin çehresi ciddi oranda değişmiştir. Olimpiyatlar ise bu ölçeğin çok ötesinde gelişmelere sebep olmaktadır. Çalışmanın amacı, spor aktivitelerinin ortaya çıkarmış olduğu turizm türünün bölge ekonomisine sosyal ve ekonomik katkılarını tespit etmek ve bu sayede ülke tanıtımına katkısı konusunda farkındalık oluşturmaktır. Çalışma büyük oranda literatür taramasına dayalı bir çalışmadır. Ancak konu ile ilgili yerli ve yabancı kaynaklı istatistik verilerden de yararlanılarak çalışma da somut bir yapıya kavuşturulacaktır. Genelde olimpiyatlar, özelde ise Mersin ili Akdeniz oyunları çalışmanın kapsamını oluşturmaktadır.

Anahtar Kelimeler: Spor turizmi, Akdeniz oyunları, Turizmin faydaları, Olimpiyat Oyunları

Introduction

Tourism sector is the one which grows rapidly around the World and where the participation to touristic activities increases. According to the data of World Tourism Organization, the number of people who travel abroad for tourism activities has reached to 1, 135 billion by 2014 and the total tourism income has reached to 1.245 trillion dollar. When the passenger travels are added to these figures, total amount has reached to 1.5 trillion dollars. This amount is almost two times more than the GDP of Turkey's economy. In addition, when the total tourism income is divided to 365 days, it is seen that the daily tourism income is equal to 4 billion dollars. Thus, the tourism sector is an attractive sector for all the countries and the economies. On the other hand, when economic and social impacts of tourism sector are taken into consideration, the reason why the interests of countries directed to tourism sector increase can be understood. While tourism activities were made only by depending on the tourism supply potential before and thus, tourism sector was a supply – oriented sector; today, both the decrease in work hours provided thanks to the developing technology and the increase in transportation speed in addition to the decrease in costs ensured the increase in touristic activities and the customer – oriented activities are emerged as a result of these steps. As the activities which are accepted as alternative tourism are enliven without any decrease in sea – sand – sun tourism which is accepted as classic 3S tourism; the countries which do not have this trilogy have started to be active in tourism sector. Sports tourism is among the sub – branches of tourism classification which is deemed as alternative tourism. Having grown thanks to the people who travel abroad sometimes for personally participate in sportive activities and sometimes for watching the sportive activities; sports tourism provides great contributions to national economy both economically and socially. The aim of this study is to assess the contribution of Olympic Games, of which history dates back to old times and which can be deemed as the first sports tourism, to the national economy of country where these games are organized. The embodiment of this issue is the economic mobility emerged as a result of Mediterranean Games of which XVII. one is organized in Mersin. The study is going to be conducted depending on literary search and the statistical data are going to be used.

Olympic Games in the History of Tourism

Tourism is a process which is started by people leaving the place of residence because of the reasons such as having good time, relaxation, education, etc. for at least 24 hours and ended by turning back the same place of residence. Sometimes, these journeys may be made for sports activities. Within this framework, the journey of sports – person personally; company of other auxiliary staff such as the trainer and the people who travel for watching the sports activity are included in the scope of sports tourism. The economic impacts emerged as a result of classic tourism types are also emerged by sports tourism and moreover, these impacts may be higher sometimes thanks to the sports tourism. First of all, some requirements such as climatic conditions, geographical conditions and touristic raw materials which are compatible with the touristic demand are seen for classic tourism. For example, in order to be active in tourism types which have geographical dependencies, you need to have raw materials which are well for mountains, canyons, volcanos, coral islands, crater lakes, travertines, fairy chimneys and etc. You need to have water resources for tourism activities which are related to lakes, water fails, waterfalls, rivers and coastal regions; and also this water resource should be compatible with the touristic activities. Your vegetation cover should be well for being active in various ranges such as tropical forests, deserts, marshy places and swamps (İçöz, 2005:47).

However, there is no or less need to such requirements in sports tourism. Yet, the purpose in participation to sports tourism is to watch the sports activities. Thus, provided that there are sufficient facilities, transportation and accommodation facilities; the major part of the requirements of this activity has been met. In this respect, sports can be deemed as advantageous for tourism. On the other hand, Olympics are the biggest sports organizations in terms of its prestige around the world and its organizational dimension. Thus, thanks to both its direct impacts because of the high number of participants and its being watched as a live broadcast in international area around the world, Olympics offers great opportunities for the host country regarding the promotions to be done against high costs by ensuring the opportunity to conduct these promotions almost free of charge.

The history of tourism mobility which is caused by sportive actions is dated back to B.C. 776. In line with the oldest written documents that are achieved, the Olympics have been started on that year and have been continuing still. It should not be understood that sports have been started in “Olympia” region of Greece. Olympics have been named after this region and have been continued for 1200 years. They have conducted different sports activities that are organized in other cities; however, none of them was famous and continuous as much as Olympics (“Türk Milli Olimpiyat Komitesi”, 2015). The roads have been built with the aim of facilitating the transportation in the Egyptian Civilization which had lived in the period between B.C. 3100 – 1166 and also, the road signs were used for the first time in this period in addition to accommodation facilities, festivals and organization of sports competitions (Özgüç, 1998) In the period of the Greek (Roman) Empire, (B.C. 2600-B.C. 1450), an increase in tourism activities has been ensured as a result of the easiness in transportation to overseas as maritime has gained importance. (“Turizmin Tarihsel Gelişim”, 2013). Olympics may be dated back to the older times than this date; however, the first written documents were started to be recorded in this date. Many people arrived at Greece from various regions with the aim of watching and participating into these organized games and they involved in this sports feast as spectator or participant. This situation caused a great mobility for the national economy of Greek. In addition to being a sport feast for Greeks; Olympics is one two forces holding Greece together. (the other force is common religion). (Sipahi, 2001). Expiring of Olympics was started before the date when Romans occupied Greece. The gradual increase in the interests directed to books and art in the entire Greece caused the youth to lose their interest to sports; especially the precepts of Socrates that are given in his works impacted the youth and caused them to be getting distant from sports. After occupying Greece, Romans turned the stadiums into amphitheatres and the sportspeople into the slaves that were obliged to fight against wild animals (Tekin & Tekin, 2014).

The first contemporary Olympics were organized in 1896 in Athens. Following this successful organization, despite of the offering to organize the Olympics in Athens by that time, National Olympics Committee rejected this opinion and gave the Olympics of 1900 to Paris. The dates and places of Olympic Games that have been organized since 1896 are as follows: 1900 Paris, 1904 St. Louis, 1908 London, 1912 Stockholm, 1920 Antwerp, 1924 Paris, 1928 Amsterdam, 1932 Los Angeles, 1936 Berlin, 1948 London, 1952 Helsinki, 1956 Melbourne, 1960 Rome, 1964 Tokyo, 1968 Mexico City, 1972 Munich, 1976 Montreal, 1980 Moscow, 1984 Los Angeles, 1988 Seoul, 1992 Barcelona, 1996 Atlanta, 2000 Sydney, 2004 Athens, 2008 Beijing, 2012 London. The ones to be organized from now will be as the one in Rio de Janeiro, Brazil in 2016 and the 2020 Summer Olympic Games in Tokyo, Japan.

Sports Tourism and Its Contribution to Promotion

Sports tourism is a term which is used for defining the travels that are made with the aim of participating into the sportive activities. Just like tourism, sports has developed in line with the increases emerging in life standards after industrial revolution and the situation where the workers have more spare times and then, the technologic developments seen in the field of communication in time have made sports became an independent industry. (Gündoğdu & Devocioğlu, 2008). These developments emerging in the field of sports have both increased the number of sport branches and the people participating into sport activities and caused sports to have an international dimension beyond national borders. For the very reason, the sports activities organized in international arena have started to increase the journeys and attraction to the country or region where these activities are organized. As tourism sector is built on journeys, the sports organizations that are especially organized in international arena provide an important touristic mobility for the host country / city.

By 2014, tourism market has reached to 1.2 trillion dollars. The share of sports tourism in this market is around 180 billion dollars. When there is a comparison by the rate of growth, while the global tourism grows around 4-5 %; the growth rate of sports tourism has reached to 14%. Turkey gets a little share around 900 million dollars from this 180 billion dollars of market (“Türsab Spor Turizmi Raporu”, n.d.).

Table 1. Top 20 Global Sports Nations 2014

Rank	Country	Total score according to
1	Russia	47,287
2	Canada	40,593
3	England	38,467
4	Chinese	38,443
5	United States	35,013
6	Germany	30,505
7	Italy	29,717
8	Brazil	26,703
9	France	26,313
10	Korea	25,578
11	Japan	24,455
12	Spain	21,882
13	Netherlands	20,076
14	Turkey	16,468
15	Denmark	15,902
16	Austria	14,790
17	Swiss	14,600
18	Polish	14,542
19	Australia	13,502
20	Norway	12,356

Source: <http://www.sportcal.com/Impact/nationsindex.aspx>

According to Table 1, Turkey is ranked at the 14 in the ranking by scores given in line with the activities organized in sportive activities by 2014. Being in higher grades in ranking is possible only by making new investments and organizing more activities in number. Yet, as

long as the number of activities increases; both popularity and the sports – oriented tourism activities will increase and thus, 5% of share taken from sports tourism can be increased. The first step to be taken is to increase the investments and activities directed to football and golf tourisms which are the main reason of journeys and participations around the world. Except for the tourism season, football teams that come into the camp in cities where tourism sector has high mobility, such as Antalya, ensures that the months which are called as “dead season” are included in touristic activities and thus, a great contribution is made for spreading tourism activities to 12 months. Providing these contributions makes the country and city promotions obligatory.

In addition, the football tourism impacts many businesses and lines of business through direct and indirect ways. While the businesses and lines of business that are affected in direct ways are football facility investor firms, operating firms, supplier firms, tour operators and accommodation firms; the businesses and lines of business that are affected through indirect ways are advertising and marketing firms, tournament organizers, transportation enterprises, the firms producing sports equipment and food; public institutions, tradesmen and others (Erem, 2009). The same situation is also true for golf tourism which gradually grows in recent years. Turkey has 17 golf courses by 2014 and the number of golf courses in England which is the country having the maximum number of golf courses around the world is 1.857 (European Golf Association, n.d.). Turkey has attracted the attention to conducting the promotion activities giving prominence to branding and the image of country in preparing the “2023 Tourism Strategy” within this framework (“Turizm Bakanlığı”, 2007). Yet, the only way of a country to increase its tourism potential is the need to create a positive image at first. For creating a positive image, the foreign promotion of a country should be sufficient. Touristic advertising and foreign promotion should be divided from each other at this point. Foreign promotion is more comprehensive than touristic advertising and includes the foreign politic promotion, foreign economic promotion and foreign tourism promotion (Çetinel, 2001). Being the host of an organization such as the Olympic Games is a golden opportunity for a country. As this consciousness increases day by day, it is caused the situation that the countries get into a serious competition between each other for being the host of Olympic Games. Yet, the host country both makes its promotion free of charge and enlivens tourism activities in addition to having a great income higher than the costs of organization in middle and long term thanks to this organization.

In addition, besides the economic mobility to emerge as a result of the travels of sports people participating into Olympic Games, auxiliary staff and sports lovers; it is also an important factor for the host country / city of organization to have permanent investments and to have the potential for being the host of many different organizations to be made in future. The base of this impact created by sports organizations is the increase in economic contribution emerged as a result of the changings in sport seen in time while transforming from personal sport to team sport. Team sports increase the number of players and this causes the increase in number of participation into sports matches. However, as the giant organizations such as Olympic Games are watched by the entire world, this provides the change for making a promotion, which is not made by many companies despite of spending million dollars, against a small cost and with a wider scope. The gains of promotion are going to be seen in not short term; but in middle and long terms. Thus, in assessing the impacts of Olympics to tourism, utilization of immediate data may cause wrong results. For example, there are the writers who attributes the result of economic crisis experienced by Greece to the high cost Olympic

Games of which second one is organized in 2004 (Tunçdemir, 2013). However, regarding the same issue, a greater majority deems and evaluates the Olympic Games as an important opportunity for the advertising of country and city.

The Impact of Olympic Games on the Tourism of Host Country

Olympics are among the giant organizations which are organized in a region which is selected among the candidate countries / cities in each period in various sport branches with the participation of more than 200 countries and thousands of sports people. The reason of this greatness is the plentitude of participant sports people and countries. While one of the reasons to organize the Olympic Games is to make contributions to development of sports culture and sports people by competitions made in definite sport branches another one is to evaluate the socio – economic opportunities bringing along these giant organizations. These opportunities are generally the ones such as economic, touristic, environmental, socio – cultural, psychological, prestigious and political impacts (Çakıcı & Yavuz, 2012). On the condition that the countries desiring to be the host of Olympic Games conduct the candidateship and preparation processes successfully, the host city gains many important contributions such as modern sports facilities, new and developed infrastructure, international recognition, the increase in the number of tourism destinations and opportunities, emerging of new commercial, investment and marketing options and the increase in the consciousness on sports (“Sydney Olympic Games Review Committee”, 1990). Especially the contributions of visitors coming from different countries around the world with the aim of watching and participating into the Olympics to regional and national tourism has a large extend. According to the determination of European Tour Operator’s Union, the state of tourism in GDP of the country hosting the Olympics has increased from 1 – 2 % to 12% (“Olympic Report”, 2006).

Except for several exceptions, there is an increase seen in the tourism incomes and visitor numbers of all the host countries. In Figure 1, it is seen that there is a substantial increase in the number of tourists coming to the countries on the dates when the Olympics of Seoul, Barcelona, Sydney and Atlanta were organized.

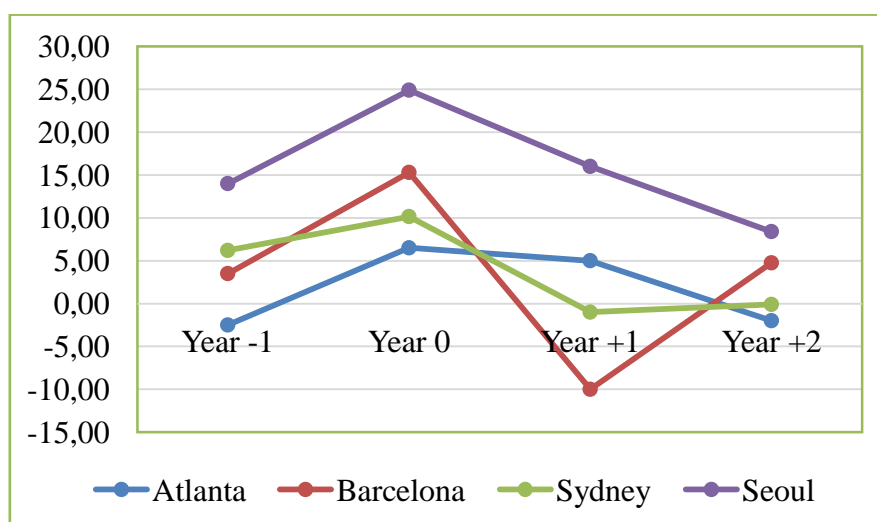


Figure 1. International visitor/tourist quantity before and after the Olympic Games (Deloitte, 2004).

According to the report on Tourism Strategy of Olympic Games prepared by the Australian Tourist Commission (ATC) 1.6 million visitors spent 3.5 billion dollars in addition to the games; the promotion of “Australia” has gained a pace which can apply to 10 years long period and also, 2.1 billion dollars were gained thanks to the media relations and promotion programs; moreover, the sponsors of Olympics spent 170 million dollars to support Australia. (Haynes, 2001). While the number of tourist coming to the region after 1996 Seoul Olympics increased 10.4%; the number of visitors coming to Australia after Sydney Olympics increased 10% (Hazar, 2007). It is estimated that the net impact of 2012 London Olympics on tourism sector is around 890 million pound sterling. The visitors participating into the sportive and cultural events related to Olympic Games spent more than 2.4 billion pound sterling (Thornton, 2013). The significant increase observed after 1992 Barcelona Olympics in the number of visitors is supportive to the positive contribution of Olympics to tourism. As is seen in Table 2, the most important increase in the number of visitors when compared with the other European cities was seen in Barcelona where the Olympics were organized in the years between 1990 and 2000 with 104% increase.

Table 2. The number of overnight stays between 1990 and 2000 (Duran, 2005)

	City	1990	2000	Increase %
1	London	91.300.000	120.400.000	31.9
2	Paris	31.166.172	31.633.273	1.5
3	Dublin	15.359.000	16.898.000	10
4	Rome	12.915.225	14.781.281	14.4
5	Madrid	9.481.728	12.655.413	33.5
6	Berlin	7.243.638	11.412.925	57.6
7	Prague	4.524.000	7.921.953	75.1
8	Barcelona	3.795.522	7.777.580	104.9
9	Amsterdam	5.720.500	7.766.000	35.8
10	Munich	6.923.970	7.756.152	12

The studies conducted on this issue showed that the Olympics provides great contribution to the increase of tourist numbers and tourism incomes, to development of touristic facilities, to creation of new tourism destinations, to betterment of infrastructure directed to tourism and to creation of consciousness on sports in society.

However, it is not true to expect the same impact in all the countries / cities where the Olympic Games are organized. For example, while it was expected from 2004 Olympics in Greece which is the homeland of Olympic Games to accommodate approximately 100, 000 visitors in a day; the number of visitors was only 15.000. Even though there is a small decrease in the number of tourists coming to Greek islands in 2003-2004; there is a huge decrease in the number of tourists coming to Athens (Malfas, Theodoraki & Houlihan, 2004). This situation shows that the politic, social and economic conditions are also important for ensuring the positive impact expected from Olympic Games on the economy of country where it is organized. Yet, sometimes the economic impacts of great sport organizations such as the Olympic Games may vary in line with the type of organized organizations, the participant countries, and the development levels of host countries and even the period of organizations as the dense or dead season (Fourie & Santana-Gallego, 2010). Thus, it is

required for the candidate countries to organize the Olympics to pay attention to promotion, facilitation and infrastructure studies by starting from the candidanship period. Within this framework, while Olympic Games offers important contributions to host country from economic, social, environmental and touristic aspects; the same impacts may not be offered in countries where negative conditions such as economic crisis, politic instability, security weakness are seen. Thus, in the assessment of touristic contribution of Olympic Games; other conditions are deemed as stable and normal.

Mediterranean Games and Its Impacts on Mersin Tourism

Turkey is ranked at 14 in global sports index in sports tourism. With 14 sports events that are organized in the last 8 years, Turkey is ranked at 18 in the world sports events. The last one of giant sport organizations hosted by Turkey is Mediterranean Games which is organized by the countries which have a coast in Mediterranean. The first one of Mediterranean Games was made in 1951 with the participation of 734 sports people from 10 countries in the city Alexandria in Egypt. Despite of not having a great scale as much as the Olympics; it is important because of being an organization organized among countries sharing the same geography (Güçer & Silik, 2014). Turkey has never been the host of Olympic Games until today; however, it has participated into all the Mediterranean Games and hosted the VI. Mediterranean Games organized in İzmir in 1971 and XVII. Mediterranean Games organized in Mersin in 2013. Within the scope of games continuing approximately for 12 days; various competitions in athletics, basketball, bike, boxing, gymnastics, fencing, football, wrestling, dumbbells, handball, judo, table tennis, tennis, sailing and swimming. 3049 sports people from 24 Mediterranean countries participated into the Mersin Mediterranean Games and ten thousands of people watched the events of 30 branches in 24 facilities. By the number of participant sports people; Turkey was ranked at 1 with 428 sports people, Italy was ranked as 2 with 421 sportspeople and France was ranked at 3 with 258 sports people (“Türk Milli Olimpiyat Komitesi”, 2013). Turkey and two other countries competed for being the host for XVII Mediterranean Games. These countries and their cities are Volos and Larissa from Greek which gave common offers and Rijeka city of Croatia. As Greek declared that it can't be the host because of 2010 economic crisis; Tarragona from Spain, Tripoli from Libya and Mersin from Turkey were the candidates for determining the new host country and the winner was Mersin – Turkey as a result of the votes of 21 countries.

Within the scope of games, 350 million TL investment was made with the aim of completing all the deficits by renewing all the sports infrastructure by 2013; and the opening of 54 facilities was made by spending 500 million TL with the aim of preparing the city to the games and totally 850 million TL investment was made (Ağaç, 2013). Even this investment is important for Mersin as the host of Mersin Mediterranean Games. Mersin has gained a serious investment in a short time as sports infrastructure. Thanks to these investments and the facilities gained to this city; Mersin increased its potential for being the sports and congress tourism center of the region in future years (Ağaç, 2013). The tangible data directed to this opinion started to emerge in 16 months following the games and in this period; Mersin hosted 22, 850 sports people within 353 organizations and this figure reached to 35.000 totally with the administrators, trainers and spectators (Köklü, 2015). On the other hand, another difference of tourism mobility emerged by sport activities from classic tourism is seen in the amount of expenses per tourist. In line with the Sports Tourism report of Association of Turkish Travel Agencies; the number tourists coming to Turkey for sportive events by 2014 is

around 550 thousands and the total expense is around 900 million dollars. In addition, the tourist coming for sportive aims make approximately 1648 dollars of expenses per capita (Türsab Spor Turizmi Raporu, n.d.).

This figure is approximately two times more than 824 dollars of expense per capita which is made by a normal tourist coming to Turkey. As it was stated above; approximately 35, 000 visitors came to Mersin after Mediterranean Games and when the expense per capita which was stated in the report of Association of Turkish Travel Agencies was taken into consideration; approximately 150 million TL of tourism income was gained in 16 months long time.

Assessment and Result

Tourism is the act of people to leave their places of residence at least for one night stay with the aim of conducting the activities such as resting, entertaining, education, etc. As a result of these journeys; many sub –sectors such as transportation, accommodation, food – beverages, entertainment gain income and depending on this situation, 13 different sectors and 50 business branches are impacted from this mobility positively. This impact makes contribution to the region where the tourism is ensured at first and to the national economy. In the tourism mobility increasing line with the decrease seen in work hours, depending on technologic developments, international health insurances, being retired in early ages, the decrease in travel times and in costs; tourism supply structure has been started to be formed in line with the tourism demand. In other words, people can chose the tourism type which is well for their own interests and participate in the activities in this field. Sports tourism is the one which is developed in line with the special interests of sportspeople and sports fans. Being different from the other tourism types; sports tourism is not dependent to many geographies and natural beauties. Thus, the demand flexibility of sports tourism is lower than the other tourism types. On the other hand, the Olympic Games are giant sports organizations and a great majority of countries participate into these organizations and exert effort to have a degree. Thus, from this aspect, while there is an important encouragement and motivation aspect of Olympic Games for sports people; its rating by sports people is also higher when compared with other national and international sports organizations. The place where the Olympic Games are organized is determined by Olympics Organization Commission among the candidate countries. The number of candidate countries is getting increase day by day. The conducted study aimed at measuring the activity grade of tourism sector on the increase in number of countries wanting to be the host of Olympic Games and as a result; it has seen that the Olympic Games make important social, economic and touristic contributions to the countries / cities where this organization is made. Thus, in addition to the participation of sports people and auxiliary staff (trainer, masseur, roadie, etc.); a great touristic mobility is ensured with the participation of sports people at huge numbers and the host country / city benefits from indirect impacts such as the investments made for the organizations in addition to the direct impacts such as transportation and accommodation. The embodiment of this situation is XVII Mediterranean Games which was organized in Mersin in 2013. While the number of participant sports people was 4 thousands; the number of total visitors was reached to 35 thousands and this is an amount motivating the direct impacts. For this organization, 850 million TL of investment was made in Mersin in very a short time and 54 new facilities were built. This investment has continued to show its impacts following the ending of Mediterranean Games and Mersin has turned into an attraction center for such kind of sports organizations to be made in future.

This defines the indirect impacts of sports tourism. As a result; the importance of sports tourism is not limited with the number of participant sports people and sports fans. In addition, the infrastructure investments gained by the host cities also have the feature as the investments directed to the future of this city. Yet, the investments that were made for one time are turned into continuous attraction centers. Thus, in assessing the organizations such as the sports tourism and Olympics; it is thought that the costs of investments made for this organization and the long term incomes directed towards future rather than the income gained in current period should be taken into consideration.

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