
Editorial

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The sport industry is a constantly evolving ecosystem, has been important to all sport managers to understand present activities and future trends of the business demands, customer expectations and customer needs.

In the last years, there has been an incremental economic and popularity growth of some specific sectors, such as the fitness sector, which has drawn the attention of researchers. This increase has been justified by the increased number of cardiovascular diseases and other sedentary life-style associated factors, leading the population towards the use of fitness centres and fitness services. To be able to understand this phenomenon at present times and its future direction, the sector's strategic analysis brings an exceptional value to sport professionals of health and fitness clubs.

Historically, professional sport competitions and professional athletes have been on top of the pyramid regarding researchers and customers' attention. To analyse the impact over fans that brands have while interacting with different types of sport organisations and sport icons, it has been an interesting research topic in the last few years. Fan engagement strategies are different depending on the nature of each sport discipline, based on the different cultural contexts and the different potential approaches, therefore there is a big need for specific research detected in this area.

Lately, sport tourism, sport events and their relation with amateur sport services is also becoming relevant due to an important number of amateur practitioners and their increasing monetary expenditure at such events. The amount of people that unites travelling with their passion for sport has experienced an important growth, for example during the New York Marathon in 2019 where 9,000 runners had travelled from abroad motivated by New York as a city but also the sport practice.

The current special issue aims to cover a wide range of those key activities within the industry, providing high quality research in the areas of fitness services, health clubs, professional sports competitions and the sport services market.