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## **Multiplier effects of active sport tourism on the local economy of Messinia, Greece**

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### **Référence à la session / reference to the session**

D7 - Tourism, Sustainable Regional Development

### **Résumé / Summary**

#### **Objective:**

This paper examines the economic impact of active sport tourism on the local economy of Messinia – a region in south-western Greece – in terms of income and employment (unstandardised or standardised) generation. Specifically, four sport tourism activities are studied: golf, windsurfing, horse riding, and scuba diving.

#### **Originality:**

The literature on the economic impact of sport tourism is largely dominated by studies on sport events, with a smaller body of work being dedicated to that of active sport tourism. Few relevant studies have been conducted, though, these are limited to one sport. This paper, however, covers more than one activity and further examines their relative – rather than individual – contribution to the local economy.

#### Method:

Since no input-output tables are available at this local level, the ad hoc (Archer) model was employed. In conjunction with secondary data from the Household Budget Survey, 443 questionnaires were used from a business survey conducted via personal interviews at enterprises that are directly, indirectly and inducedly affected by active sport tourism. An input coefficient matrix, and subsequently a Leontief inversion matrix, for 36 economic activities were derived from the business data collected. Economic activity multipliers, together with visitor expenditure in these sports drawn from 353 diaries and questionnaires, were later incorporated into the model to estimate total effects, and tourism (for each sport activity) and tourist (for each typology of sport tourists) multipliers.

#### Results:

Golf, which was recently introduced to the region by a Greek resort, generated higher income and more employment units in the local economy compared with the other sport tourism activities. It can be viewed in our study as a propulsive activity as it also contributed to a concentration or an upgrade of tourism businesses in the surrounding region and generated external economies. As far as typologies are concerned, sport tourists exhibit higher tourist multipliers than tourists interested in sport in every instance, meaning that they are more effective in the creation of income and employment. Managerial implications stemming from the results are also discussed.

Keywords: sport tourism, economic impact, input-output analysis, propulsive activity, regional and local development

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