

THE IMPORTANCE OF SPORTS AND LEISURE INFRASTRUCTURE IN GENERATING SPORTS TOURISM WITHIN ROMANIAN II STATUS URBAN AREAS. CASE STUDY: THE CITY OF CLUJ NAPOCA

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Abstract Sports and leisure infrastructure within urban centres represents part of the tourism infrastructure, together with the communication ways, accommodation establishments, restaurants, bars, pubs, summer gardens, conference centres, exhibitions and fairs; their main part is to support the tourism act. Sports and leisure infrastructure has two relevant aspects: it acts as a base for any sports event that gathers not only viewers but also competitors and it represents an element that has great architectural value (such as stadiums). When it comes to smaller cities such as Cluj-Napoca, the importance of sports and leisure infrastructure might be at first minimized, but well capitalized and promoted in order to become a generator of tourism flows.

Key words: tourism infrastructure, event, sports, leisure

1. Introduction

The present work aims to present the sports and leisure infrastructure in Cluj-Napoca and its influence on the urban tourism development. Sports and leisure infrastructure has been created mainly to support sports acts or events. From here it results its importance in the tourism field, as it generates participants as well as viewers: “Sports events that generate tourism represent a constantly growing market and it has a remarkable capacity to attract great numbers of visitors, spectators and participants included; it also determines officials and the media to take part to the event. The Media plays an important part when it comes to promoting a positive image of the city where the event was organized.” (Masterman, 2004, p. 84).

The importance of sports and leisure infrastructure for the urban tourism is also emphasized by Page and Hall (2003) who mentions that “additional important dimensions of sport tourism are the development of sporting infrastructure and the use of sporting events as a form of promotional vehicle for cities” (pg. 170).

Sports and leisure infrastructure has appeared simultaneously with the first sports events regularly organized: the antique Olympic games; as time passed by there have been noticed the benefits brought to the city that has a proper infrastructure for sports events to be organized. “Towns and cities are ideal venues for many sporting activities, their concentrations of populations ensuring the necessary thresholds to provide users for sporting facilities, local taxes to help finance their provision and people to spectate at sporting events” (Williams, 1995, p. 184). Masterman (2004) highlights the same idea: that along history, sports events have played an important part in the society development and certain key

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individuals have succeeded, against all odds, to start with small things and get to an actual sports events industry.

The study focuses on the infrastructure of Cluj-Napoca classified as a smaller city that mainly organizes sports and leisure events at a local, regional and national level; but since the local football team joined the Champions League, now there are being organized in Cluj-Napoca international sport events, as well: “sports teams hold an important status in modern society as they not only provide excitement and entertainment, but they also offer the chance to be part of a wider community by means of shared interest” (Law, 2002, p. 135). In order for these events to correspond to the international requirements and laws, the city must benefit of a modern and proper tourism infrastructure. Page (1995) was emphasizing the part played by sports events within the smaller cities. By building a sports infrastructure it is possible to create an urban regeneration and the abandoned fields can be used by building new stadiums or by arranging sports fields for different kinds of sports. Masterman (2004) highlights, as Page, the part that the sports fields play in the urban revival: “... sport events can be used by municipal authorities as catalysts for the regeneration of key areas of the cities. The redevelopment of disused or contaminated lands and buildings in inner and outer urban area is an important first stage for many, though not all, host cities.” (p. 112)

The cities that organize sports events, according to Hudson (2003), are those destinations that provide tourism sights to the visitors and/or sports related sights. It is also Hudson that points out the component elements of the sports tourism sector in the city, as follows: sport tourism resort which represent well planned and integrated resort complexes with sports or health as their primary focus and marketing strategy and the sport tourism events category which refers to those sports activities that attract a sizable number of visiting participants and / or spectators. The benefits of the cities that organize sports events are constantly increasing as they start with the financial aspect, by generating income to the local economy and end with the image that the city promotes. The past few years the tendency has shown – in the case of the urban centres – sport as more than a simply local amenity...major sporting activities, whether regular fixtures or special events are perceived to project a high status image of the city via media coverage which may attract economic development, persuade senior executives to live in the city and attract visitors...sport also may increase civic pride, community spirit and collective self-image (Law, 2002, p. 135). The importance to organize sports events is substantial for the city, from the organization of the Olympic Games to the local league games, as this can have a great impact on the regional economy and can promote a positive image of the respective destination (Page and Hall, 2003). From the destination’s perspective, sport events tourism is the development and marketing of sport events to obtain economic and community benefits. To the consumer, it is travel for the purpose of participating in or viewing, a sport event (Hudson, 2003, p.50).

The study is based on two major aspects: the first is the registration of the sports and leisure infrastructure, followed by its analysis while the second aspect refers to the sports events (organized based on the already existing infrastructure) and their importance for the development of the urban tourism. The article is structured as follows: the individual development of the subjects that are relevant to the tourism field based on the organization of sports events within the city. The article evokes a short history of the worldwide sports events that have generated tourism; it presents the infrastructure required in order to organize sports contest and events; it also refers the sports events and contests that are organized in Cluj-Napoca and their impact on the tourism sector. The final part of the article enumerates different proposals and suggestions on how to strengthen the relation between sports and tourism.

2. Literature review

The bibliographic study follows two aspects: the first one refers to the sports events and their connection to the tourism industry and the second one concerns the specialized literature about tourism infrastructure within a city that also includes the sports infrastructure.

Weed and Bull (2009) mention that there are two kinds of literature: the first focused on advocacy, simply attempting to establish that there is a link between sport and tourism and the establish it as a legitimate field worthy of consideration by both academics and providers and second attempting to quantify the links between sport and tourism, those providing evidence of the volume and value of different types of sport tourism.

“Overall demand for sport activities has been rising globally and travel related to sport events has become substantial, yet the amount of research conducted on sport tourism has been minimal” (Hudson, 2003, p. 56). The study of the specialized literature concerning the sports and leisure infrastructure and its importance in the development of sports tourism within the city, is a difficult one as it involves many gaps: “the management of events is clearly historically important, however, the academic discipline of event management, both in terms of certificated education and writing is more recent (Masterman, 2004, p. 27). One of the earliest writings on the relationship between sport and tourism appears to have been a paper entitled “sport and tourism” written by Dan Anthony for the Central Council of Physical recreation in the UK in 1966 (Weed and Bull, 2009). “Most of the research on sport and local economic development has been undertaken in the USA, where many studies (usually unpolished) have been commissioned both by municipalities and teams as part of their case for public subsidy of stadiums and arenas (La, 2002, p. 138). Although the sports tourism registers a continuous growth within the tourism industry and it is known to involve the trip in order to practice the sport, the trip in order to watch the sports event, the trip to an appealing sports infrastructure, the definition and the purpose of the sports tourism is not yet certain (Hudson, 2003). In 1970 the academic interest in sport and tourism began to develop seriously, pointing to conference papers and the add reports by tourists organizations to evidence this, and in 1982 Sue Glypstissi, by her study of sport tourism in five European countries marks, give the start of a sustained academic research on this filed. In 2005 was published a special issue of European Sport Management Quarterly addressing “Sport Tourism Theory and Method” (Weed and Bull, 2009).

The research on the sports infrastructure in the city is often related to the hospitality industry at an international level. The specialized literature in Romania also includes the research on the tourism's material basis in the city. There aren't any studies that exclusively aim the research on the sports infrastructure and the role it plays in urban tourism, separately from the general tourism infrastructure.

“It is generally accepted that tourism is fragmented. It is composed by different sectors and subindustries such as transportation, or accommodation establishments, sights, leisure, restaurants, entertainment, stores and so on” (Kandampully, Mok, Sparks, 2001, pg.3). Wöber (2002) quotes Poter that exemplifies tourism as complementary key-activities in a visited city: “In tourism, for instance, the quality of the tourist experience depends not only on the main attractions, but also on the comfort and hospitality that the hotels, restaurants, souvenir stores, airport and other transportation means offer (p. 14). Power and Barrows (2006) quoted by Ottenbacher, Harrington and Parsa (2009) mention that the accommodation industry is often linked to the tourism, but most people relate it to the hotels and restaurants (p. 266). The literature regarding the hospitality industry is defined as including providers of food, drinks, accommodation, entertainment, attractions and leisure or mixtures between all

the above mentioned (Ottenbacher, Harrington and Parsa, 2009). Also, the international specialized literature mentions that the hospitality industry should also involve conference and exhibition services, but also entertainment and leisure services (Page, 1995).

In most studies, tourism infrastructure is described by Romanian researchers as a whole of urban and technical endowments required in order to assure all the services imposed by tourism (Cocean, Negoescu, Vlascean, 2002 sau Cianga, 2007). Baranescu (1975) separates the elements of the technical-material basis, dividing them into two categories: specific and general, according to the main destination. “The technical-material basis, typical to tourism exists due to the tourism flow, while the general material basis includes all the elements that exist regardless of the tourism act, but that can be used by tourists; these elements stimulate the development of tourism” (Baranescu, 1975, pg. 65). A more complex definition of the material basis – “the whole of accommodation means, therapeutical means, leisure and restaurants and transportation means, meant for the tourist's satisfaction [...] – is given by Cianga (1997, p. 101).

3. Data and methodology

After completing the specialized literature study we have noticed that there are few elaborate studies concerning the methodology and research means on the tourism infrastructure, respectively sports infrastructure; there are often applied the research means and methods used in human geography, or the ones used in the service and tourism sectors.

In what concerns the study on sports infrastructure and its part in the organization of sports events that generate tourism, the research has touched different levels: descriptive – which presents the sports infrastructure at this moment in Cluj-Napoca; explanatory – which explains the way that the sports infrastructure stands in the tourism field in Cluj-Napoca, and estimative – which determines the part of the sports infrastructure within the sports tourism in Cluj-Napoca.

The research reflects primary data gathered during a field investigation that has had the purpose to inventory the sports infrastructure, establish its status and it also presents data provided by the City Hall of Cluj-Napoca and by each sports complex visited.

The research methodology is both qualitative and quantitative; for each of these typologies, appropriate research methods were applied. In the case of the qualitative research the following methods have been applied: the documentary method by resorting to the specialized literature and the observation method. Regarding the quantitative method, the graphic method has been employed, the analysis method, as well as the observation and interpretation methods.

4. Short history of the sporting events that generate worldwide tourism

Although sport tourism is a relatively new concept in term of contemporary vernacular, its scope of activity is far from a recent phenomenon. The notion of people traveling to participate and watch sports dates back to the ancient Olympic Games and the practice of stimulating tourism through sport has existed for over a century. Within the past years, however sport and tourism professionals have begun to realize the significant potential of sport tourism (Hudson, 2003).

In the antique Greece where the Olympic Games were organized once every four years and they used to take place on the date corresponding to Zeus birthday. Only men could participate to this event, while women were forbidden to participate as both spectators and

competitors. Together with the Olympic Games – the oldest sport events organized in Greece – there were also organized the Pythian Games at Delphi, the Isthmian Games in Corinth and the Games in Nemea. All these games used to be organized under the protection of a god; the ones at Olympia and Nemea were organized in honour of Zeus, the ones from Isthmus were dedicated to Poseidon and the ones at Delphi to Apollo. The greatest benefits of these games were that during the competitions whatever military or political conflict between the Greek towns, ceased and the participants benefited of the status of insolvency while crossing various territories. (Cocean, 1993, p. 31) The ancient Olympic Games had been organized between 776 B.C.E. and 393 C.E., when they had been prohibited by Theodosius the 1st.

In the Persian Empire, hunting was the favourite sport; the game of polo, played with a light ball of willow root competed in popularity with hunting and the champions travelled to different urban sites and challenged local talents. In the Etruscan era, sport activities, participants and spectators, are depicted mostly in tombs, activities including boxing, jumping and discus throwing. Sport entertainment occurred throughout Rome. In urban centres, spectacles were appreciated and applauded and games were instituted. As onlooker passions for sports activities grew, travel from different parts of the world became a regular feature. In the Byzantine Empire, people also participated in a wide range of sport activities, either as contestants or as spectators. Skill at horsemanship was a predominant feature and chariot racing was the most popular sport. In the Islamic world, the upper classes lived a life of luxury and sports; they would gather in town plazas to watch polo competitions and horse races. Other activities that were enjoyed by the rich, the lower classes and the slaves included cock fighting, juggling, boxing, wrestling, running, javelin throwing, gymnastics, fencing croquet and weight lifting (Hudson, 2003).

In Europe 1095 – 1300, the peasantry enjoyed soccer; the middle class burghers participated in crossbow contests and knights and squires savoured tournaments. In the Renaissance Period 1300 – 1576, transformation of sport to spectacle was becoming popular; sport activities typically found during the Renaissance period were already contests, hunting, horse racing, footraces, boat regattas, tennis and boxing. During 1645 – 1715 sport tourism did not necessarily enjoy its previous fervour and influence; people travelled to watch cockfighting, bear and bull baiting, wrestling, pugilism and tightrope walking (Hudson, 2003).

In the eighteenth century, sport tourism prospected; cricked, bear baiting, bull baiting, cockfighting and boxing thrived particularly among the rich. Practically all sports contests were accompanied by belting and spectator crowds were abundant. Athletics events, contests and competitions in the XIX century gradually became highly rationalized, specialized and professionalized; the popularity of certain sports in the XIX century was based on social class structures: horse racing, because of their required expertise and equipment costs, were quite fashionable among the richer population; soccer attracted tens of thousands of spectators from all walks of life and social classes.

In 1894 in Paris, Pierre de Coubertin took all the necessary steps for the International Olympic Games to be celebrated again once every four years, starting in 1896 (Pacurar, 1999, p.5) The first edition, in 1896, took place in Athens, in respect of the nation that initiated this sports competition. Up to 2010, 41 cities from 22 countries have hosted this great event. The 2012 Olympic Games will take place in London. In the XX century was an explosion of sports and sports events.

Masterman (2004) said: “the origins of modern sports events can be clearly seen in the models that were created in ancient cultures...the ancient Greek games have emerged sports events that have played significant roles in the development of society” (p.27). Thousands of spectators travelled to support their athletes and the prestige of their city,

possible in similar fashion to modern day football supporters travelling to support their team (Weed and Bull, 2009).

Sports are the first events to have generated tourism services and their promotion, and the travel to where it would take place, including the accommodation during the stay. If in the past they were promoted by the horse-riding messengers and the spectators used to walk to the respective cities and find a place to sleep either at the locals, either under the clear sky, nowadays the events are advertised through modern communication means such as television, Internet, journals. Now the travel is made by planes, cars or high speed trains. Using modern transportation reduces significantly the travel time and allows great number of people to participate to the desired sporting events. In what concerns the accommodation, participants book their place long time before the event. “In the second half of the XX century sport was transformed from a local and often not commercialized from the selling of TV and broadcasting rights sponsorships, corporate hospitality, advertising space, memorabilia and clothing food and beverage concessions, players, stadium arena, names to the creation of visitors attractions and conference facilities and the establishment of a brand which can be sold around the world” (Law, 2002, p. 135)

5. Sports and leisure infrastructure, the foundation for sports tourism

Urban infrastructure is composed by the whole number of constructions and the links between the functional elements of the social system. When organizing urban sporting activities the starting point is a simple element such as the urban landscaping: parks and green areas provided with walking paths and running tracks, basketball, volleyball and handball fields, meant for the locals to practice different sports activities. For the organized sporting activities to happen, the cities have to benefit of stadiums, sports and multipurpose halls, swimming pools and ski tracks. The above-mentioned are nothing but the basic requests that a city has to answer to in order to have access to the organization of sporting competitions. Not only the city has to dispose of all these means, but also of accommodation infrastructure, restaurants, leisure possibilities and wellness areas. The access ways have also a significant importance; therefore there have to exist roads to the city, railways and airways

The city of Cluj-Napoca is the most important city in the central north-western Romania, located at the convergence of the Apuseni Mountains, Someș Plateau and Transylvania Plane, which led to a balanced development. As far as concerns the development of sports and leisure infrastructure, according to the information provided by the City Hall of Cluj-Napoca and related to the field investigation and observation, the results are as shown in the table below:

Table no. 1 The structure of the sports and leisure infrastructure in Cluj-Napoca

Nr. crt.	Name of the sports complex	Structure	Status of Complex	Authorized/approved fields
1	„Cluj Arena” Municipal Stadium Tineretului St.	Turf football field; running track	National; International	Turf football field Slag football field Running track
2.	“Dr. C-tin Rădulescu” Stadium Romulus Vuia St.	Turf football field	National International	Turf football field
3.	„CFR” Stadium 23 Masinistilor St.	Turf football field; slag football field; volleyball	National	Turf football field Slag football field

		field; dumbbell and bodybuilding gym		Volleyball field
4.	„Horea Demian” Sports Hall - Splaiul Independentei	Stands hall - 2.800 places table tennis hall jiujitsu hall gymnastics hall radio hall fencing hall therapy complex	International National Local National Local Local	Volleyball field Basketball Handball
5.	Indoor pool „UT” - Splaiul Independentei	Indoor pool outdoor pool	National National	Outdoor pool - 8 lanes
6.	„Clujana” sports complex 5-7 Tăbăcarilor St.	Turf football field; slag football field; outdoor pool; games hall; dumbbell hall; running track; tennis field	Local	Turf football field Handball field Tennis field
7.	„Record” sports complex 28 GalaŃi St.	Tennis field; artificial turf football field; bowling arena; outdoor pool; table tennis hall; volleyball and handball fields	Local	Bitumen handball field Volleyball field
8.	„Constructorul” sports complex	Turf football field; tennis field; tennis hall; artificial turf football field	National	Tennis fields
9.	„CMC” sports complex 1 st Al. Bunea St.	Football field; slag football field; tennis field; 30 accommodation places hotel	Local	Turf and slag football field
10.	„CUG” sports complex Tineretului St.	Football field; slag football field; tennis field; artificial turf football field	Local	Football field Tennis field
11.	„Unirea” sports complex Bucium St.	Turf football field; tennis field; bitumen gandball field	Local	Football field
12.	„Tehnofrig” sports complex Plopilor St.	Football field; tennis field	Local	Football field
13.	„Farmec” sports hall Calea Bucuresti St.	Artificial turf football field	Local	
14.	„Armătura” sports hall 19 Gării St.	Stands handball field – bitumen	Local	Handball field
15.	„Iuliu Hatieganu” sports park 7 Pandurilor St.	Turf football field; rugby field; slug football field; running hall; running track; tennis field; artificial turf football field; volleyball hall; basketball hall; tennis hall; hotel; restaurant	Local National	Turf football field Rugby field Volleyball field Tennis field
16.	„Casa tineretului” sports complex Tineretului St.	Tennis field; jiu-jitsu hall; gymnastics and aerobics hall	Local	
17.	„Patinoar” sports complex	Artificial skating rink	Leisure	
18.	„ACR” sports complex	Carting	Local	
19.	„Armata” sports complex	Games hall; racetrack	National	Basketball field Handball field

				Volleyball field
20.	„Traian Dârjan” aerodrome sports hall	Parachute tower Aerodrome	National	
21.	„Electrica” sports complex Ilie Măcelaru St.	Tennis field	Leisure	
22.	„Electronica” sports complex	Tennis field; aerobics gymnastics aerobics hall	Leisure	
23.	„Palatul Copiilor” sports complex Republicii St.	Indoor pool	Local	
24.	„Costructorul” sports complex B-dul 1 Decembrie 1918	Artificial turf football field	Leisure	

Source: Cluj-Napoca City Hall

For the above-mentioned infrastructure, the sports complexes that benefit of national and international status have the following features: “Dr. Constantin Radulescu” stadium that holds the football games of CFR team. It has been opened in 1973 and it has a capacity of 23.500 seats. “Cluj Arena” stadium was built on the place of the former Ion Moina stadium and was opened in December, 2011. It has a 30.000 seats capacity. Here evolves “Universitatea Cluj” – the local football team – continuing thus the tradition of “Ion Moinea” stadium that was opened in 1961 in honour of the student football team at that time. “Horia Demian” hall has a 3000 seat capacity and at this moment is the largest indoor sports complex in the city. “Dr. Iuliu Hatieganu” sport park was established on Professor Iuliu Hatieganu initiative in the beginning of the 30s and covers a 25 hectares area. There is also a multipurpose hall under construction, very near to “Cluj Arena” stadium. Following the citizens’ increasing request for sporting activities, there also are in Cluj-Napoca several artificial football fields, indoor and outdoor swimming pools and gyms.

The city of Cluj-Napoca also has a 765 m length ski track located on Feleac Hill, 14 degrees angle and it is provided with a ski lift that has a 412 persons/hour capacity, lighting system and an artificial snow machine. The “Teleski” track is mainly frequented by locals. Because of its small dimensions and scarce conditions for snow, the track is not suitable for competitions. However, for the ones that wish to spend the night, there is a 3-star accommodation establishment.

The sport and leisure infrastructures in Cluj-Napoca allow the organization of sporting events and competitions at national and European level. The city is most adapted for hosting football games, as the two stadiums provide 50000 places for the spectators. An inconvenient situation about the stadiums in Cluj-Napoca is generated by the lack of parking places. This problem was caused by the location of the stadiums in relatively central parts of the city, where the insufficient space is an unresolved matter. In case of “Cluj Arena” there is a significant disparity between the stadium’s capacity (30000 places) and the parking capacity, from where there results less than 10% capacity of the parking area. When building a sporting structure a basic principle is to have it built in a large open area with the possibility to have as many parking places for cars and busses as needed. It is well known that the spectators travel by busses to see the games. There should also be green areas and sufficient place for restaurants, terraces, souvenir stores, so to increase the income based on sport-tourism relation.

6. Proposals on how to improve the contribution of sports and leisure infrastructure on the sports tourism

There are many elements involved in the organization of a sporting event and the most important are considered to be: the organizers of the event itself, local authorities, the companies that act in the tourism sector and the local population. Hudson (2003) identifies next forces and trends shaping sport event tourism: media influence, sponsorship, urban renewal and economic development, strategic advent and facility development, sport popularity and diversity. All these factors have to establish a balanced cooperation if they want an event to be successful and to bring a satisfying profit. When it comes to a complex event that also generates great tourist flow, this event requires the existence of an infrastructure that includes hotels, restaurants, leisure and stadiums; tourism is the first to take advantage on these elements (Dezsi, 2009).

For this infrastructure to be well organized, local authorities have many responsibilities, one of which is the financial contribution, but more important is their support in creating and improving the infrastructure necessary for the organization of sporting activities. The companies in the tourism sector are expected to put at the tourists' disposal the facilities that they require. The tourism agencies should organize offers that include the sporting event and that should be promoted in other cities. The local population should get involved from the social point of view, by taking part to the organized events, by establishing an efficient communication with the tourists and by avoiding any tension.

Some of the measures that could be taken to increase the number of tourists that come to Cluj-Napoca for a sporting event, measures that would also bring increasing profits:

- Improving sports and leisure infrastructures by creating large spaces that would make possible the organization of sporting events at European and Global level;
- Financial support by local authorities for the organizers so to motivate them to organize frequently and regularly these events. The team-sports shouldn't be the only ones to take place in the city; there should also be constantly organized non-professional sporting competitions such as: marathons, bicycle races, car rallies etc.
- If the aim is to increase the duration of stay during the sporting events, the tourists should be provided with information on the sights to be visited around the city and on the possibility to take trips outside the city; promoting the city and its surroundings would be easier during the breaks, on the large screens;
- The accommodation establishments should make special deals to the guests that stay for two nights, offer 50% off on the third night, for example, or even "pay 3 nights, stay 4". The accommodation establishments should be provided with spas and leisure possibilities so to make the stay more pleasant and to give the tourist the chance to do something different, instead of limiting him to sleep and eat;
- Support children and young people to practice performance sports, so when participating to international competitions they can promote the city;
- For the sustainable development of the city to be respected, the increasing request to practice sport activities has to be considered, as not only the local population shows this interest but so do tourists. At the moment, a great attention is being given to the performance sports that have become one of the

greatest attributes of the present civilization. (Dezsi, 2006)

- Stressing on the positive influence of sports practice on physical and mental health among the local inhabitants and encouraging them to participate to as many events as possible.

Conclusions

Since their early existence, sporting events have been in a close connection with the tourism sector. Certain cities, unknown from the tourism point of view, have become famous after an international sporting event took place in the city. There are several benefits for these cities; first, assuring the necessary infrastructure and afterwards the increasing popularity of the city among different tourist categories. “Given their seize and their market influence, they inevitably possess high quality facilities and stadiums, established initially for their own residents and teams. However, domestic and subsequent international competitors have encouraged substantial numbers of people to travel to cities either to support their team or to experience the sporting spectacle” (Weed and Bull, 2009, p. 223)

In the case of Cluj-Napoca sporting events could represent for the tourism sector an important component in the future. The sportsmen from Cluj-Napoca, who are active in the sports clubs, have to be supported to develop their skills in a highly equipped space, so that they can reach international levels of competition and to participate to international competitions or to bring international competitors to Cluj-Napoca. For the moment, only one football team managed to enter a European competition. The competitions between the local team and European teams determine high occupation of the accommodation facilities and increase the profit of pubs and restaurants during the development of the contests. Besides the economic importance associated with the sporting events, practicing sports activities also has a positive impact on the health because it reduces the stress resulted from the daily activities and helps prevent posture defects (Mesko, 1996).

Sporting events play a very important component within the development of the urban tourism especially when both parts involved in each field of activity (sports and tourism) know how to make things work for the benefit of both sectors. “Sport for development is a concept whereby organizers understand and interpret sport and recreation as a vehicle for development, be it economic and or community, and even is indicated in the International Olympic Code of Conduct, peace for all nations” (Mallen and Adams, 2008, p.72)

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