



Press Release from Bournemouth University
3 December 2009

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BU examines legacy of FIFA 2010

As FIFA announces the draw for the 2010 World Cup this Friday, Bournemouth University (BU) will be in South Africa assessing the impact of mega sport events.

According to BU sport tourism expert Richard Shipway, major sport events can act as catalysts for economic and social development.

Shipway and his colleagues will convey this message to international tourism and sport experts this week at the 'Sport Mega-events and their Legacies' conference taking place in Stellenbosch, South Africa.

At the conference – which coincides with the FIFA World Cup announcement – Shipway will present his extensive research into the legacy of major sporting events and the future development of sport tourism in the Commonwealth.

With BU's Dr Alan Fyall, a leading tourism expert, he will also meet with representatives from Cape Town Tourism to look at assessing the tourism impacts of FIFA 2010.

Shipway comments: "Travelling to watch or take part in sport has become increasingly recognised as an important social, cultural, political and economic phenomenon, and one with extensive potential for future development.

"A whole series of potential opportunities exist to facilitate longer-term outcomes including encouraging return visits, re-imagining host communities in key markets, fostering business relationships, and encouraging inward trade, investment and employment.

"However," he adds, "it is clear that hosting high profile sporting events will not automatically provide the desired benefits tourism brings; it is the way sporting events are leveraged that will develop these benefits."

Sport tourism is one of the industry's largest and fastest growing segments, and for many international tourism destinations, sporting events and the tourism benefits they generate make up a core part of the destinations marketing potential.

With the UK entering its 'Golden decade of Sport', hosting events such as the 2010 Ryder Cup, 2011 Champions League final, 2012 Olympic Games, 2013 Rugby League World Cup and 2019 Cricket World Cup, Shipway and Fyall's research into the social, cultural, political and economic impact of sport events has never been more prevalent.

As members of the Sport Tourism Advisory Group, an international advisory group for the development and research of sport tourism across the commonwealth, Fyall and Shipway have helped to identify eight prominent areas for future sport tourism development. These are:

- The *benefits* that can arise from sport tourism
- The extensive *potential* that sport tourism activity can provide
- The role of the *destination*
- The role of *government* in supporting and facilitating development
- The *infrastructure* requirements
- The requirement for greater sport tourism *evaluation*
- Delivering sport tourism *legacy*
- Delivering authentic *experiences* within sport tourism.

Following critical examination of these themes Shipway and Dr Fyall will now set the scene for a future sport tourism development agenda throughout the countries of the Commonwealth.

Notes to Editors:

1. Richard is available for interview from South Africa and can comment on the impact of FIFA 2010, the UK bid, and the impact on UK fans traveling to South Africa. To speak to Richard please contact tel: 01202 961033 / email: cknight@bournemouth.ac.uk
2. BU is the UK's Number One New University (first place among all institutions that became universities since 1992) according to The Guardian University Guide 2009 & 2010. (www.guardian.co.uk/education)

3. The excellent delivery of BU's undergraduate courses in Sports Management and Sports Coaching & Development helped the University reach number two in the Sports Sciences subject table of the 2010 Guardian University Guide – a surge of 18 places over the past two years.

4. In the 2008 [Research Assessment Exercise](#) (RAE) BU is the fourth most improved university in the UK for the quality of its research (according to *Times Higher Education*).

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