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## Sports tourism: Thematic analysis of the challenges in Vojvodina

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### Background

There is a growing global demand for environmentally friendly and culturally enriching travel experiences. As sports tourism is a rapidly developing sector in Vojvodina, this study aimed to analyze the current state and challenges of sustainable sports tourism.

### Materials and methods

Our study included 30 interviews conducted between August and September 2024 in AP Vojvodina in R. Serbia. The interviews were constructed around four themes: Sustainability (Impact), Policy and Funding, Event Management and Promotion, Market Trends, and Customer Expectations. This study is a part of the Interreg Europe project DEPART – Support the Development of a Sustainable Sports Tourism in Europe (Reg.no. 02C0622).

### Results

The development of more sustainable sports tourism in Vojvodina faces many challenges, such as insufficient formal strategies, lack of funding (both for large and small events), promotion, collaboration, and systematic support. In addition, there is a growing trend towards active, eco-friendly activities and sports tourism.

### Conclusions

Despite the addressed issues, Vojvodina has a good basis for tourism development and great potential for the demand for active tourism and sustainable sports tourism. Brand differentiation can contribute to a better image and visibility of Vojvodina and to the attraction of foreign tourists.