

MEĐIMURSKO VELEUČILIŠTE U ČAKOVCU
MENADŽMENT TURIZMA I SPORTA

MARKO LUKAVEČKI

NOGOMET I NJEGOV UTJECAJ NA TURIZAM UJEDINJENOG
KRALJEVSTVA

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FOOTBALL AND ITS INFLUENCE ON TOURISM IN THE UNITED
KINGDOM

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Abstract

Tourism is one of the most complex socio-economic phenomena of modern era. It is really hard to find the right definition for it. Tourism influences, and is of great importance for every aspect of social and economic development. In the United Kingdom, tourism is one of the most important aspects in its economy, especially in London which has shown to be the city with the main income for the UK's economy. Beautiful countryside, lakes, rivers, mountains, historical and cultural monuments and castles are attributes that make the UK's tourism one of the best in Europe. There is another important segment of tourism in general and that is sports tourism. Sport is just another investment in tourism industry encouraging economic development. Sport in the UK plays a significant role, but the most important and the most famous one is football. It is a global phenomenon with a highly professional, almost scientific access to the game. It is a meeting place of antagonism and rivalry. There is some evidence that can put football history into ancient Greece and the Roman Empire. However, the real football history originates in England, the mother and home of football. Britain's leading public schools started playing football matches against each other back in 18th century. Specifically, the first match was held in 1747 at Eton public school. Later, football developed to the most influential and famous sport as it is today. In the United Kingdom football is considered a national sport and is governed by the Football Association. Their football is structured in several leagues of which the Premier League is the leading one. Therefore, there are a lot of famous clubs, such as Manchester United, Liverpool or Chelsea in the Premier League, who over the decades have produced many exceptional players. It is very obvious that football influences tourism on a high level in the UK. The Premier League has many followers all around the world who will gladly visit the United Kingdom because of football. Research being done by VisitBritain shows how certain foreign football fans from different countries plan their trips to the United Kingdom. Most of them will come and watch their favourite club playing a match and stay in England for a little while. Accordingly, football actually attracts visitors and its job is to keep them in the destination as long as it can.

Key words: England, football history, foreign football fans, the Premier League, sports tourism, the United Kingdom, tourism

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1. Introduction

The United Kingdom is a sovereign country placed in the northwest part of the European continent. England, Wales, Scotland and Northern Ireland are countries which constitute the United Kingdom. All of these countries are very well known among the people from all around the world because of their landscapes and prosperous history. Many old buildings, castles, preserved lakes and mountains are just one of the few attributes the whole United Kingdom possesses. The British know how to make the best of it, so they made their tourism one of the main incomes for the UK's economy. Tourism itself is a wide area, sports tourism being its subfield. Sports tourism is one of the main reasons why the United Kingdom is such a significant tourist destination. Many sports are adored in the UK, but the one attracting the most attention is football. England is a country inside the UK, which is called the mother of football, where it all started back in the 16th century. They own the best and the most competitive football league in the world and it is attracting attention of most football fans. The British knew how to use football and make the most of it. It is a sport which has been growing for years. It had its ups and downs as anything else in the world, but it eventually came to the top and it keeps growing. After the problems with hooliganism and infrastructure were dealt with, football got its freedom in one way. Today, too much politics is involved so the freedom is quite debatable. But still, there was a lot of research done and is still being done, which shows how the United Kingdom has so many foreign tourists coming every year. The UK's government, together with the FA (Football Association) has made excellent work in bringing football fans to their country and keeping them there for another week. They combine very good tourist agencies all around the world who offer tourists the best experience and entertainment combined with football.

2. Tourism in general

Nowadays it is much harder to discuss tourism than it was in its beginnings. Tourism has earned the status of the most massive, the most dynamic and the most complex socio-economic phenomenon of modern era. Considering the fact that tourism influences every aspect of social and economic development and simultaneously acts complex and complementary, it is deeply incorporated in everyday life. That is probably the main reason why everybody thinks they know everything about tourism and can give their relevant or irrelevant opinions about it. Tourism is one of the youngest socio-economic phenomena and has become, in the second half of the 20th century, the part of serious scientific research. At that time tourism was experiencing huge and dynamic expansion and development. In that, quite short period of time tourism has been rapidly changing and developing, alongside with its cognition and complexity, stratification and contradiction of its development. Anyone who wants to clarify the problem matter of tourism development, will soon comprehend that tourism affects one of the most multidisciplinary domains of scientific research.

The word tourism, alongside with the word tourist, has been in use for more than 200 years and scientists still have not acknowledged the proper definition. There are as many definitions as there are authors from different scientific disciplines. As a result of that, tourism is overflowed with a lot of meaningful social and economic functions which are connected to a man, commonly a tourist. Historically the word tourist was known and defined many years before the word tourism. Its activity was very much needed in a certain place, which would later result with display of tourism. So, to define the word tourism, it is needed to define the word tourist first. To do that it is very much necessary to have a few principles satisfied, such as spatial and time component, travelling characteristics and the purpose of the trip. By using the listed determinations, the World Tourism Organisation defines a tourist as a visitor. It is a person who travels outside of his environment for less than 12 months and whose purpose of travelling is not being obligated for some lucrative activity in certain place which is being visited (Čavlek et al., 2011).

There is another definition, given by the doyen of the sociology of tourism, Eric Cohen. He said that "Tourist is a spontaneous, temporary traveller who is travelling in anticipation of satisfaction which could provide him with a lot of new information and

adjustments which he has encountered on a relatively long and infrequent two-way trip.” (Cohen, 1974:25). In the search of the most appropriate definition for tourism, many scientists were trying to fathom into the very essence of that phenomenon. There are a lot of discussions and questions about what tourism actually is. Is it science, art, economic activity or all that together? One of the oldest definitions of tourism was given by the Swiss theorists W.Hunziker and K.Krapf in 1942. They defined tourism as “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.” (<http://alltourism-kewal.blogspot.com/2008/12/ghumgham.html>). Anyway, which ever criterion is being used for defining tourism, the most common one is that tourism is being put in general context of travelling by will outside the usual environment (Čavlek et al., 2011.).

2.1. Tourism in the UK

The United Kingdom is a sovereign country located on an island in north-western Europe, which consists of four different countries including England, Wales and Scotland on the one island and Northern Ireland on another island. The name Britain can often be heard referring to the United Kingdom as a whole. The UK has a population of around 64 million people with London as their capital and world’s leading commercial, financial and cultural centre. There are a lot of other major cities such as Manchester and Liverpool in England, Edinburgh and Glasgow in Scotland, Swansea in Wales and Belfast in Northern Ireland (<https://www.britannica.com/place/United-Kingdom/The-highland-zone>).

Picture 1 Map



Source: <https://www.vitaeprofessionals.com/fr/noticias/uk-facts-united-kingdom-countries>

Tourism is one of the most important aspects in the entire United Kingdom's economy, especially London. London as the capital city is the main income of the United Kingdom's economy, calling it the "golden goose". Its economy is so strong that with 13% of national population, London is responsible for around 23% of the UK economy (<https://www.theguardian.com/commentisfree/2019/may/20/london-uk-economy-decentralisation>).

As of cultural and historical heritage, fields and natural sights, the United Kingdom contains more than anyone would think. Consisting of England, Scotland, Wales and Northern Ireland, the United Kingdom has been one of the Europe's most popular tourist destinations for years. The country's appeal has much to do with its diverse scenery and rich cultural heritage. United Kingdom is an island, where you can find many beautiful preserved country estates and castles, many world-class art galleries and museums. The UK's all in one destination is certainly London with rich history and a lot of exceptional buildings such as Big Ben, Tower Bridge, Tower of London, Jewel House etc. Castles and UK historic buildings can also be found in Edinburgh, the capital of Scotland. That old city is best known for its majestic Edinburgh Castle. The Scottish National War Memorial and the famous Stone of Destiny (the stone of scone), which was first held in London for 700 years, are other landmarks attracting people. The United Kingdom is often considered as the "green land" because of their country estates. Greenery and history can be found around and at one of the planet's oldest World Heritage Sites, Stonehenge. Stonehenge has been a place for pilgrimage for

more the 4,500 years. It was believed to have been elected as a place of worship, but these days, the tourists are being drawn by the sheer scale of this magnificent monument to mankind's ingenuity. It is a sprawling site, covering an area of more than 20 square kilometres and boasting a state-of-the-art visitor centre. The Planetware, one of the most reliable travelling guide agencies, chose 12 top destinations in the UK, including these 3, last year. The United Kingdom's tourism is being based on its historical structures and buildings, green country sights that are still very well preserved. They mentioned Roman Era Bath, Windsor Castle, Lake District National Park, The University Towns of Cambridge and Oxford, Cities as Manchester and Liverpool, Canterbury Cathedral, Cardiff city and Loch Ness (<https://www.planetware.com/england/best-places-to-visit-in-the-uk-eng-1-2.htm>).

Picture 2 London



Source: <http://www.visa-box.co.za/travel-visas/uk-visitor-visa/>

The main economy income in Great Britain comes from different kind of services and specific forms of tourism. The other main income is industry, and the less one bringing money is agriculture. Another one, which is worth mentioning and is a big part and influence on their economy, is sport.

3.Sports tourism in general and in the UK

One of the very important segments of tourism in general is sports tourism, as well as it is in the UK. Sports tourism has proven to be very efficient to individuals, belonging to all age groups, regardless of their socio-economic categories and backgrounds. Sport is an investment in tourism industry encouraging economy development. By generating experience, sports tourism develops a positive image for a certain community among the individuals. It can also have a huge influence on making a new product or a new tourist destination. Not only it is considered as the major source of entertainment, it also creates great youth opportunities and develops strong community relationships. Communication is always the key for good tourism, but generating the constructive image of the certain destination can make it even the top destination on the people's list.

There are a few groups into which sports tourism is classified. The first one is defined as hard sports tourism and soft sports tourism, while the other theories suggested that there are three types of sports tourism. This theory includes sports event tourism, celebrity and nostalgia sports tourism as first, active sports tourism as the second and inbound and outbound sports tourism as the third (Kapur, Radhika, 2018).

The hard sports tourism includes the number of individuals who participate in competitive sports events, such as Olympic Games, FIFA World Cup, F1 Grand Prix etc. (Kapur, Radhika, 2018). While hard sports are merely competitive, soft sport is only for tourist purpose and their entertainment, sports such as hiking, skiing and canoeing. The second one is called sports event tourism. This only refers to individuals who are planning to visit a destination with the purpose of observing the events (Kapur, Radhika, 2018). The next one, which involves travelling to well-known and outstanding sport related places is called nostalgia sports tourism. People normally feel impressed by that well-known place and will be visiting it on several occasions. The next term is active sports tourism where people travel only for the purpose of participating in certain sports events. Celebrity sports tourism includes visiting a certain sport event only because of some celebrities. This could either be a celebrity involved in some kind of sports event or only because a successful sportsman became a celebrity and it is a

good enough reason for a tourist to participate in the sport event. The last theory is classification into inbound sports tourism and outbound sports tourism. Inbound tourism is comprehensively defined by an adventure sport that is going on in that certain country, while outbound is a purpose of watching a sport event outside the domestic country (Kapur, Radhika, 2018).

Besides beautiful countryside and historical castles, there is another reason why people visit the United Kingdom so much and that is sports. Historic venues, major competitions and passionate spectators make England the perfect destination for those who do happen to love live sporting events. Sport in general is a big boom for the tourist sector as some of the nation's top venues - from Lord's cricket ground to Old Trafford, Wimbledon for tennis, Ascot for horseracing, the Millenium stadium and St. Andrews golf course - stretch across Britain. Golf is most likely to draw the tourists from the United States while rugby is popular with the Irish and French. Cricket attracts most of its overseas tourist from Australia and from Europe it would be French tourists. Horseracing is proved to be popular with the tourists from Asia Pacific and Middle East mostly, but also is having global appeal. Last but not the least and most valuable sport at the moment in the UK is football as the main income in sports tourism in the United Kingdom at this moment (<https://www.dailymail.co.uk/travel/article-2221300/Sport-provides-boost-UK-tourist-industry-900-000-football-fans-flock-Britain.html>).

4. Football as a global phenomenon

Today football is a global sport with high professional, almost scientific access to the game and with vigorous bureaucratic, economic and political dimension. Also, football is a meeting place between antagonism and rivalry.

For players, football is a job, an obligation in which they have decided to put their maximum effort to become the best, but also to entertain a mass of people. With their playing style, being an entertainer is one thing they are recognised for. On the other hand, in the eyes of the supporters, football is only a game, a beautiful game which influences people's life on a high level. However, the reason why football is the most important "secondary thing in the world" is often discussed in terms of sociology and it

is never fully explained. Croatian sociologist said that football is becoming a type of secular religion which makes people enchanted, enthralled and joyed, which is rarely or almost impossible to find in public area. Football is actually a replacement for particular gaps in personal life (Vrcan, 2003).

In the last century football has had a big political influence. Today football is politics and it influences every other branch in every country. As was expected, football has been under drastic changes since its inception. Modern football, together with modern sport, has been changing for almost the whole century under the influence of structural changes of capitalistic society. All these changes had to start somewhere, somewhere where football was discovered, where people made a ball for the first time and began to make history.

Picture 3 Stade de France



Source: <https://lfhf.fff.fr/tag/stade-de-france/>

4.1 Football history

Today, when football has become one of the most popular things of our time, it has allowed people to do research about football beginnings and its primal forms from

ancient Greece and Roman Empire through some Brazilian tribes to China, England, Italy, etc. So, it can be said that the beginnings of football go back to an ancient history. Allegedly, there is some evidence which shows that specific form of ball playing was known in ancient China way before the Roman legions brought some kind of ball playing into Great Britain. It is also known that the army of Alexander the Great played something similar to football with their full equipment.

Nevertheless, the beginnings of the real football are possible to be found somewhere in between 15th and 16th century in old Florence, where people from different city districts were playing against each other. Back then it was called "Il Calcio", converted into a street amusement for aristocracy and human regiment, which is today something similar to a football derby. It actually had many similarities with today's modern football, which would be anthem singing, fan lining, flags waving, different shirt colours etc. Therefore, there are many historians who claim that a year 1565 and place called Piazza di Santa Croce is a birth of football (Vrcan,2003).

However, the real ancient home of modern football is England. There is an evidence that football was played by Britain's leading public schools in the 18th century. The evidence comes from Eton ¹where first match was held in 1747 exactly. Two years after that, Westminster public school continued what Eton had started. By 1750s many other public schools, such as Harrow, Winchester, Charterhouse and Shrewsbury had taken football up. These public schools had a lot of influence in football development. In 1815 Eton had made up some ground rules for game and Aldenham² upgraded them in 1825. Some of the rules that were codified back in 19th century are still in use today (<https://spartacus-educational.com/Fpublic.htm>). England is a place where football got a symbol of modernity. In 1864 football got its first regulation which was immediately globally accepted and it later, in 1870, resulted with decreasing the first team players to 11.

Until then football rules had been decided by local people. In the year 1857 football in England got their first club in Sheffield. Later in the 26th of October 1863 they established Football Association, which is today known and has been celebrated as

¹ A full independent boarding school for boys in the parish of Eton, near Windsor in Berkshire, where students live seven days a week

² A co-educational independent school for pupils aged eleven to eighteen, located between Elstree and the village of Aldenham in Hertfordshire, England

Modern Football birthday. Soon after that they started their own league with 12 clubs competing in it and a cup competition (FA cup) in 1888. Every other football club established in Europe after that gathered English football characteristics. For example, they would have named their football clubs in the English language (Grasshoppers, Young Fellows, White Boys, Racing etc. (Vrcan, 2003).

Picture 4 Football origins



Source : <https://www.fifa.com/about-fifa/who-we-are/the-game/>

Communication started to develop very fast and the word of football was conveyed into other parts of Europe. At the end of the 19th century football came to Austria. Many British people lived in Vienna and had huge influence on football there. That could be seen in the way they named their clubs in the beginning. The first two Vienna's clubs were First Vienna FC and Vienna cricket and Football Club, which later developed into FK Austria. After that the whole Habsburg monarchy was "infected" by football. In Hungary football was brought by first students that came back from England. Basically by the end of the century football had expanded all over the world. (Radnedge,2004.)

In the next, 20th century football enrooted itself into South and North America, Asia and Africa. Dissemination of the football world is highlighted with setting up of FIFA

(Federation Internationale de Football Association, International Federation of Association Football) on 21st of May 1904 in Paris. It is the world biggest football organisation for over a hundred years now and its home is in Zurich momentarily. The biggest “event“ that had fatal consequences on football was the First World War. Many countries were destroyed, including their infrastructure and everything they were building. But, football managed to recover from all that and in 1929 FIFA decided to make first International Cup between countries to encourage its faster recovery. It was held out of Europe, in Uruguay and it included 13 national teams. The competition was won by Uruguay, they beat Argentina in final 4-2. The next event that almost tore football apart again was the Second World War. Even after that football managed to recover (Radnedge, 2004). Over the years until today football has outgrown its existence, made influence not only on people but in every branch in the world. Politics started to interfere in football and started to control it. Football became the main item in tourism and economy.

Picture 5 A football match in the UK



Source: <http://www.popgi.com/the-history-of-football-and-the-first-football-games/>

4.2 Hooliganism and Margaret Thatcher

Not that while ago, in the last century, the whole UK, but mostly England had a lot of problems with football hooligans. Hooliganism is defined as a rowdy, violent or destructive behaviour. Football hooliganism includes any form of confrontation between two opposing factions. That conflict can happen inside the stadium during the match, before the match or even after the match inside or outside on the street. It is something that has been carving England football in half and cannot be forgotten. It had been haunting them and causing a lot of problems for years until Margaret Thatcher interfered politics into football. Until that point there was a rule, a mantra which stated: "Keep politics out of sport.". Thatcher was the first prime minister in the whole world who broke that golden rule. She was also Europe's first woman prime minister. Thatcher was born on October 13, 1925 and died April 8, 2013 in London. As a prime minister she had the longest serving reign in the United Kingdom's history. She is known for her work in improving Britain's economy and is the most renowned British politician since Winston Churchill. In football fields she is pretty much known as a woman who established a lot of new ground rules, especially in hooliganism. She basically stopped it (<https://www.britannica.com/biography/Margaret-Thatcher>).

In the 80's England football had a lot of infrastructural problems, with keeping distance from football fans, which often led to a lot of fights and injuries caused by fans themselves. Margaret Thatcher had no love for football in general and that is no secret. She and her government would blame football fans for everything that was happening in English football at that time. There were a lot of tragedies happening all around England, connected mainly with hooliganism. Fire on wooden stands at Bradford, terrible turns of events at Hillsborough and many more left a stain on English football which would lead to many changes. There was a catastrophe that happened in Brussels in Belgium, known as Heysel disaster. On a football match between Juventus and Liverpool on 29 May 1985 thirty-nine people died and more than 600 were injured. It culminated when Liverpool's fans tried to get towards Juventus fans to start a conflict. While they were trying to do that more than 600 people were crushed against the wall that then collapsed, literally disappeared. This was then followed by 5 years ban from

all European competitions for all English clubs. (<https://www.bbc.com/news/uk-england-merseyside-32898612>). She was the one who demanded from FA (Football Association) in England to have English clubs banned. Of course, that had happened and then she continued her work through whole United Kingdom.

She started to put them away in prison for years for invading the football pitch. She would have police do raids into certain people homes just to make a point. Also, during that time Thatcher even eliminated extra funding for school sports programs and stopped paying teachers to coach extra-curricular activities. This decision was a long-term catalyst in taking England from one of the world's football powers. She was trying to cut English football in half, but what she failed to see was that with the TV incoming deal in the 90's, English football would become the main income, the nation's biggest assets and money maker. What she considered a sport littered with violence and hooliganism, would soon become a cash cow

(<https://www.newstatesman.com/culture/books/2013/08/what-thatcher-did-football-how-new-generation-sports-writers-have-embraced-pol>).

5. Football in the UK today

Football, also known as association football, is governed separately in each of the countries of the United Kingdom. In England, football is considered as the national sport and is governed by Football Association, which has generated approximately more than 300 million British pounds every year in the last 10 years. The sport has experienced a slight decline in terms of popularity, reflected in the number of people participating in football in England, as well as the share of adults participating in Scotland in the past few years. However, football remains the most popular sport among kids and adults in Wales as well as in England, Scotland and Northern Ireland (<https://www.statista.com/topics/3156/football-in-the-uk/>).

Their football season runs from late August until middle May, sometimes it ends earlier sometimes later. That depends on a year. If it is a year of an International competition taking place in summer and the season would end a bit earlier, the players who will be participating in certain competitions could prepare properly. While many European leagues have mid-winter breaks, professional leagues in the United Kingdom, mostly

English and Scottish leagues continue their title race. Besides title races there are a lot of domestic cups to participate. Most of the matches are played at the weekends, but some take place on Monday or even Wednesday if there is no European competition going on. The average ticket for a Premier League³ match costs around 40 pounds, while season tickets are much more expensive and cost between 400 and 1000 pounds. These high ticket prices do not present a problem for football fans because Premier League clubs do a full sell out on home games. In the other parts of the UK tickets are not as expensive as in England because matches are not that much competitive, but stadiums are sold out most of the time. As the UK football has been growing through the years, many rich sponsors and TV companies have pumped a lot of money into football and allowed the top English clubs to compete with other rich European clubs for the best foreign players. That was slight a problem in the past, because they could only rely on domestic players as the best players for them were unaffordable. Sadly, the other UK's leagues cannot relish the possibility of buying the best foreign players, while everything is concentrated on the Premier League (<https://www.justlanded.com/english/United-Kingdom/Articles/Travel-Leisure/Soccer>).

Picture 6 Wembley stadium



Source: <https://www.football-stadiums.co.uk/grounds/england/>

³ The First Division in English football, the highest league of all, highest ranking league in the United Kingdom

5.1 General schemes and leagues

Including the UK's football, football in general has become the most entertaining and the most popular game in the world, the most passionate, exciting and intense game that has achieved its perfection. Everything that led football to what it is today, was because of the schemes that were introduced by a few influential people in the last century. These are general schemes such as coaching, playing and refereeing. Coaching and playing had led football to its tactical integrity, which makes football a very difficult game to play and even understand today

(<https://www.uefa.com/insideuefa/football-development/technical/coach-education/index.html>).

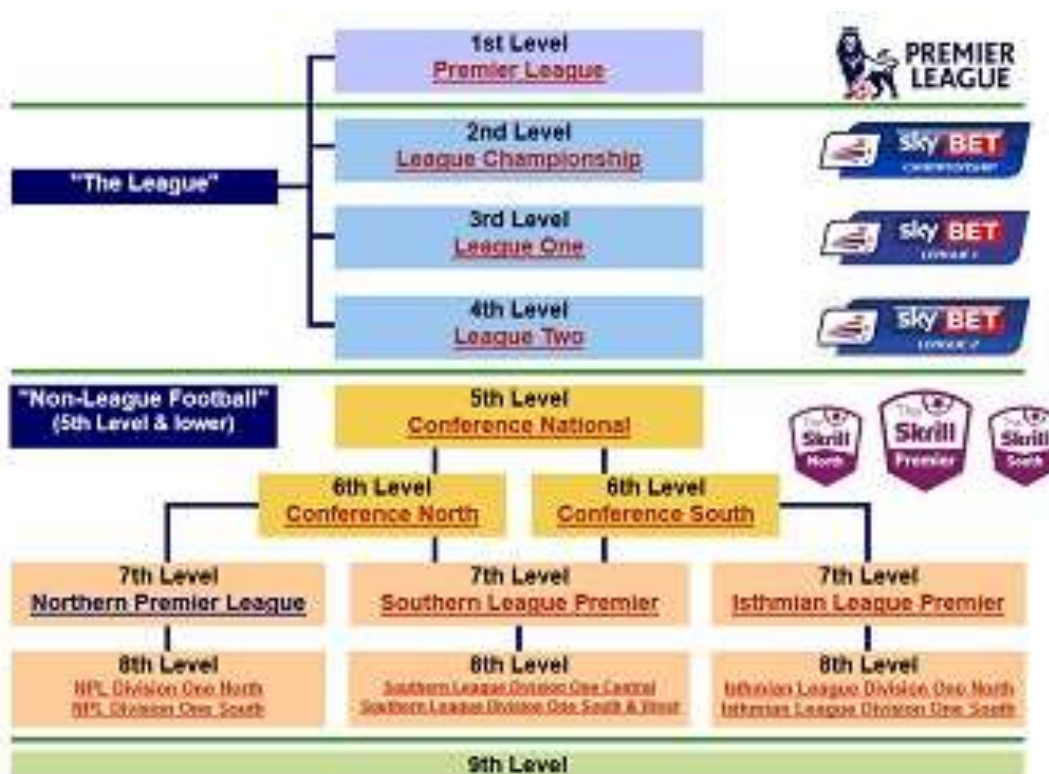
Refereeing had also been improved through the years and made the game more comfortable for supporters, managers and players. The one less known scheme, which has had a huge influence on English football in particular is community scheme. There was a lot of research about how community scheme works and influences football in England. The research for the English Football Foundation, which lasted for almost three years, has stated that a less geographically-deterministic view of community can help to re-conceptualise community in the context of contemporary English football and other sports (Brown at al., 2006).

On the professional level, football in the United Kingdom is structured in several leagues of which the Premier League is the leading one, not only in terms of media rights value in Europe, but also has the highest revenue and brand value of football leagues worldwide (<https://www.statista.com/topics/3156/football-in-the-uk/>). Besides that, the Premier League is among the most competitive leagues in the world and even the matches between teams from the top and bottom of divisions are sometimes keenly contested. English teams have had considerable success in European competitions over the past few decades, despite the fact that top English clubs usually play many more matches than clubs in the other European leagues. There are 4 professional football leagues in England, in which the Premier League includes 20 teams and the other three have 24 teams competing. Except professional leagues there are a lot of semi-professional leagues, more than 10 in England only. Northern Ireland also has a semi-professional league, while Wales has the amateur league, although 3 Welsh

teams Cardiff, Swansea and Wrexham are currently playing professional football in the English Nationwide league.

The Scottish League has three divisions, each with ten clubs. Scottish first league division is the only league that could be measured in some ways with some English professional leagues. From everything that was stated in this paragraph we can see that there is a lot of football going on in almost every corner of the United Kingdom. Football became a huge part in every aspect of human life, in branches like economy, politics, culture etc. (<https://www.justlanded.com/english/United-Kingdom/Articles/Travel-Leisure/Soccer>).

Picture 7 League system

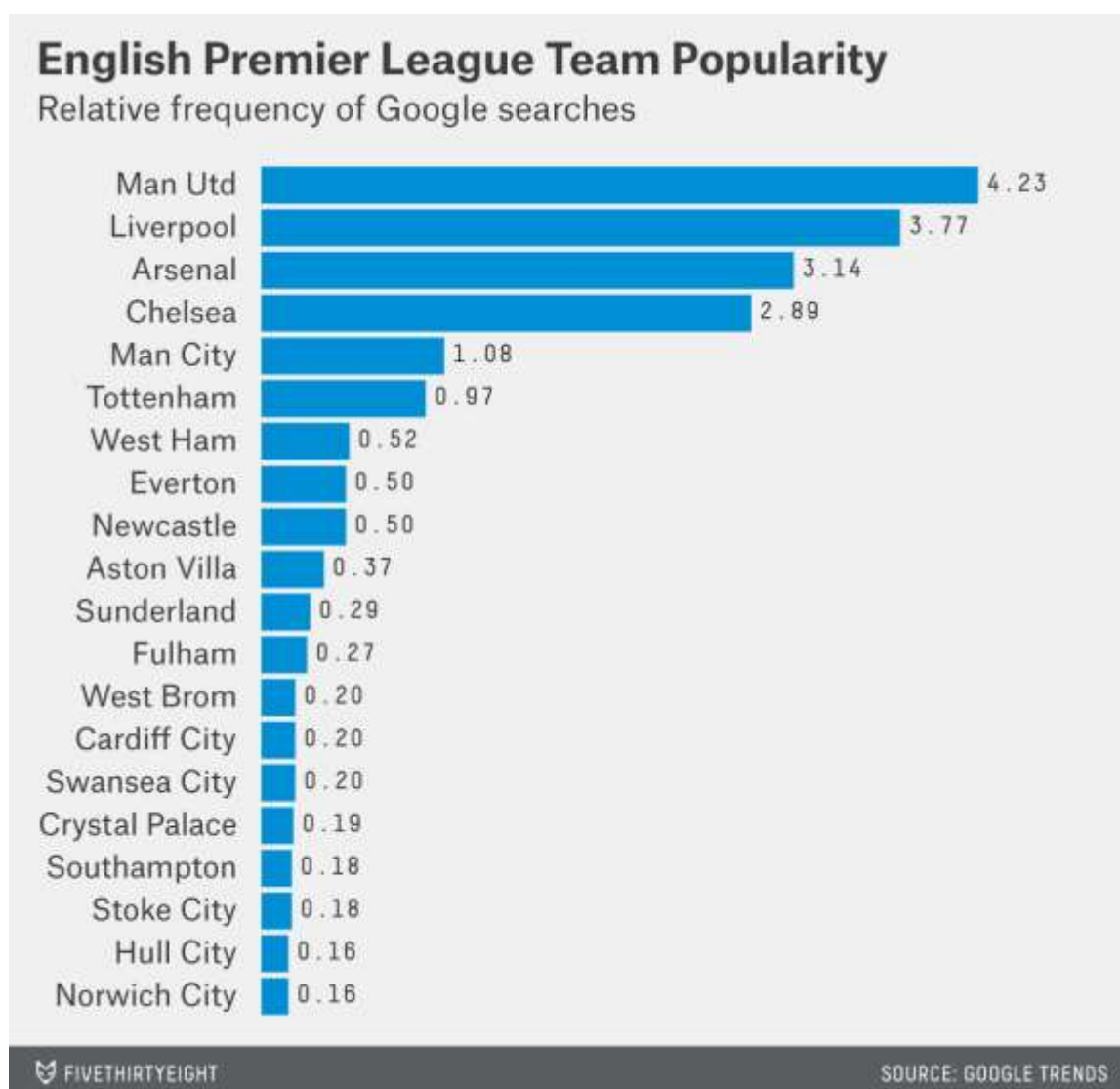


Source: https://www.myfootballfacts.com/england_footy/non-league/english-football-pyramid-system/

5.2 Clubs and players

As previously mentioned, there are a lot of clubs and leagues over the whole United Kingdom, from Rangers and Celtic in Scotland, through Manchester and Liverpool in England to Cardiff in Wales. Some of them are part of the Premier League and some are not.

Picture 8 Team Popularity



Source: <https://fivethirtyeight.com/features/the-distribution-of-fandom-in-pro-leagues/>

In Picture 8 we can see the popularity amongst the Premier League teams. These are teams which spent most of their time in English first division. Top three teams are Manchester United, Liverpool and Arsenal. Since the Premier League was founded

Manchester United, Arsenal and Chelsea have won 21 out of 28 Premier League titles. Manchester United alone has won 20 titles since league's existence. Liverpool follows with 18 titles, but have not won one since 1990, although they are very close to winning one this year, season 2019/2020. The biggest city rivalry is between two Manchester clubs, City and United, between Liverpool and Everton as both of them are placed in Liverpool. There are a few derbies in London city between Tottenham and Arsenal, Chelsea and West Ham. Cardiff City and Swansea City are the only non-English clubs that play in the Premier League (<https://fivethirtyeight.com/features/the-distribution-of-fandom-in-pro-leagues/>).

Football players also contribute to popularity of the sport and attract visitors to football stadiums. English nation has produced many ecstatic players through the last and current century. One of the most popular and highly recognised players in the last century is Sir Bobby Charlton. An English player who started his career in Manchester United as a 17-year old, promised to become one of the best players in the world. At the age 20 he witnessed the Munich Air Disaster, when Manchester United lost almost their whole squad in a plane crash. He is a player that has won many trophies through his career and he led England National team to their first and only World Cup trophy in 1966 (<https://www.manutd.com/en/players-and-staff/detail/sir-bobby-charlton>).

Picture 9 Sir Bobby Charlton



Source: <https://www.pinterest.com/pin/407716572490484530/>

Players from the United Kingdom were not always outstanding or the best performers, but even then, they would draw the attention to themselves. One of these examples is George Best, who also spent most of his professional career at Manchester United. He was promising a lot, but he also suffered from depression and was heavy drinker. The point is, even then, when he had trouble at playing football at his best he was so famous that it wouldn't even matter. He was from Belfast so there is a proof that not every good player came from England (<https://www.manutd.com/en/players-and-staff/detail/george-best>).

Since 1966 and the historical World Cup for England, they have not been able to come not even close. In the last 30 years they have produced many good players such as David Beckham, Michael Owen, Steven Gerard, David Seaman, David Southgate etc. They had a very specific group of players in 2002 and 2006 who were promising to "bring football home" once again, but failed to do so. They were very close in the 2018 World Cup but were defeated by Croatia in semi- final. Today they have also a lot of very good and popular football players such as Harry Kane, Marcus Rashford, Harry Maguire, Jordan Henderson etc.

Picture 10 England in 2006

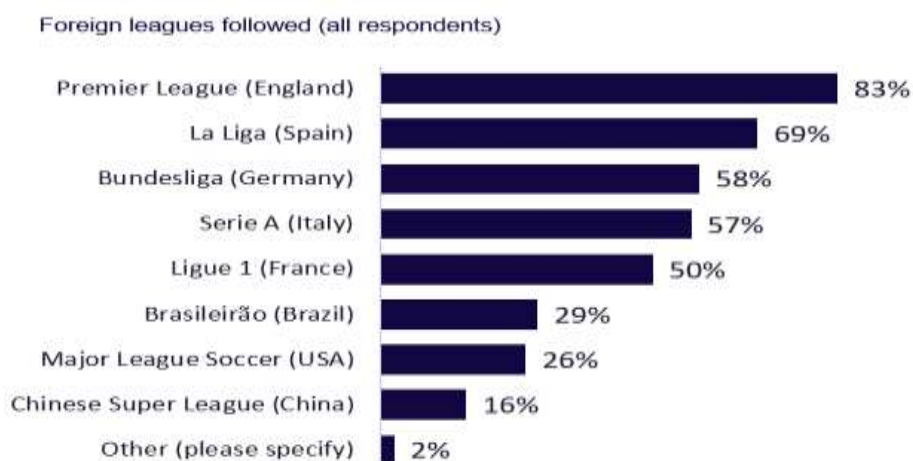


Source: <https://englandmemories.com/2016/03/23/englands-world-cup-2006-winks-wags-and-woe/>

6. Football influence on tourism in the UK

For the last 10 years, almost more than one million overseas visitors have watched football in the UK for every year. VisitBritain is a national tourism agency which plays a unique role in building England's tourism product and developing England and Britain's visitor economy, recently found out that Premier League had a greater pull for tourists than the top leagues in the other countries. Two-thirds, 66 %, of those who had travelled to watch a football match in the UK saw a Premier League match, making it the most popular. This is compared to 39% who had watched a top league match when they had travelled to watch football outside of the UK. All of this demonstrates the Premier League's potential in driving regional tourism by encouraging visitors to explore different parts of Britain, and football's effectiveness in driving growth across the low and shoulder seasons, supporting local economies (<http://www.travelweekly.co.uk/articles/42003/visiting-football-fans-give-706-million-boost-to-british-tourism>). In other words, more than 40% of foreign visitors come mainly because of football, but if they had already come, they will want to explore the United Kingdom's far sight and everything that is being offered at that moment. So basically, football is only encouraging tourists to spend more while they are visiting (<https://www.visitbritain.org/visitbritain-research-shows-power-premier-league-boosting-tourism-britain>).

Picture 11 Foreign leagues followed

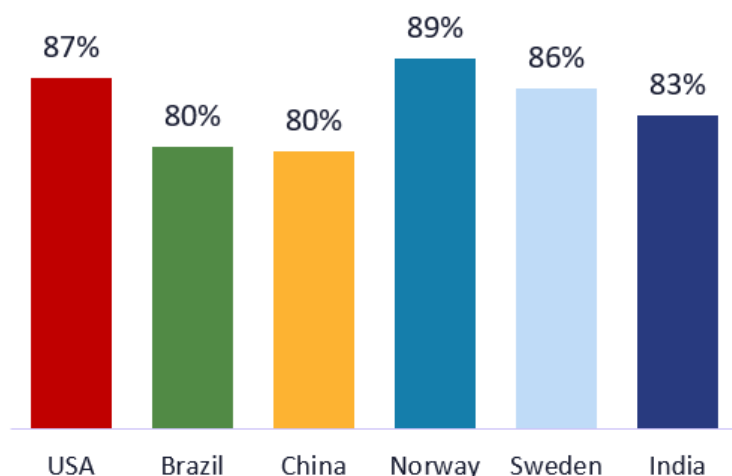


Source: <https://www.visitbritain.org/inbound-football-tourism-research>

Picture 11 shows the leagues being followed by supporters. More than 80 % of those who follow a foreign football league primarily follow the Premier League. Even though Champions League⁴ is a very demanding and challenging competition, visitors were always more likely to visit UK for the Premier League match rather than Champions League one. This is only pointing out the importance of, not only the Premier League, but the way football influences tourism.

Picture 12 Foreign Premier League followers

Follow Premier League (out of foreign league followers)



Source: <https://www.visitbritain.org/inbound-football-tourism-research>

In Picture 7 we can see foreign Premier League followers. This is research that has been done in seven different countries all over the world. It is the research done on football fans and all of the seven countries have more than 80 % football fans following the Premier League with USA and Norway in the lead. This research is very much interesting because it shows us the huge difference between Scandinavian countries Norway and Sweden and for example Brazil, China, USA and India. Norwegians have a lot of football fans, but 41% of them who are strongly interested in football points out that football itself is not the main reason for visiting the UK. Norway is a rich country

⁴ A competition organised by the UEFA between the best ranked teams in Europe, who have to go through qualification every year after finishing their leagues in top four

and is geographically pretty close to the UK and most of the people there have already been to the UK once in their lifetime. The same thing is with Sweden as their citizens are less likely to be influenced by the football element of the trip. What they enjoy more is the social aspect of the trip where football is not the main element. Swedish people want to experience a variety of festivals and UK pubs. They will even rather watch a football match in a pub than on a stadium if they had already done that.

While Scandinavians indicate that football is not the main motif for a trip to the UK, it is not the same with Americans and Brazilians. For Americans football is mostly the main reason for travelling abroad. Experiencing the atmosphere is a very important motif with the 70% of Americans indicating the atmosphere as the main reason for going to a football match. Brazilians have a rich football history and are the key audience for football tourism in the UK. Brazilians themselves are being intensely influenced by football in their lives and will gladly take a trip to United Kingdom if one of their own football players plays in the Premier League. While Americans and Scandinavians take and plan trips on their own, Chinese and Indian people mostly have organised trips of larger groups of tourists. Chinese football fans are heavily reliant on travel agents' websites as sources of information and inspiration for international travel. For Indian fans a football match is an ideal holiday event and it is only a part of multi-destination trip. Around 69% of their football fans consider travelling to the United Kingdom for a football match as part of a well organised trip. Somewhere around 94% of Indian football fans are also huge fans of cricket (https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/foresight_169_-_football_tourism.pdf).

The Office for National Statistics in the United Kingdom published International Passenger Survey in 2014. The results were ecstatic. Almost one in every 43 visitors and over 40,000 international business visitors also managed to go to a football match during their stay in Britain. That is slightly more than 800,000 foreign visitors who went for a football match. Even though the UK has a lot of sports to offer, football is by far the number one, drawing attention to people from around the world (<https://www.visitbritain.org/inbound-football-tourism-research>).

As mentioned before, football is the main reason for people visiting the UK, but it also has a huge part in encouraging inbound visitors to explore different parts of Britain.

Table 1 Football visits in England

Region	% of visits including live football
North West England	10.8 %
North East England	5.6%
Wales	2.5%
Yorkshire	2.4%
London	2.2%
West Midlands	2.1%
Scotlands	2.0%
East Midlands	1.9%
East of England	1.5%
South West England	1.4%
South East England	1.3%

Source: <https://www.visitbritain.org/inbound-football-tourism-research>

Table 1 shows which regions are the most visited because of football, shown in percentage. North West and North East England are the two most visited regions including live football matches. Inbound visitors are most likely to go there because of the two main cities, Manchester and Liverpool. Those are the cities containing the three most popular Football Clubs in Europe at this moment. Those clubs are Manchester United and Manchester City as the huge city rivals and there is also Liverpool football club from Liverpool. Those clubs are very much popular because of their success in early and far history. Liverpool and Manchester United are slightly older clubs than

Manchester City and much more popular because they have been winning titles and different kind of competitions for more than 50 years while Manchester City has been only playing on this high level for around 15 years. Nevertheless, these parts of the United Kingdom draw the most attention of inbound visitors, who want to come and feel the atmosphere in a live football match. Most of them will go to Manchester United stadium called the Old Trafford, one of the most beautiful and most popular stadiums in the world, known to most football fans.

Picture 13 Old Trafford



Source:<https://depor.com/futbol-internacional/inglaterra/manchester-united-seria-vendido-principe-arabia-saudita-91121/>

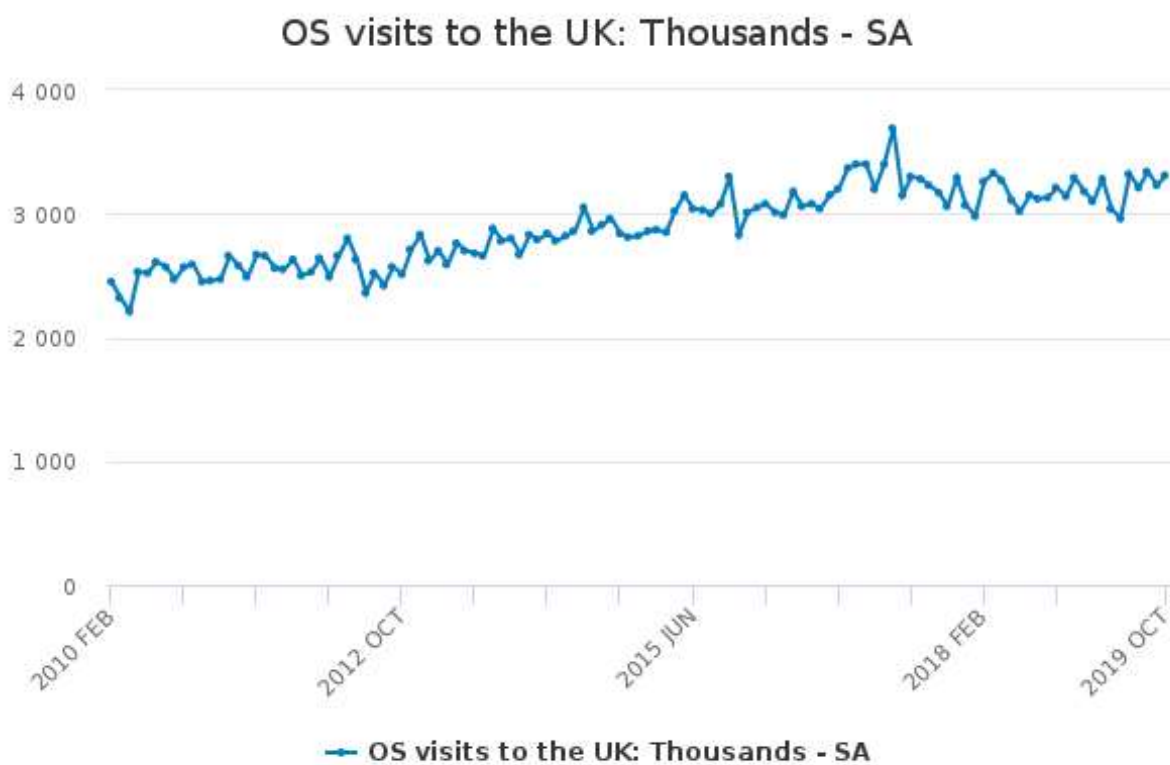
The other eight regions are very much densified and equally divided between foreign football fans. Some visitors would visit Wales while the others would go to Scotland to participate in the biggest Scotland derby between FC Rangers and FC Celtic, a derby called for more than a century the “Old Firm Derby”.

(<https://www.visitbritain.org/inbound-football-tourism-research>).

6.1 Overall UK economy

The UK's economy is the 7th largest in the world and 3rd largest in the whole Europe. According to the UK Office for National Statistics, the service sector is the largest sector in the UK, which accounts for more than three-quarters of the GDP. This sector includes consumer-focused industries, such as retails, food and beverages, business and finance services and entertainment. Production and manufacturing contribute less than 21% of the GDP and agriculture contributes less than 0.60% (<https://www.investopedia.com/articles/investing/042915/how-uk-makes-money.asp>). Tourism, as one of the most important branches in the UK is a big money-maker. Residents of other countries who visit the UK spend more than 25 billion pounds yearly there.

Picture 14 Visitors



Source:

Source: <https://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism/timeseries/gmat/ott>

Picture 14 shows the last 10 years of foreign residents visiting the United Kingdom. From February 2010 to February 2018 the number of tourists increased a lot, from less than 2,500 to almost 4000. In the last year it is changing quite a lot, but is not falling significantly. With so many people coming every year, tourism has huge influence on UK's economy and is one of the biggest sources of income.

Sports tourism is of significant importance for economy besides the pure enjoyment of sport. Sport industry which technically supports tourism industry has its share in the income, bringing around 23.8 billion pounds annually. A big number of sports fan tourists who are seeking out a match to watch deliver more than 24.5 billion pounds to the UK's economy every year (<https://www.wealthandfinance-news.com/the-importance-of-sports-to-the-uk-economy/>). Football is one of the sports in the UK with the biggest impact on the economy, contributing more than 7.6 billion pounds every year.

7. Conclusion

England, Scotland, Northern Ireland and Wales are countries that form the United Kingdom and are the seventh biggest economy in the world and third in Europe. As it was already mentioned, football has a huge influence on tourism in the UK. Besides the beautiful landscapes, historical buildings and monuments, preserved lakes, mountains and rivers, Britain has something that is attracting people's attention more than anything else and that is a football. Being called the mother of football and having the Premier League, the leading and the most viewed league in the football world at this moment, it has more and more visits every year from foreign residents. Visits that are being made are mostly planned trips including football matches. It is important to point out that the UK, after detecting the increase of popularity of English football, made plans how to keep the visitors who come mainly for football. Keeping visitors in their countries for a longer period means more money spending. In conclusion, football is the main sport which attracts tourists to the UK and its job is to keep them there, which is lately going very well. The United Kingdom's tourist agencies make offers that cannot be declined, offers that make people stick around in the UK for few more days after they go strictly to a football match. The only problem is, that these football matches, which attract football fans, happen mostly in England. The UK government and the FA are aware of that and are working on how to bring more football fans to Scotland, Wales or Northern Ireland. The infrastructure is good in Scotland and Wales, not that much in Northern Ireland, where more should be invested. The FA has money, but they lack ideas on how to make the other leagues as attractive and entertaining as the Premier League. There should probably be more investment into youth facilities. Starting with youngsters and helping them become good players will draw football fans' attention, which immediately brings them to that certain country. Besides investment in youngsters, countries and stadiums in Scotland, Wales and Northern Ireland should be advertised. The first step into making the other leagues better is already made. The UK is hosting the European Cup this year and one of the two countries who is a host is Scotland. There are two matches that are going to be played in Glasgow. So, once again more attention is brought to Scotland, their stadiums, players and infrastructure, the country that used to be very good in football not that long ago. They have been granted with foreign football fans this summer. The only thing that needs to be done is to find a way to intrigue football fans into their country monuments and make them

return the following month or year. Bringing football spectators back to Scotland, Northern Ireland or Wales would definitely have a big impact on the UK's economy.

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