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# No Longer a Gentleman's Sport

*The Changing Format of Cricket and Its Impact on Sport Tourism*

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## **No Longer a Gentleman's Sport**

### ***The Changing Format of Cricket and Its Impact on Sport Tourism***

By Neel M. Lund

Traditionalists often describe cricket as a “gentleman’s sport.” In its original format, appropriately titled “Test” cricket, one match is a five-day marathon, whose entertainment value to the casual fan can lamentably be equated to the old adage, “watching paint dry.” Billionaire financier and an ardent fan of cricket, Sir Allen Stanford, aptly validates the latter by stating, “I find it boring...but I’m not a purist.”<sup>1</sup> Despite his dreary disposition, one wonders, why then has Antigua-based Sir Allen invested \$100 million in organizing the inaugural Stanford Twenty20 cricket series between England and the West Indies in November 2008? The answer can be discovered in a new format of cricket: a shorter, high-octane, rich on entertainment, three-hour version of the game, entitled Twenty20 cricket. The Stanford Financial Group of Companies, the Board of Cricket Control India (BCCI), Cricket Australia, et cetera, all represent agencies that have recently infused a significant amount of capital into the sport.

Simply stated, the sport of cricket is rapidly changing for the better, and so are its economics. The “gentleman’s sport” connotation doesn’t invigorate today’s youth. Twenty20 cricket, according to Stanford, “is something that even kids who may be marginally interested in cricket can now say, ‘well that’s like soccer, that’s like basketball, I want to get interested in that game and earn as much money as a professional athlete playing cricket.’”<sup>2</sup> In the news, soccer’s coveted FIFA World Cup, American football’s annual mega-event, the NFL Super Bowl, and the steeped in tradition Olympics, often dominate world headlines in terms of their considerable economic and sport tourism-related impact on host countries. Patently, the sport of cricket is experiencing an exciting phase, in which its revenues, popularity, and overall economic impact on playing countries is forecast to exhibit staggering gains. This article intends to examine cricket’s historical, and more importantly, future economics as it relates to the hospitality tourism industry.

#### **The Evolution of Cricketing Formats**

Since its inception in the nineteenth century, cricket has been played in three formats: Test cricket, One-Day Internationals (ODI), and Twenty20 (T20). Developed in England, and proliferated amongst colonial nations, the five-day format of cricket, Test cricket, had successfully cemented the sport’s esoteric popularity amongst patient participants who found “tea and lunch” breaks an appropriate part of the sport. In an effort to commercialize the sport and attract a wider audience, England developed a shorter format of the game in the 1960’s that lasts approximately eight hours or the equivalent of one working day, appropriately branded as One-Day International (ODI). The International Cricket Council (ICC),



cricket's international governing body, held its inaugural premiere event, the ICC Cricket World Cup, in England in 1975. For the first time in the sport's history, the ICC World Cup succeeded in bringing together all playing countries to one host country to participate in a compact, relatively fan-friendly, format of the game. Statistics presented later in this article will illustrate that ODIs did much to popularize the sport and bring forth increasing economic viability.

Due to its international format, cricket is not limited by playing seasons, as winter in England is summer in Australia. Unlike the American format of sport, the majority of cricket is played as a series between two countries. For example, this coming October, Australia will tour India, and the two countries will engage in seven ODI matches and five Test matches. The ICC does incorporate smaller multi-national tournaments throughout the year as well, with the premier event being the ICC World Cup, held every four years.

When compared to Test matches, ODIs are certainly considered fan friendly. However, even ODIs mandate an entire working day from avid cricketing fans. Thus, in the earlier part of this decade, England once again harnessed its ingenuity in developing the Twenty20 format. As previously noted, this three-hour format is widely heralded as the future of the sport. The ICC held its inaugural World Twenty20 Championship in August 2007 in South Africa.

### **Playing Countries**

The ICC has 104 members: nine "full" members that play official Test and ODI matches, 35 "associate" members, and 60 "affiliate" members. The latter two categories include nations in which cricket is in its infancy or developmental stage, and are thus only sanctioned to participate in ICC-organized ODI tournaments. Kenya, Scotland, Ireland, The Netherlands, Canada, Bermuda, and Zimbabwe represent some of the major nations in these categories. "Full" members are considered countries where cricket is a major commercial sport. The ICC has developed two ranking systems, one for Tests and one for ODIs, with a Twenty20 ranking system yet to be developed. The following tables illustrate the ICC's ranking of participating nations.




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**ICC Test Rankings**


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**Reliance Mobile Test Championship**


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Ranking	Teams	Matches	Points	Rating
1	Australia	37	5,204	141
2	India	42	4,642	111
3	England	48	5,285	110
4	South Africa	44	4,789	109
5	Sri Lanka	35	3,707	106
6	Pakistan	33	3,107	94
7	New Zealand	29	2,559	88
8	West Indies	35	2,698	77
9	Bangladesh	24	23	1

Source: International Cricket Council  
(Standings as of June 12, 2008)

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**ICC ODI Rankings**


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**Reliance Mobile One-Day International (ODI) Championship**


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Ranking	Teams	Matches	Points	Rating
1	Australia	48	6,191	129
2	South Africa	43	5,478	127
3	New Zealand	43	4,957	115
4	India	63	7,173	114
5	Pakistan	45	4,942	110
6	Sri Lanka	50	5,264	105
7	England	44	4,552	103
8	West Indies	43	4,192	97
9	Bangladesh	46	2,090	45
10	Ireland	12	227	19
11	Zimbabwe	31	552	18
12	Kenya	6	0	0

Source: International Cricket Council  
(Standings as of July 4, 2008)

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### **South Africa and Sport Tourism**

The South African national cricket team, also known as *The Proteas*, was reinstated by the ICC in 1994 after incurring a ban from international play in 1970 due to its government's policy of apartheid. Since the inception of its democracy in 1994, South Africa as a country has experienced a staggering 1,415% growth in tourist arrivals.<sup>3</sup> In 2007, South Africa recorded its peak of approximately nine million international visitors, which represents an overall increase of 8.5% from 2006 levels. This signifies a stark contrast from 1994, when South Africa recorded approximately 600,000 international tourist arrivals. Such a meteoric rise can be partially attributed to sport tourism. Since 1994, South Africa has hosted several significant international events for various sports. These include the 1995 Rugby World Cup, the 1996 Africa Cup of Nations, the 1998 IAAF Athletics World Cup, the 1999 All Africa Games, the 2003 ICC One-Day International Cricket World Cup, and the 2007 ICC World T20 Cricket Championship. Having cemented its reputation as a "reliable, consistent, and perfectly capable host" to such events, South Africa was rewarded in 2006 upon its selection as the host country for the coveted FIFA World Cup 2010.<sup>4</sup>

The 2003 ICC One-Day International Cricket World Cup lured in excess of 20,000 foreign cricket fans to South Africa.<sup>5</sup> Because the Indian cricket team succeeded in making it to the finals of the event, over 4,000 Indian cricket fans traveled to South Africa.<sup>6</sup> More important, in excess of one billion worldwide television viewers, including approximately 500 million viewers in India, witnessed the event's finale between India and Australia. South Africa Tourism intelligently exploited this opportunity for tourism growth to effectively showcase the country's "wonderful beaches, game parks, mountains, and cities" to these television viewers via "30-second promotional vignettes."<sup>7</sup>

The following table details historical international tourist arrivals to South Africa from four cricket-playing nations (United Kingdom, Australia, New Zealand, and India) from 2002 to the year-to-date period through April 2008.


**South Africa International Tourism Historical Statistics for Cricket-Playing Nations (2002 to YTD April 2008)**

Country	2002	2003 *	2004	2005	2006	2007 **	Year-to-date Through April		2002 Levels vs. 2007 Levels
							2007	2008	
United Kingdom	442,910	456,468	456,368	469,599	488,032	497,687	193,682	188,138	
% Change		3.1 %	0.0 %	2.9 %	3.9 %	2.0 %			12.4%
Australia	69,832	71,687	75,675	77,238	89,396	95,571	27,822	31,204	
% Change		2.7 %	5.6 %	2.1 %	15.7 %	6.9 %			36.9%
New Zealand	14,907	16,387	16,348	17,825	18,305	18,853	5,607	6,257	
% Change		9.9 %	-0.2 %	9.0 %	2.7 %	3.0 %			26.5%
India	34,062	41,018	36,172	36,045	44,337	51,823	14,293	16,694	
% Change		20.4 %	-11.8 %	-0.4 %	23.0 %	16.9 %		16.8 %	52.1%
Total for Cricket-Playing Nations (not including UK)	118,801	129,092	128,195	131,108	152,038	166,247	47,722	54,155	
% Change		8.7 %	-0.7 %	2.3 %	16.0 %	9.3 %			39.9%
Total for Cricket-Playing Nations (including UK)	561,711	585,560	584,563	600,707	640,070	663,934	241,404	242,314	
% Change		4.2 %	-0.2 %	2.8 %	6.6 %	3.7 %			18.2%
Grand Total for South Africa (Not Including African Nations)	1,803,887	1,879,110	1,884,336	1,939,214	2,078,704	2,175,518	726,364	782,509	
% Change		4.2 %	0.3 %	2.9 %	7.2 %	4.7 %			20.6%
Grand Total for South Africa (Including African Nations)	6,429,583	6,504,890	6,677,844	7,368,742	8,395,833	9,092,231	3,011,839	3,202,849	
% Change		1.2 %	2.7 %	10.3 %	13.9 %	8.3 %			41.4%

\*ICC One-Day International Cricket World Cup held in 2003

\*\*ICC World T20 Cricket Championship held in 2007

Source: South African Tourism



As illustrated in the preceding table, since South Africa hosted the 2003 ICC One-Day International Cricket World Cup, international tourism from cricket-playing nations has exhibited significant increases across the board. Furthermore, India's strong performance in the tournament led to a 20.4% increase in Indian travel to South Africa in 2003.

In August 2007, South Africa hosted the inaugural ICC World T20 Cricket Championship. The Indian cricket team made it to the finals of this tournament, and in fact, managed to win in dramatic fashion against arch rival Pakistan. Consequently, Indian tourism to South Africa illustrated a strong increase of roundly 17.0% in 2007.

Overall, the benefit of increased worldwide exposure via the hosting of major sporting tournaments can clearly be illustrated in South Africa's case. International tourism to South Africa from cricket-playing nations exhibited resounding double-digit increases from 2002 to 2007. Because South Africa is a former colonial nation, residents of the United Kingdom are generally pre-acquainted with all that South Africa has to offer. Excluding the United Kingdom, 2007 tourist arrival statistics for the other three cricket-playing nations (India, New Zealand, and Australia) illustrated an overall increase of roundly 40% from the levels captured in 2002.

Patently, strong international tourism growth rates from cricket-playing nations or any other country for that matter cannot all be attributed to sport tourism. South Africa, in the opinion of many, has enjoyed success in the tourism sector due its perception as a "safer" and "less likelier" target for terrorist attacks. Additionally, a 2003 article by *The Economist* indicated that "every eighty tourists to South Africa create one permanent job."<sup>8</sup> Consequently, the South African government and its tourism bureau have concentrated heavily on tourism growth in an effort to diversify the national economy. Apart from developing strong marketing campaigns to lure tourists from European nations and developing countries such as India and China, the South African government has expended considerable resources to improve its infrastructure to appropriately accommodate the anticipated influx of foreign visitors. For instance, since its selection as the host country for the FIFA World Cup 2010, South Africa has expended Rand 19.5 billion (approx. US \$2.5 billion) for airport development, Rand 400 million (approx. US \$51.6 million) for air traffic navigation, Rand 16 billion (Approx. US \$2 billion) for passenger rail investment, and Rand 1.7 billion (approx. US \$219 million) to upgrade roads and stations in areas critical to the World Cup.<sup>9</sup>

### **India and Sport Tourism**

Meenakshi Kumar of India's reputed daily periodical, *The Times of India*, poses a pertinent question: "What can be headier than watching nail-biting sporting excitement in the midst of an exotic foreign locale?"<sup>10</sup> India is forecast to become one of the top three global economies in the world by 2050.<sup>11</sup> The rapid pace of growth has resulted in a burgeoning middle class with significantly improved levels of



disposable income. Cricket represents India's national sport – in fact, it is a national passion. Indian cricketers “are worshipped and enjoy a cult status just like Bollywood stars.”<sup>12</sup> Because of cricket's status, an increasing number of Indians are “travelling to combine sport with pleasure.”<sup>13</sup>

Shankar Vishwanathan, director of Sports Services Limited, affirms that the 2003 ICC One-Day International Cricket World Cup was the turning point for Indian sport tourism. He states that “two years back, the event-based outbound market was worth Rs. 25-30 crore (approx. US \$5.7-\$6.8 million); in 2006, it grew to Rs. 50-100 crore (approx. US \$11.4-\$22.8 million), and it will be around Rs. 250-500 crore (approx. US \$57.1-\$114.2 million) by 2010.”<sup>14</sup> The Twenty20 format of cricket is expanding the base of sport tourism travel. As illustrated previously, Indian tourism to South Africa increased by roundly 17.0% in 2007, which can be partially attributed to the inaugural ICC World Twenty20 Cricket Championship. Prior to the event, Indian tour operators aggressively marketed this event to casual cricket fans. Sunil Gupta, Chief Operating Officer of SOTC (a Kuoni Group affiliate, India's largest Travel and Tourism Company), states “normally 80% of our target clientele for cricket tournaments is male, sports mad and 35-45 years of age. But for this tournament our target ratio was very different. Sixty percent of our clients for the Twenty20 World Cup comprised of families.”<sup>15</sup> The shorter, compact nature of the Twenty20 format – and in turn the World Cup – lends itself to a wider audience. Considering this development, South African Tourism launched a new brand campaign for Indian tourists prior to the event. The marketing organization provided Indian tourists with brochures and maps specifically tailored for the Indian market. Information listed included “food maps” detailing major Indian restaurants in South African cities, and options for a variety of trips such as the Sun City Tour, the Gold Reef Tour, and the Guided Durban City Tour, fulfilling the Indian tourist's affinity for shopping and sightseeing during the cricket competition. Corporations are a major source for the Indian sport tourism industry, as sport travel represents an attractive incentive offer for a company's clients, employees, and partners. Rajiv Duggal of the Kuoni Group states that for the 2003 ICC One-Day International Cricket World Cup, approximately 90% of the tour packages booked for the event represented corporate clients.<sup>16</sup>

### **West Indies and the 2007 ICC One-Day International Cricket World Cup**

On the heels of a successful 2003 World Cup campaign, Indian fans were filled with excitement for the 2007 edition of the ICC One-Day International Cricket World Cup held in the West Indies. The West Indian government and tour operators aggressively promoted the event in virtually every cricket-playing nation. Actually, even the United States was targeted due to its proximity to the islands and its large population of residents of colonial descent. The event was expected to attract in excess of 100,000 foreign visitors and generate over \$42 million in ticket sales. The West Indian government invested over \$250 million building five new stadiums and upgrading existing ones.<sup>17</sup> Millions of additional dollars were spent on infrastructure development in preparation for the highly anticipated event. In the months



prior to the event, local hotels increased room rates during the event by 63% to 133% higher than normally charged due to anticipation of significantly higher demand.<sup>18</sup>

The following table compares 2006 and 2007 foreign visitation statistics for islands in the West Indies where matches were held.

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**West Indies Visitation Statistics 2006 vs. 2007**

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<b>Carribbean Venue for Games</b>	<b>2006</b>	<b>2007</b>	<b>% Change</b>
Antigua & Barbuda	253,669	261,786	3.20 %
Barbados	562,558	574,533	2.13
Grenada	118,490	129,118	8.97
Guyana	113,474	131,487	15.87
Jamaica	1,678,905	1,700,785	1.30
St. Lucia	302,510	287,407	-4.99
Trinidad & Tobago	232,743	331,936	42.62
Totals	3,262,349	3,417,052	4.74 %

Source: Carribbean Tourism Organization

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As illustrated in the preceding table, the 2007 ICC One-Day International Cricket World Cup did not live up to expectations in terms of its impact on foreign visitation to the West Indian islands hosting World Cup matches. Excluding Guyana and Trinidad & Tobago, all host islands posted single-digit growth rates, and even a negative growth rate in the case of St. Lucia. Its lackluster reception can be attributed to the following reasons.

- India and Pakistan were eliminated in the first stage of the tournament. Alvin Jemmott, President of the Barbados Hotel and Tourism Association (BHTA) states, "India had the largest following of the World Cup and they had the largest requests for tickets and accommodation."<sup>19</sup> Barbados had expected over 5,500 visiting Indians, but the island recorded only 800 due to massive cancellation of supporters and press.<sup>20</sup> Overall, the Indian team's early exit led to local hotel occupancies falling below 70%.<sup>21</sup> Jamaica had expected over 30,000 international visitors, but received fewer than 10,000.
- The tournament's structure proved to be too long to hold supporter attention, as 51 matches were played over 49 days in April and May. Moreover, only four matches had close finishes, as traditionally inferior teams such as Bangladesh and Ireland proceeded to the second and lengthiest round of the tournament, replacing traditional powerhouses, India and Pakistan.



- Caribbean countries' income per capita averages around \$5,000 per year. However, ticket prices for the equivalent of "bleacher" seats proved prohibitive, ranging from \$25 to \$90 during league matches, increasing to \$100 to \$300 for the semifinal and final stages.<sup>22</sup> Moreover, the West Indian government miscalculated in its preparation for the tournament by building stadiums such as Sir Vivian Richard Stadium in Antigua and Barbuda for an approximate cost of \$60 million and a capacity of 20,000, with a local population of just 75,000 to support the venue.<sup>23</sup> This diminished the overall appeal and excitement surrounding the tournament, as empty stadiums assisted in further dissuading television viewers planning to attend the latter stages of the tournament.

Overall, while the West Indies anticipated much from the 2007 ICC Cricket World Cup and did much to expand the economy and prepare for the event by investing in tourism marketing and infrastructure development, the event failed to reap substantial dividends. However, "the Caribbean has been left with an awesome opportunity to market the state-of-the-art sporting facilities to a booming international sport tourism community during the cricket season and beyond," states Bevan Springer of *The Jamaica Observer*.<sup>24</sup> Antigua-based billionaire, Sir Allen Stanford, has decided to utilize the Twenty20 format of cricket to actualize Springer's ideal. In November 2008, the West Indies is expected to host one Twenty20 international between the West Indies and England with a prize fund of \$20 million for the winner of the game. This represents the largest prize fund for a single game event in team sports history. One such game is expected to be played every year for five years with a total prize fund of \$100 million. Sir Allen declares that "Twenty20 is what's going to grab the television revenue and it is the future of the sport...this series will expose the sport to a whole different market that has never seen cricket, nor would they be interested to see the game via a Test-match series."<sup>25</sup> Patently, Sir Allen anticipates that each year, his investment will be recouped by the sale of television rights. However, any profits incurred from this venture will be directed to the West Indies Cricket Board in an effort to refuel West Indian cricketing culture. Having won the 1975 and 1979 ICC One-Day International World Cups, the West Indian cricket team has incurred significant declines in on-field success over the last fifteen years. Sir Allen aims to re-elevate the national team's stature "by taking the sport to another level, by bringing in money, excitement, and enthusiasm that only Twenty20 cricket brings."<sup>26</sup> Sir Allen already bankrolls the annual \$2-million, Antigua-based domestic Stanford Twenty20 Competition, which began in July 2006.

### **The Indian Premier League**

Inspired by the success of the 2007 ICC World Twenty20 Championship Tournament, the Board of Cricket Control India (BCCI) launched the first season of the Indian Premier League (IPL) tournament in April 2008. This 44-day, 59-match Twenty20 extravaganza involved eight domestic franchises competing for a \$1.2-million purse. Randeep Ramesh of *The Guardian* aptly describes the proceedings by stating, "IPL games represent three hours of high-octane batting and bowling, accompanied by dancers and a



booming Bollywood soundtrack. There are no draws, no white flannels and no tea breaks.”<sup>27</sup> Wealthy corporations and individuals paid hefty sums to acquire the franchising rights to eight teams. The following table details the participants and economics of the \$1-billion tournament.




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**Indian Premier League**


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**Indian Premier League Franchise Information**


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Franchise	Owner	Franchise Fee – Over Ten Years (Millions)	Salary of Most Expensive Player (Millions)	Expected First Year Profit (Millions)**
Mumbai Indians*	Reliance Industries	\$111.90	\$1.12	(\$3.74)
Royal Challengers Bangalore	UB Group	111.60	1.04	(10.05)
Hyderabad Deccan Chargers	Deccan Chronicle	107.01	1.35	(4.20)
Chennia Super Kings*	India Cements and N Srinivasan	91.00	1.50	(0.05)
Delhi Daredevils*	GMR Holdings	84.00	0.83	(1.41)
Kings XI Punjab*	Preity Zinta, Ness Wadia, Karan Paul, and Mohit Burman	76.00	1.06	(0.48)
Kolkata Knight Riders	Shah Rukh Khan, Juhi Chawla, and Jai Mehta	75.09	1.09	2.57
Rajasthan Royals	Emerging Media	67.00	0.68	1.17

\*Expected to be Profitable in Season Two

\*\*Does Not Consider Money Earned from Prize Money

Source: India Business Today

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As illustrated in the preceding table, Reliance Industries purchased franchising rights to the most valued Mumbai Indians franchise for \$111.9 million, while Emerging Media paid the lowest sum for a franchise at \$67 million for the Rajasthan Royals. Ironically, the latter team won the inaugural season of the IPL. Franchise fees are paid in fixed sums over a course of ten years. The prize money for the winner of the tournament at \$1.2 million seems diminutive when compared to individual player salaries. Each team is provided with a \$40-million budget for player salaries, with four international players permissible in the playing eleven. When compared to historical levels for player salaries, "the money in the IPL is staggering."<sup>28</sup> For six weeks of work, the highest paid Indian player of the league, the Chennai Super Kings' MS Dhoni, received \$1.5 million, while the highest paid International player of the league, Australian Andrew Symonds, received \$1.35 million to play for the Hyderabad Deccan Chargers.

Despite the hefty costs of conducting business, the strong economic success of the IPL has yielded a status of profitability for two teams in the first season itself, while four teams are expected to turn profitable during the course of the second season. Nevertheless, average club revenues are predicted to "quintuple" to \$120 million per year over the next few years.<sup>29</sup> With matches being played daily in primetime, over 250 million television viewers are estimated to have witnessed the spectacle. According to Sathyamurthy NP, Joint President, Lintas Media Group, the exclusive broadcaster of this tournament in India, Sony Entertainment Television (SET), is estimated to have earned in excess of Rs. 300 crore (approx. \$71 million) in advertising revenue during the first season of the IPL. This figure remains strong in comparison to the estimated Rs. 400 crore (approx. US\$93.5 million) SET earned in advertising revenue for ICC's 2006 ODI Champions Trophy and the 2007 ODI World Cup, combined. Moreover, sales of cricket gear and merchandise in India increased by 40% during the course of the tournament.<sup>30</sup>

Indian fans were surprisingly receptive to the idea of international players representing and even captaining franchises for Indian cities. Mukul Kesavan, a writer and cricket columnist, states that the IPL "is a reflection of India's emerging consumerist meritocracy, which emphasizes performance regardless of patriotism and politics."<sup>31</sup>

Ramachandra Guha, a historian of Indian cricket, asserts that the IPL "is aimed at that upwardly mobile section of Indian society who wants something to do in between coming home from work and sleeping."<sup>32</sup> Consequently, the impact of the IPL on the hospitality industry can be aptly illustrated by the strong growth in food and beverage revenue at most Indian restaurants during the course of the tournament. As Rashmi Pradhan, writer for *HospitalitybizIndia.com*, details, "some (restaurants) recorded an increase in sales of 15-20 percent, whereas some outlets' sales rose by 25-30 percent."<sup>33</sup> Alcoholic beverage sales reached all-time highs during the IPL season, as fans not only consumed during games but also the day after games if their home team won. Budweiser reportedly recorded an increase of 30% in beer sales in the state of Maharashtra alone.<sup>34</sup> In an effort to distinguish their respective establishment, restaurants designed innovative and lucrative schemes to draw patrons. Apart from the traditional happy hour specials, some restaurants offered a free pint of beer whenever a batsman hit a



six (equivalent of a home run) or a bowler bowled a maiden over (equivalent of six consecutive strikes). An Indian restaurateur fittingly describes the long-term impact of the IPL by stating, “even after the IPL matches, guests (will repeat) and come to us since they will recall the place, music, food, and ambience.”<sup>35</sup>

### **The Future of Cricket**

Can three formats of cricket continue to coexist? The answer is probably, but only one will generate excitement, increased popularity, and major financial gains: Twenty20. For the sake of cricket purists, Test cricket will always exist. This format was previously threatened in the 1970s by the advent of ODIs, and yet Test cricket still survives today. According to IS Bindra, ICC’s principal advisor, “the future of One-Day Internationals is something that one has to look at in the long term.”<sup>36</sup> While the ICC mandates that “full” members play a minimum of thirty ODIs and twelve Test matches each year, team and individual player schedules seem to be increasingly inundated by international and domestic Twenty20 tournaments. Immediately after the completion of the IPL season, BCCI’s Lalit Modi, the architect of the tournament, began work to organize an annual Twenty20 Champions League tournament. Borrowing from soccer’s UEFA Champions League, the Twenty20 Champions League would offer a platform for two domestic teams from each participating cricket-playing nation to compete for a \$5-million purse. The inaugural event is expected to be held in India in December 2008. Additionally, marketing efforts have already begun for the second edition of the ICC World Twenty20 Championship to be held in June 2009 in England. Ticket prices for the event have been purposely structured at reasonable levels, as England expects to receive a strong boost in sport tourism and exceed the levels of success achieved by the inaugural 2007 edition held in South Africa.

### **Conclusion**

As illustrated in this article, the sport of cricket is rapidly changing for the better, and so are its economics. The Twenty20 format of cricket has and will continue to catapult not only the commercial aspect of the sport but also prove to be a major boon to the sport tourism industry. The influence and towering potential of this format can be exemplified by the recently held, wildly successful, inaugural, 44-day and 59-match extravaganza known as the Indian Premier League (IPL) tournament. The Los Angeles Times explains the invigorating dynamics of this tournament and, more important, the Twenty20 format in the following: “Violence between players? Scantly clad cheerleaders? Toss in a rant by Charles Barkley and three minutes of commercials for every 45 seconds of actual game time and cricket may finally be ready for a mainstream American audience.”<sup>37</sup> This could only mean increased international sports-related travel for an international sport. Patently, the “gentleman’s sport” connotation no longer suits the sport of cricket.



- <sup>1</sup> Cricinfo.com. "Quote Unquote." June 11, 2008.
- <sup>2</sup> Cricinfo.com. "Twenty20, not Tests, will popularize cricket – Stanford." June 18, 2008
- <sup>3</sup> Naidoo, Suren. "Bright Outlook for Tourism." *The Mercury*. May 12, 2008.
- <sup>4</sup> Appel, Michael. "South Africa's World Cup dream still on track." BuaNews Online. May 15, 2008.
- <sup>5</sup> *The Economist*. "The Champion: Not of Cricket, of tourism." May 20, 2003
- <sup>6</sup> Subramanian, Rachna. "Indian Fans scramble for World Cup tickets." *The Times of India*. January 12, 2003.
- <sup>7</sup> *The Economist*. "The Champion: Not of Cricket, of tourism." May 20, 2003
- <sup>8</sup> *The Economist*. "The Champion: Not of Cricket, of tourism." May 20, 2003
- <sup>9</sup> Appel, Michael. Buanews Online. "South Africa's World Cup Dream Still on Track." May 15, 2008.
- <sup>10</sup> Kumar, Meenakshi. "All the world's a stadium for Indian sports buffs." February 11, 2008.
- <sup>11</sup> South African Tourism. "Marketing South Africa in India." Second Edition. August 24, 2007.
- <sup>12</sup> Pradhan, Rashmi. "IPL: A blessing in disguise for F&B Outlets." *Hospitalitybizindia.com*. June 6, 2008.
- <sup>13</sup> Kumar, Meenakshi. "All the world's a stadium for Indian sports buffs." February 11, 2008.
- <sup>14</sup> Kumar, Meenakshi. "All the world's a stadium for Indian sports buffs." February 11, 2008.
- <sup>15</sup> Ahmad, Ashwin. "Tour Operators pitch T20 World Cup to non-fans." August 12, 2007.
- <sup>16</sup> Subramanian, Rachna. "Indian Fans scramble for World Cup tickets." *The Times of India*. January 12, 2003.
- <sup>17</sup> Edwards, Al. "Cricket World Cup – The good, the bad, and the ugly." *The Jamaica Observer*. May 4, 2007.
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