

# The impact of sports events in alcohol consumption and the relationship with sports tourism

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## ABSTRACT

The exploitation of sporting events by alcohol companies for advertising purposes and the consumption of alcohol by spectators are estimated to play a very important role to sports tourism. The purpose of this research is to study how alcohol companies exploit sporting events for advertising purposes. This article also examines the consumption of alcohol by spectators during sporting activities, and to what category of sports tourism would we include tourists travelling to attend a sports activity. This research analyzes the marketing techniques used by alcohol companies, how much children are affected by alcohol advertising, how frequent is alcohol consumption during a sporting event, and to what category we would categorize viewers / tourists who watch a sporting activity away from home. Finally, it is analyzed whether watching a sporting event in conjunction with tourism leads to more alcohol consumption. Method: An extensive literature review of the subject has been performed.

The results show that alcohol advertisements are more than enough at a sporting event and that alcohol consumption is higher in sports events rather than other events. Also, children are affected negatively by these advertisements and the combination between tourism and sports lead to a highly consumption of alcohol by the tourists/spectators.

**KEYWORDS:** advertisements, alcohol, entrepreneurship, sports, tourism

## 1. INTRODUCTION

In the research that was carried out, the sports events and their correlation with the consumption of alcohol were investigated. Previous research, which will be discussed below, shows that passive sports tourism and alcohol consumption are directly related. Alcohol consumption increases during the performance of sports events by the spectators. This research is important to identify the degree to which spectators are influenced by sports events in order to push him to consume more alcohol than in their daily lives. Finally, there is a report on companies related to alcohol and their advertisements in sports events and how they affect the spectators towards the consumption of a larger amount of alcohol.

## 2. CATEGORIES OF SPORTS TOURISM

Gammon and Robinson [1] recorded sports tourism in 1997 and divided it into sports tourism and tourism sports. Sport tourism is the reference point of the sporting activity where it is the main reason for travel and the reason why the tourist will be involved in the rest of the tourist product. In this case, those who are actively involved in or watching sports activities as spectators belong. In the second category travel is the main reason for tourists and sport comes second.

In the cases mentioned above, we find the phenomenon of sports tourism where a tourist has left his home for more than 24 hours. Subsequently, Standeven & De Knop [2] two years later in 1999 accepted the separation of previous researchers but analyzed more in depth the separation of the Sports Tourist. So they figured there should be another 4 extra categories. These are :

- sport involvement (active or passive with sport activity);
- participation in organized sport or casual sporting activity
- the degree of professionalism of the tourist 's journey; and
- distance from the place of residence.

In the studies analyzed above we find passive activity as studying cases of observers of sporting events and their relationship to alcoholic beverages.

According to Gibson [3], sport tourism should be divided into three categories,

- Watching a sporting event.
- Visiting a sporting event.
- Active participation

While Kurtzman [4] 7 years later estimates that 5 categories of sports tourism segregation are ideal:

- sporting events
- sports spectacles
- sports excursions
- sports shelters
- cruises

For Gammon & Robinson [1] the increasing popularity of international events has led to a huge increase in Sport Tourism and one of the reasons we are seeing the growth of the tourism industry is the wide variety of sporting events worldwide.

So, due to the growing popularity and wide variety of sporting events, alcohol companies are coming to take advantage of this popularity to promote their products.

The research question that arises is how viewing sporting events has an effect on alcohol consumption. Researchers believe it affects alcohol consumption, and research is being conducted to find out how and under what conditions it affects alcohol consumption.

Researchers believe that a combination of sports events and tourism play a negative role for the consumption of alcohol.

### **3. ALCOHOL CONSUMPTION AND SPORTS**

Kingslant et al. [5] studied alcohol consumption at sporting events. The purpose of the research was to study the contribution of sports clubs to avoid drinking alcohol. The sport chosen to be researched was football and 88 clubs were selected. Parameters such as the price of alcoholic beverages, the availability of round alcoholic beverages, free advertising for drinks and similar sponsorships of alcohol companies were measured in order to make the concept of avoiding alcohol consumption measurable. The study concludes that sports clubs have helped reduce alcohol consumption by 19%, while 38% have helped reduce the risk of injury and the need for medical assistance from an alcoholic beverage user. But surely, if we are talking about tourists who come to watch a sporting event, the work of the clubs becomes even more difficult because a tourist is more prone to drinking alcohol during the holidays [6].

Gee, Jackson and Sam [7] studied the promotion of alcohol in New Zealand. The research used a questionnaire to collect data. The sample of the study is 106 people and the time of filling in the questionnaire was the time they were at the sporting event. In this study, we observe high consumption of alcohol during a sport race and this poses an increased risk for problems of bad behaviour from the spectators during the event. Many of them made a trip away from their birthplace to attend sporting events.

We note that unfortunately for a part of the population attending a sporting event, alcohol consumption is an integral part of it. We see that although sports associations are at risk of punishment from their sports federations taking steps to reduce alcohol consumption, unfortunately for spectators, spirits are indispensable and linked to the sporting event. A classic example of alcohol consumption is the state of England where we find fans with a constant alcohol consumption from morning till night. Many of them follow their team to all away matches.

### **4. ADVERTISEMENTS OF ALCOHOL BRANDS IN SPORTS**

Chambers et al. [8] through their research, they investigated the businesses related to alcohol and the marketing techniques they use. The study focused on New Zealand and studied advertising at major sporting events from alcohol-related businesses to television advertising. The purpose of the research was to study marketing related to sponsorship of sporting events. The researchers selected 5 world-class summer sporting events. Specifically for the year 2014 and 2015. All the sporting events studied had alcohol-related advertisements.

The advertisements they played at the sports event per minute ranged from 1.6 - 3.8. In terms of how many times we had eye contact with an alcoholic beverage ad, the number ranged from 42 to 777 times during a race.

A study by Adams, Coleman, and White [9] examined the EURO 2012 football soccer event. This event is a worldwide event with millions of spectators around the world. This research focused on the part of television advertising in the State of England. For this study, 8 games were selected. In these games we come into contact with an alcoholic product 1846 times in 1487 minutes where the football matches lasted. Through this result we quickly understand that in a minute of Euro 2012 sports broadcast on English television, we come across 1.24 alcohol-related ads. It is worth pointing out from this research that more visual contact with alcohol-related ads was monitored in national English matches. The conclusion of this finding has to do with Englishmen. The English are more interested in their own national team, so the consumption is higher, as we have mentioned that for many spectators sporting interest, alcohol consumption and attendance are synonymous. So the alcohol consumption of the English will be even bigger in their own team games, so one ad will bring more customers to this TV match.

Kelly et al. [10] studied the contribution of sponsorships to sporting events by companies involved in the alcohol industry. The survey used an online questionnaire that was answered by 501 people who are active athletes and studying at a university in Australia at the same time. The 33% of respondents who have some form of contact with sport responded that they were sponsored by the alcohol industry. Also, an athlete who has taken a sponsorship from the industry of alcohol, has been found to be more likely to consume alcohol in his life than someone who has not taken a sponsorship from the industry of alcohol. This is because it seems to him something more familiar and less 'bad'. Finally, the article concludes that it would be a better way to deal with alcohol consumption by controlling sponsorships where they enter sporting events rather than having a total ban on alcohol advertising. If a fruit is completely banned, it often has negative results. It is advisable to control the display and advertising rather than completely ban it.

Gee [11] investigated the sponsorship of alcohol companies in the 2011 Rugby World Cup. This study found that the majority of sponsors were from alcohol companies and the main sponsor of the event, who had spent most of the money, was beer company and specifically Heineken.

Graham and Adams [12] studied the marketing of alcoholic businesses via television at football matches in England. The purpose of the research was to investigate the frequency of alcohol on television in professional football matches in the English league.

The television sample was 6 sports broadcasts (1101 minutes). 111 visual cues and 2 oral cues were reported while official advertisements varied to 17. Through this survey we concluded that 2 alcohol cues per television minute.

Lyne and Galloway [13] investigated the control of where alcohol should be advertised at large events. The purpose of the research is to lay the groundwork for a strategy that can control alcohol consumption in the future. The research focused on long-range events that took place between March 2009 and November 2010 in a total of 13 events in New Zealand. There were no serious cases of alcoholism at the events. The exception was a horse racing event, a rugby game and a wine event. At these events, the mistakes encountered are staff non-control of alcohol consumption and free-to-drink alcohol consumption with no limit per person and minimal visibility of low-alcohol alcoholic beverages.

Jones [14] explored sponsorship in sport and specifically in Australian competitions and teams. Jones says it is not uncommon for professional sports organizations to have more than one alcohol-related sponsor and makes a special reference to Australian cricket where we find it largely. Finally, the researcher says in her research that there are alcohol sponsors at world events, but at major Australian events we find such sponsors much more often than at global events.

## 5. ALCOHOL ADVERTISEMENTS AND CHILDREN

Best man et al. [15] dealt with Australia and in particular sponsorship of alcohol related companies. Through their research, they wanted to test the negative impact on children attending sports competitions. The research focused on sponsorship on the teams' sports t-shirts and their impact on children by age.

The research was conducted using an interview. The sample was 85 children and the age range ranged from 5 years to 12. Of the respondents, 77% were able to identify a sports sponsor of a sports team.

The popularity of the donor team played an important role in identifying the donor since, as is normal, the most popular research-based groups also had sponsors where they were more easily identified.

In addition, in the same study we find a greater influence on children aged 9-12 years than 5-8 years. So we understand that alcohol-related businesses are easily perceived from a child. It might be preferable to stop this constant display of alcoholic beverages in sports because young children come into contact with them on a daily basis and the continuous display of ads can have negative effects at such a young and sensitive age.

Also, even during vacations, a child may get in touch with alcoholic beverages as he or she may have travelled with their parents to attend a sporting event elsewhere in their home.

A similar survey for the Australian country was conducted by Brien et al. This research focused on alcohol advertisements that are played on television in times where viewers are also young children. The television time studied was between 18:00–20:30. The ages measured were 0-17, 18-19. Regarding the frequency of alcohol-related ads, 87% of these were found in sports content programs. The survey looked at the 11 most commercial free channels in five Australian cities (Sydney, Melbourne, Brisbane, Adelaide and Perth) through OzTam, a television viewing company. Research has shown that children aged 0-17 watch television mainly in the evenings. Also, the frequency of alcoholic beverage television advertising per hour is 1.74 on a sports program and 1.35 on non-sports broadcasts. A remarkable observation of this research has to do with the Brazilian World Cup. The Brazilian state was forced to amend its current law on alcohol advertising in sports competitions for a beer company, as those advertisements were banned at a sporting event. The brewery also wanted to take advantage of the multitude of tourists who wanted to watch the Brazilian World Cup closely. In the conclusions of the study, it is worth mentioning that alcohol-related ads should be reduced so that children do not watch many of them daily.

Baur et al. (2013) investigated the perspective of children and their parents in sponsorship and alcohol advertising in children's sports and high-level competitions. The investigation followed the telephone interview. The 66% of parents believe that alcohol advertising should be banned in games involving children, while 81% of respondents believe that alternative forms of funding can be found. Also, 66% of the children surveyed said that their favorite sponsor is the one on the sports team they support. Finally, children report seeing a company better when it grants an athlete by 39%.

In addition to advertising alcoholic beverages, and their influence on viewers and children alike, drinking alcohol during a sporting event also plays an important role.

## 6. SPORT TOURISM AND ALCOHOL CONSUMPTION

When a tourist attends a sporting event, if he or she has left their place of residence, he or she is one of the categories of sports tourism and in particular sports passive tourism because he / she watches a sport activity as a spectator. It also appears, during a tourist's vacation, that a person consumes alcohol on average over the course of a year. So we have to take into account the efforts of sports clubs to reduce alcohol consumption during sporting events, the inhibitory factor, which has to do with the release that a tourist feels during his vacation and watching a sporting event at the same time. Two factors that lead tourists to drink alcohol. This finding is also supported by Ornberg & Room's [16] research.

In recent years we have seen an increase in alcohol consumption during the holidays. We find it so often that tourists traveling around the world with the primary reason for traveling will be alcohol consumption [17]. A special case is that British tourists making their presence felt in the countries where they go to spend their holidays. These include high levels of alcohol consumption by British tourists and even higher if a sporting event occurs [18] [19]. In cases where tourist inflow countries are medium or low-income societies in terms of resident incomes, we find even more alcohol consumption [20]. According to CBS [21] on the other side of the Atlantic, we find American students choosing Mexico as a tourist destination so that they can consume alcohol freely as there are restrictions on their own state of consumption[22].

At the same time, we also see this movement for sporting reasons beyond the consumption of alcohol, so we have a combination of these two categories of tourists [23]. In addition, we find cases where tourist agencies along with the main holiday package, for example for a sporting event, promote freedom in drinking [24]. But we also find states that base much of their tourism on alcohol consumption. For example many Caribbean states [23]. In cases where tourist packages are created by major travel agencies, we will find in an all inclusive package which also benefits drinking alcohol at the hotel, or partnering with local businesses in the area. There are also cases where, although alcohol is permitted in one country, the image of tourists consuming unreasonable amounts of alcohol is not very favorable to the natives. Specifically, in Muslim countries you find this from European tourists [18], and Kesetovic's research [25] even refers to the extreme scenario of affecting

the local community to such an extent that it considers them enemies. However, states are trying to create legislation where alcohol is more easily consumed [26].

Finally, in a study conducted by Jernigan [27], which examined the type of consumption of alcoholic beverages consumed by tourists, it was found that 38% of consumption is related to beer and 27% to wine. The rest was related to other alcoholic beverages.

Alcohol consumption can also come from people who are involved in sports tourism but have some form of disability [28], as well as through sports tourism can be advertised wine companies [29], promoting cultural elements through it [30].

## 7. CONCLUSION

This study finds that there are a large number of alcohol advertisements on television. In addition, there is a high alcohol consumption during a sports event. Continuous advertisements source has a negative impact on children attending sports activities. The research also concludes that the fans who travel to watch their team that support and stay for at least 24 hours in the area they go to are considered tourists and specifically sports tourists with this particular specialty of passive sports tourist. Tourists have shown that they consume more alcohol than they consume in their daily lives, and that with the combination of tourism and sporting events leads to unreasonable alcohol consumption.

No primary research has been found to correlate tourism with sports and alcohol consumption, which can be studied in future research.

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