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SPORTS TOURISM IN JHANSI MANDAL: OPPORTUNITIES, CHALLENGES AND ECONOMIC LINKAGES FOR PHYSICAL EDUCATION

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Abstract

Sports tourism connects sport, travel, recreation, Physical Education and regional development. This study examines the potential of sports tourism in Jhansi Mandal of Uttar Pradesh, comprising Jhansi, Jalaun and Lalitpur districts, with particular attention to economic linkages and the role of Physical Education. The study is descriptive, analytical and exploratory and is based on secondary data from government sources, district tourism information, policy documents and scholarly literature. The analysis identifies a conceptual pathway from sports infrastructure and events to visitor movement, local expenditure, business activity, employment and regional development. Jhansi Mandal possesses heritage, natural, educational and sporting resources. Jhansi's association with Major Dhyan Chand and the Major Dhyan Chand Museum provides a distinctive sports-heritage resource, while university and college competitions, training camps, fitness activities and selected outdoor recreation may support sports-tourism products. However, dedicated sports-tourism statistics for the Mandal are not available; consequently, general tourist figures cannot be treated as sports-tourist figures and no monetary multiplier is estimated. The study proposes an integrated development framework linking Physical Education, sports infrastructure, tourism promotion, educational institutions, local entrepreneurship and sustainable destination management.

Keywords:

Sports tourism; Physical Education; Jhansi Mandal; sports infrastructure; regional development; employment; sports events; Bundelkhand.

1. Introduction

Tourism contributes to local economies through demand for accommodation, food, transport, retail, recreation and cultural services. Sports tourism represents the intersection of sport and travel and includes travel to participate in sport, watch events, visit sports heritage sites and undertake recreation. Gibson (1998) distinguishes active, event and nostalgia sport tourism, while Hinch and Higham (2001) emphasise the interaction of sport, tourism and place. Sports tourism therefore extends beyond major professional events to training camps, university competitions, fitness programmes, recreational activities and sports-heritage experiences. For Bundelkhand, this provides a possible avenue for diversification because Jhansi Mandal combines tourism resources with educational institutions and sporting activity.

2. Research Problem

Although sports, tourism, education and Physical Education resources exist in the Mandal, they

are not consistently planned as one destination system. The research problem is therefore how existing resources can be integrated into sports-tourism opportunities capable of supporting local business activity, employment and entrepreneurship without overstating effects that have not yet been measured.

3. Objectives of the Study

1. To examine the concept and development relevance of sports tourism.
2. To identify sports, tourism and sports-heritage resources in Jhansi Mandal.
3. To analyse potential economic linkages between sports events, visitors and local businesses.
4. To examine the role of sports infrastructure and Physical Education in sports-tourism development.
5. To identify key challenges and propose an integrated, sustainable development framework.

4. Methodology

The study uses a descriptive, analytical and exploratory design based exclusively on secondary data. The study area comprises Jhansi, Jalaun and Lalitpur districts. Sources include the Ministry of Tourism, Ministry of Youth Affairs and Sports, Government of Uttar Pradesh, district administration tourism information, institutional sources and peer-reviewed literature. Literature was used to establish the conceptual basis for sport tourism, event tourism, local business leveraging and sustainability. Government sources were used for policy and national tourism/sports context. Analysis is thematic and comparative. A conceptual economic-linkage framework is used rather than an econometric impact model because district-level sports-tourism expenditure, employment and visitor data are not separately available.

5. Review of Literature

Sport-tourism scholarship provides three complementary foundations for the present study. First, Gibson (1998) established active, event and nostalgia forms and highlighted the need for coordination between sport and tourism policy. Second, Hinch and Higham (2001), Standeven and De Knop (1999), and Weed and Bull (2004) frame sport tourism as a relationship involving participants, destinations, policy and providers. Third, event-tourism and leveraging research shows that events can contribute to destination development when local businesses and destination stakeholders deliberately connect event activity with wider tourism opportunities (Chalip, 2002, 2004; Getz, 2008). Research on sport-tourism sustainability further stresses planning and the management of economic, social and environmental impacts (Hinch et al., 2016; Chersulich Tomino et al., 2020). These perspectives support an integrated, rather than event-only, approach to Jhansi Mandal.

6. Profile and Tourism Potential of Jhansi Mandal

Official district tourism information identifies a diverse resource base. These resources are not automatically sports-tourism attractions; their value for this study lies in their potential combination with appropriate sporting, recreational, educational or heritage activities.

District	Selected tourism/sports-relevant resources
Jhansi	Jhansi Fort; Major Dhyan Chand Museum; Samthar Fort; Garhmau Lake; Baruasagar; parks and institutional facilities.
Jalaun	Kalpi; Lanka Minar; Chaurasi Gumbad; Rampura

	Fort; Yamuna-related landscapes and cultural sites.
Lalitpur	Deogarh; Rajghat Dam; Muchkund Cave; Dashavatar Temple; natural/scenic resources.

7. Sports Heritage: Major Dhyan Chand

Jhansi's association with Major Dhyan Chand is a distinctive sports-heritage resource. The official district administration reports that the Major Dhyan Chand Museum was opened to tourists on 29 August 2023. Connecting the museum with Jhansi Fort, sports facilities, hockey-related activities and scheduled sports events could create a sports-heritage circuit. This is a development opportunity rather than evidence of a currently measured sports-tourism market.

8. Sports Tourism and Regional Economic Linkages

Sports visitors can generate direct expenditure on accommodation, food, local transport, entry fees, equipment, recreation, shopping, guiding and event services. Indirect activity can arise through suppliers to hotels and events, including food, maintenance, printing, security, catering and logistics. Induced activity can occur when tourism-related workers and entrepreneurs spend part of their income locally. Chalip and Leyns (2002) demonstrate that local business benefits from sports events are not automatic; businesses and organisers need deliberate leveraging and coordination. Fourie and Santana-Gallego (2011) found that the tourism effects of mega-sport events vary by event type, participating countries and season, reinforcing the need to avoid assuming a uniform economic effect. For Jhansi Mandal, the appropriate interpretation is therefore potential economic linkage, not a quantified impact.

9. Role of Physical Education

Physical Education can supply human resources for sports tourism through coaching, fitness instruction, officiating, event coordination, first aid, facility management, sports marketing and activity leadership. Universities and colleges can host tournaments, training camps, workshops and conferences, generating temporary visitor demand. PE students can be exposed to event planning, digital promotion, hospitality coordination, sports entrepreneurship and destination management. Potential enterprises include sports academies, fitness centres, equipment rental, event management, sports photography, merchandise, guiding and activity services.

10. Sports-Tourism Opportunities

Potential products include: (1) inter-college and inter-university tournaments; (2) district/state athletics, hockey, football, cricket and badminton events; (3) coaching and training camps; (4) fitness and running events; (5) cycling and carefully planned outdoor recreation; (6) sports-heritage visits; and (7) sports conferences and Physical Education workshops. An annual sports-tourism calendar could connect events with accommodation, local transport, food, heritage visits and local enterprise packages.

11. Policy and Institutional Context

Uttar Pradesh Tourism Policy 2022 promotes new thematic tourism products, including eco-tourism, adventure tourism, rural tourism and youth-oriented tourism, and emphasises district-level promotion and inter-departmental coordination. The Ministry of Tourism maintains national tourism data and publications, while the Ministry of Youth Affairs and Sports publishes annual reports and supports sports-infrastructure development through programmes such as Khelo India. These policy contexts provide an enabling environment, but they do not constitute

evidence of a specific sports-tourism economic impact in Jhansi Mandal.

12. Key Challenges

Key challenges are the absence of a dedicated sports-tourism database; uneven supporting infrastructure; limited professional event-management capacity; weak integration between sports and tourism promotion; seasonality; safety and accessibility requirements; environmental pressures; and possible fragmentation among stakeholders. Sustainable development requires carrying-capacity assessment for outdoor activities, accessible facilities, professional event management, local-business participation and systematic monitoring.

13. Proposed Development Framework

An integrated Mandal-level model is proposed: Sports Infrastructure → Sports Participation → Sports Events/Activities → Athletes, Spectators and Visitors → Travel & Local Expenditure → Business Activity → Employment & Entrepreneurship → Regional Development. The model is conceptual and should be tested through primary data. A future database should record event type, participants, visiting teams, spectators, length of stay, accommodation use, visitor expenditure, local procurement and employment.

14. Findings

The analysis identifies five principal findings. First, Jhansi Mandal has a combination of heritage, natural, educational and sporting resources suitable for developing sports-tourism products. Second, Major Dhyan Chand provides a distinctive sports-heritage identity for Jhansi. Third, university competitions, training camps and recurring sporting events could create repeat visitor flows. Fourth, Physical Education professionals and students can contribute substantially to the human-resource and entrepreneurship dimensions of sports tourism. Fifth, the economic opportunity is plausible but not yet quantifiable because sports-tourism-specific data are unavailable.

15. Discussion

The findings are consistent with the wider sport-tourism literature, which treats sport tourism as a destination phenomenon rather than a single event. Gibson (1998) and Hinch and Higham (2001) support coordination between sport and tourism, while Getz (2008) shows the importance of planned events within destination development. Chalip's (2004) leverage perspective is particularly relevant because simply hosting an event does not guarantee wider local benefits; destination stakeholders need to design complementary activities and local-business connections. The evidence on mega-events also indicates variation in tourism effects, so small and medium-scale recurring events in Jhansi Mandal should be evaluated individually rather than assuming a fixed multiplier. Sustainability literature further indicates that economic, social and environmental outcomes need to be considered together (Hinch et al., 2016; Chersulich Tomino et al., 2020). For Physical Education, this creates an applied field in which professional knowledge can extend into event management, fitness tourism, officiating, entrepreneurship and destination programming.

16. Practical Implications

Five actions are proposed: (1) establish an annual Mandal sports-tourism calendar; (2) create sports-plus-heritage packages anchored by Jhansi's sports heritage; (3) develop training for PE students and professionals in event management, tourism services, digital marketing and entrepreneurship; (4) create a sports-tourism database covering participants, spectators, visitors, expenditure and employment; and (5) require accessibility, safety and environmental assessment

for new sports-tourism activities.

17. Conclusion

Sports tourism can provide a practical bridge between sports development, Physical Education, tourism and regional economic development in Jhansi Mandal. The Mandal's three districts offer complementary heritage, natural and institutional resources, while Jhansi's Major Dhyan Chand association provides a distinctive sports-heritage anchor. Event-based, educational, fitness and selected outdoor tourism can potentially increase visitor expenditure and create opportunities for local businesses and employment. However, the evidence does not justify claiming a measured economic contribution at present. The immediate research and policy priority should be coordinated planning and data collection: an annual sports-tourism calendar, sports-plus-heritage products, professional event-management capacity, local enterprise participation, accessible infrastructure, environmental safeguards and a dedicated sports-tourism database. Future primary research should quantify visitor expenditure, length of stay, employment, business revenue, satisfaction, inclusion and environmental effects.

18. Limitations

The study is based exclusively on secondary data. Dedicated sports-tourism statistics for Jhansi Mandal are limited, general tourist figures cannot be treated as sports-tourist figures, and actual visitor expenditure and employment effects were not measured. No regional tourism multiplier or econometric impact estimate is presented. Infrastructure and tourism resources may also change over time. Future primary research is required to test the proposed economic relationships.

19. Future Research

Future primary research should survey athletes, spectators, coaches, Physical Education teachers, accommodation providers, transport operators, tourism businesses, entrepreneurs and residents. Key variables should include visitor expenditure, length of stay, local procurement, employment, business revenue, satisfaction, gender participation, accessibility and environmental effects. Comparative studies of Jhansi, Jalaun and Lalitpur and event-level economic-impact models would provide stronger empirical evidence.

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