

# **SPORT TOURISM DEVELOPMENT: FUNCTIONAL LEVEL COLLABORATION BETWEEN NATIONAL TOURISM ORGANIZATIONS (NTOS) AND NATIONAL SPORT ORGANIZATIONS (NSOS)**

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Sport tourism is a lucrative commercial segment of tourism industry and targeted by many destinations. The functional collaboration between sport and tourism organizations facilitates the successful hosting of sporting events, strengthens the process of sport tourism, and escalates sport tourism development. Using qualitative research design, I am investigating how functional collaboration between national tourism organizations (NTOs) and national sport organizations (NSOs) including football, cricket, hockey and Boli-Khela (wrestling) could develop sport tourism in the context of Bangladesh. This study will provide a framework on how sport and tourism agencies work collaboratively for the national as well as individual organizational interests.

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