MORE THAN A BIKE RACE!

Sport tourism events as community builders – how social capital helps the ‘locals’ cope!

Presenter: Nigel Jamieson
What is sport tourism?

• **Sport tourism is event related**

• **The focus for sport tourism is competitive sport (with opportunity for individual ‘competition’)**

• **‘Participants’ in sport tourism may be attendees, officials or competitors**

• **The motivation to participate in sport tourism is intentional**

• **There are specific outcomes from sport tourism that affect; the individual, the community, the state/nation.** (Gibson, 2006 ask author for details)
• **Social capital consists of the stock of active connections among people:** the trust, mutual understanding and shared values and behaviours that bind the members of human networks and communities and make cooperative action possible (Cohen and Prusack, 2001, p. 4).

• Social capital refers to those stocks of social trust, norms and networks that people can draw upon to solve common problems or assist each other in things like sport tourism events such as the Tour Down Under
What is TDU?

• A UCI sanctioned bike race comprising of a race in Adelaide city streets on the Sunday and then Tuesday racing starts across South Australia.
• 5 Stages all starting in a different metropolitan location going to various rural areas of South Australia – last stage (Sunday) in and around city streets as finale (televised live)
• Friday is the Community Challenge which follows the same route of the professionals or can be in smaller sections for less experienced.
• A number of other events happen during the week with a Tour Village as a focus for Adelaide CBD.
Findings

• Holistic cross Govt. Dept. – at moment only SA Tourism Commission – silo mentality
• Bonding but negligible bridging social capital
• Too many independent silos acting in isolation (variety of reasons conspiring together)
• Much more could be done in terms of community engagement – largely ignored by organisers as only a bike race!
Is your hair slowing you down?!
Waxing and hair cuts available!
How do the locals cope?

• Stages of event management and the event-host relationship is predictable
• Initial euphoria – “they picked us!” – and moves through various stages until open antagonism (tacks on the road)
• Borrowing from Doxey and the Product Life Cycle of business a picture emerges about how the locals cope with such events if they are not consulted or engaged ...
Event Management 101 but ...

- Open and transparent
- Holistic across Government – use the collective strengths of different expertise
- Leave some legacies – training for local community, infrastructure, economic impact – not just coffee and cake!
- Do the simple things - Thankyou’s to volunteers - value the locals and involve them in pre-planning – community engagement.
• Tourism – negligible – some accommodation
• Lacking icons in SA– very little else promoted (some food and wine ‘attempts’)
• Some economic benefit for those in cafes and food but disastrous for others.
• Economic figures “rubbery” at best.
• Some LGAs have attempted festivals and arts related events
• ‘Soft’ intangibles are important but ignored
Rural people are:

- Resilient – will cope without TDU long after the MAMILs are distant memories
- Have great social capital that will outlast TDU
- Are not the ‘poor cousins’ – great local knowledge and resources
- The TDU is a good event that could be used for the “greater good” much more effectively
Chase for Tour start

MEMORIAL GARDENS

Add your voice

Would you like to see the Tour Down Under return to Prospect?

Add your voice

KARA ADAMS

Prospect Council is ready to make a bid to bring the Tour Down Under back to the inner north east, after feedback from traders re- mains positive.

Prospect Mayor David O'Shea said the council would consider the introduction of a stall fee to support local traders.

Prospect Chamber said survey respondents in Boston & Main Street

Council will have next surveys in

PROSPECT

KARA ADAMS

Prospect Mayor David O'Shea said the council would consider the introduction of a stall fee to support local traders.

Prospect Chamber said survey respondents in Boston & Main Street

Council will have next surveys in

PROSPECT

KARA ADAMS

Prospect Mayor David O'Shea said the council would consider the introduction of a stall fee to support local traders.

Prospect Chamber said survey respondents in Boston & Main Street

Council will have next surveys in
Some lessons?

Coordinated approach to planning required – ad hoc at best now not good enough

Community “bond” despite the Events SA/TDU!

Need to be more proactive and galvanise the communities, which can provide leadership and change the mentality of “take, take, take”

Leverage – more needed – training, volunteer recruitment, legacies, use local suppliers, do more for tourism so people want to return
• TDU are not open to criticism (above it? Accountability?) – more transparent and not arrogance of “we know it all” – community quick to pick up on this! BS indicator always acute

• Much more research needed for credible, “non-sponsored research” to guide future of the TDU – life cycle of the event

• Engage with communities and assist them to maximise the opportunities of the event
More Than a Bike Race! Sport tourism events as community builders – how the ‘locals’ cope.

Nigel Jamieson
Nigel.jamieson@tafesa.edu.au

(08) 8348 4282 or 0412842127