

# Chapter 2

## Different Types of Sport Events

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### **ABSTRACT**

*The chapter shows the variety of sporting events and hints at the potential of developing these alternative activities. In order to pursue the above objective of the chapter, the various criteria for categorizing sporting events are presented first. The chapter then focuses on providing relevant examples to inform the reader about the practices and trends of sporting events that are prevalent internationally. The reality of the emergence of a variety of sporting events and activities locally and internationally is an element of interpretation of modern lifestyles. At the same time, a careful study and analysis of the varieties and types of sports, facilitates managers, and designers of sports activities and sports programs at a visitor destination is presented to identify easily opportunities for their development and exploitation.*

### **INTRODUCTION**

The modern reality in the development of sports activities is characterized by the international reputation and recognition of large-scale sports events. Indeed, this tendency is often linked to the large investment interest of players and sponsors who support the above sports activities. However, the attraction of local and regional sporting events from the larger ones does not hinder the emergence of more and more smaller sporting events that can be considered important for the economic and

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### ***Different Types of Sport Events***

social development of local communities. In this chapter, the reader is expected to learn about possible categorizations of sporting events with examples concerning sporting events subsections, as well as developments that could support their planning and development process. Particular emphasis is placed on small-scale sports events where there is a relative need in the literature for their categorization and management. This chapter defines how to approach the Small-Scale Sporting Events and to highlight also the specific characteristics of these sport events in destination and event management decisions.

For the above purpose a literature review will be made initially. The importance of sports typologies in business practice is initially defined, emphasizing its link to strategic decision-making tools for designing viable product categories in a tourist destination. A comprehensive presentation of the typology criteria for sporting events will follow and examples of business practice will be compared. Finally, a summary of trends and developments is provided and useful business strategies for developing small scale sports events are outlined.

Emergencies, such as the global covi-19 epidemic that we are experiencing in 2020, are creating new problems for how one could still be in a physical state through the use of digital applications. YouTube is proving useful for creating live presentations of various coaches to maintain our fitness. However, the combination of physical activity and digital media is a new necessary reality that is used by various members of a household and can include both amateur and professional athletes or otherwise inexperienced and experienced users. Companies that do not belong to the field of electronic game but to the construction of electronic systems to support physical exercise eg Peloton and Ergatta create products such as bicycles and sports equipment for sports and support them with digital platforms in digital environments that simulate their home space or the professional space in electronic sports and competition areas. These new trends are a prelude and affect the way future events and events unfold, and therefore the formation of new types of sporting events that will take place in the coming decades. At the same time, the possibility of exercising at home or in the professional field, regardless of weather conditions, is a new perspective for sports that show seasonal dependence on weather conditions. The following text focuses on the traditional sporting process that requires the presence of the user in the natural conventional sports space and activation and therefore concerns the typology of events and activities that are activated in the natural environment.

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