

Improving Sports Tourism with Technology



Source: Pexels (2019)

Background

Sports tourism is a rapidly growing sector within the hospitality industry, attracting millions of enthusiasts worldwide. The hosting of live sporting events not only contributes to local economies but also fosters cultural exchange. As technology advances, sports tourism has evolved in ways that enable fans to connect with their favourite sports like never before.

While sports tourism has already benefited from digital ticketing, tools to follow sporting events while enjoying the city have also become more accessible with mobile technology (FTN News, 2024). For example, with the launch of its Race Guide App, Formula 1 helps race lovers discover all there is to see and do through an interactive map showing points of interest such as grandstands, shops, hospitality suites, food stalls, car parks, and train stations around each circuit (Formula 1, n.d.). Such technology helps event participants receive live updates about the match and explore nearby attractions during event downtime.

Moreover, the viewership experience at live sporting events has been revolutionized by augmented reality (AR) technology. AR has been utilized to overlay real-time match information or player statistics over the ongoing match (HS Insider, 2024). In addition, AR has also been used to enhance fan experiences, such as the 'Pose with the Pros' photo booth created by the Dallas Cowboys (LinkedIn, 2021). These adaptations of AR technology not only enrich the live spectating experience for sports enthusiasts but also engage fans with opportunities to interact virtually with their favourite players.

On the other hand, virtual reality (VR) technology is capable of bringing the game to fans who cannot attend in person. For example, the Apple Vision Pro recently introduced a 3D Tabletop View feature within the official National Basketball Association (NBA) app, offering a real-time, 3D miniature perspective of the game alongside the standard broadcast (Apple Insider, 2025). This technology empowers fans to access live sporting events through VR and support their favourite teams without having to travel to the stadium.

Challenges

Despite its ability to enhance the tourist experience, the integration of technology in sports tourism comes with several challenges. Not all sporting events are as popular or resourceful as Formula 1 or the NBA, making it difficult for smaller events to develop tech-savvy ancillary services. It is also

worth considering whether it is worthwhile to invest in costly technology for temporary events, such as the Olympics, since cities seldom get the chance to host similar events again. Additionally, while sporting events contribute to local economies by attracting visitors, the rise of VR spectatorship could contradict this principle. If fans are able to enjoy events from home through immersive technology, it may reduce the number of attendees at physical venues, potentially diminishing local economic benefits.

Discussion Questions

1. What factors have contributed to the rapid growth of sports tourism in recent years
2. How has the integration of mobile, AR, and VR technologies transformed the sports tourism experience for fans and local economies?
3. Should cities invest in expensive technology for temporary events like the Olympics? Why or why not?
4. How can sports organizations balance the benefits of physical attendance with the growing trend of virtual spectatorship to maximize both fan experience and economic impact?
5. What are some emerging trends in sports tourism that could shape the industry in the coming years?

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Keywords

- Sports Tourism
- Mobile application
- Augmented reality (AR)
- Virtual reality (VR)
- Spectatorship
- Fan experience
- Event technology

利用科技提升体育旅游体验



Source: Pexels (2019)

背景

体育旅游是酒店业中一个快速增长的领域，吸引着全球数百万爱好者。举办现场体育赛事不仅对地方经济有贡献，还能促进文化交流。随着技术进步，体育旅游已经发展到让球迷能够以前所未有的方式与他们喜爱的运动建立联系。

虽然体育旅游已从电子票务中获益，但借助移动技术，在享受城市风光的同时追踪体育赛事的工具也变得更加容易获取 (FTN News, 2024)。例如，随着其《赛事指南》应用程序的推出，一级方程式赛车帮助赛车爱好者通过互动地图，了解每个赛道周围的所有看点与活动，例如看台、商店、贵宾包厢、小吃摊、停车场和火车站 (Formula 1, n.d.)。此类技术有助于赛事参与者在比赛间隙获得实时更新并探索附近的景点。

此外，现场体育赛事的观赛体验已被增强现实技术彻底改变。AR 已被用于在正在进行的比赛画面上叠加实时比赛信息或球员统计数据 (HS Insider, 2024)。此外，AR 还被用于提升球迷体验，例如达拉斯牛仔队创建的"与球星合影"拍照亭 (LinkedIn, 2021)。AR 技术的这些应用不仅丰富了体育爱好者的现场观赛体验，还为球迷提供了与他们喜爱的球员进行虚拟互动的机会。

另一方面，虚拟现实技术能够将比赛带给无法亲临现场的球迷。例如，Apple Vision Pro 最近在其官方 NBA 应用程序中引入了 3D 桌面视图功能，在标准直播之外，提供了一个实时的、3D 微缩视角的比赛画面 (Apple Insider, 2025)。这项技术使球迷能够通过 VR 观看现场体育赛事并支持他们喜爱的球队，而无需亲赴体育场。

挑战

尽管技术能够提升旅游体验，但其在体育旅游中的融合也带来了一些挑战。并非所有体育赛事都像 F1 或 NBA 那样受欢迎或资源丰富，这使得规模较小的赛事难以开发精通科技的配套服务。同样值得思考的是，为奥运会等临时性赛事投资昂贵的技术是否值得，

因为城市很少有机会再次举办类似活动。此外，虽然体育赛事通过吸引游客来促进地方经济，但 VR 观赛模式的兴起可能与这一原则相悖。如果球迷能够通过沉浸式技术在家欣赏赛事，可能会减少亲临现场的人数，从而可能削弱对地方经济的益处。

讨论问题

1. 近年来，哪些因素促成了体育旅游的快速增长？
2. 移动应用、AR 和 VR 技术的融合如何改变了球迷和当地经济的体育旅游体验？
3. 城市是否应该为奥运会等临时性赛事投资昂贵的技术？为什么？
4. 体育组织应如何平衡亲临现场的优势与日益增长的虚拟观赛趋势，以最大化球迷体验和经济影响？
5. 体育旅游领域有哪些可能在未来几年塑造该行业的新兴趋势？

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关键词

- 体育旅游
- 移动应用
- 增强现实
- 虚拟现实
- 观赛模式
- 球迷体验
- 赛事技术

利用科技提升體育旅遊體驗



Source: Pexels (2019)

背景

體育旅遊是酒店業中一個快速增長的領域，吸引著全球數百萬愛好者。舉辦現場體育賽事不僅對地方經濟有貢獻，還能促進文化交流。隨著技術進步，體育旅遊已經發展到讓球迷能夠以前所未有的方式與他們喜愛的運動建立聯繫。

雖然體育旅遊已從電子票務中獲益，但借助移動技術，在享受城市風光的同時追蹤體育賽事的工具也變得更容易獲取 (FTN News, 2024)。例如，隨著其《賽事指南》應用程式的推出，一級方程式賽車幫助賽車愛好者透過互動地圖，了解每個賽道周圍的所有看點與活動，例如看台、商店、貴賓包廂、小吃攤、停車場和火車站 (Formula 1, n.d.)。此類技術有助於賽事參與者在比賽間隙獲得即時更新並探索附近的景點。

此外，現場體育賽事的觀賽體驗已被擴增實境技術徹底改變。AR 已被用於在正在進行的比賽畫面上疊加即時比賽資訊或球員統計數據 (HS Insider, 2024)。此外，AR 還被用於提升球迷體驗，例如達拉斯牛仔隊建立的「與球星合影」拍照亭 (LinkedIn, 2021)。AR 技術的這些應用不僅豐富了體育愛好者的現場觀賽體驗，還為球迷提供了與他們喜愛的球員進行虛擬互動的機會。

另一方面，虛擬實境技術能夠將比賽帶給無法親臨現場的球迷。例如，Apple Vision Pro 最近在其官方 NBA 應用程式中引入了 3D 桌面檢視功能，在標準直播之外，提供了一個即時的、3D 微縮視角的比賽畫面 (Apple Insider, 2025)。這項技術使球迷能夠透過 VR 觀看現場體育賽事並支持他們喜愛的球隊，而無需親赴體育場。

挑戰

儘管技術能夠提升旅遊體驗，但其在體育旅遊中的融合也帶來了一些挑戰。並非所有體育賽事都像 F1 或 NBA 那樣受歡迎或資源豐富，這使得規模較小的賽事難以開發精通

科技的配套服務。同樣值得思考的是，為奧運會等臨時性賽事投資昂貴的技術是否值得，因為城市很少有機會再次舉辦類似活動。此外，雖然體育賽事透過吸引遊客來促進地方經濟，但 VR 觀賽模式的興起可能與這一原則相悖。如果球迷能夠透過沉浸式技術在家欣賞賽事，可能會減少親臨現場的人數，從而可能削弱對地方經濟的益處。

討論問題

1. 近年來，哪些因素促成了體育旅遊的快速增長？
2. 移動應用、AR 和 VR 技術的融合如何改變了球迷和當地經濟的體育旅遊體驗？
3. 城市是否應該為奧運會等臨時性賽事投資昂貴的技術？為什麼？
4. 體育組織應如何平衡親臨現場的優勢與日益增長的虛擬觀賽趨勢，以最大化球迷體驗和經濟影響？
5. 體育旅遊領域有哪些可能在未來幾年塑造該行業的新興趨勢？

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關鍵詞

- 體育旅遊
- 移動應用
- 擴增實境
- 虛擬實境
- 觀賽模式
- 球迷體驗
- 賽事技術