

## **SPECIAL ASPECTS OF EVENT TOURISM DEVELOPMENT IN THE CONTEXT OF FOOTBALL COMPETITIONS**

Event tourism is one of the fastest-growing areas of the tourism industry, and football events are an important component of this type of tourism. Football is a popular and exciting sport with millions of fans worldwide, while holding football matches or tournaments has become an integral part of culture and entertainment. In this context, the aim of this study is to analyse the issues involved in the development of sports tourism.

To begin with, one of the special aspects of football tourism development is its opportunity to attract different-aged tourists from all over the world. Consequently, the large number of tournament's attendants leads to surges in tourist traffic and demand not only during the competition, but also in the future. For instance, as a result of hosting the 2022 FIFA World Cup in Qatar, the number of country visitors reached 2 560 000 people, compared to 611 000 people in 2021. Furthermore, the effect of the tournament has continued to show, and as of August 2023, the number of people visiting Qatar is 2 563 000 people, what is 157 % larger when the number of the same period in previous year [1, 2].

Secondly, another feature of football tourism is the possibility of cooperation between organizers of competitions and travel agencies, allowing the integration of different forms of tourism. Creating joint tours, that include not only visiting matches, but also excursions and other activities, can increase the tourism potential of the host country.

However, a significant problem arising from the influx of travelers is the organization of visitors flows. Due to the large attendance of football tournaments, it requires a well-planned transportation system, including additional transport and even routes. Strict security measures in the host cities are also crucial, because the safety of both spectators and local people becomes a priority. It is also important to have a communication and information system, for example it could be an application, where people can find out about the schedule of matches, transport, entertainment events in the free time from football, and other important details.

Finally, football tournaments influence the development of the tourism industry. The large number of teams, journalists, media representatives and, of course, fans cause an increased demand for accommodation. For this reason, there is a need to reconstruct existing facilities or even build new accommodation points, such as hotels, hostels or other types of accommodation, such as fan towns. Accordingly, this leads to more jobs, higher incomes and the development of the industry as a whole.

In conclusion, football tournaments are significant events, that can stimulate the development of tourism and the host country's economy. However, the successful staging of such competitions requires investment in infrastructure, good organization and security to maximize their potential as a tourism product.

## References

1. Qatar Tourist Arrivals [Electronic resource] // Trading Economics. — Mode of access: <https://tradingeconomics.com/qatar/tourist-arrivals>. — Date of access: 29.11.2023.
2. Positive Legacy of FIFA World Cup™ Boosts Qatar's Tourism Sector, with 157 % Surge in Year-on-Year Visitor Numbers [Electronic resource] // Qatar Tourism. — Mode of access: [https://www.qatartourism.com/en/news-and-media/press-releases/positive\\_legacy\\_offifaworldcup-boostsqatar-stourismsectorwith157-](https://www.qatartourism.com/en/news-and-media/press-releases/positive_legacy_offifaworldcup-boostsqatar-stourismsectorwith157-). — Date of access: 30.11.2023.