



Proceedings E-book

SPORT TOURISM

New Challenges in a Globalized World

Sport Tourism Conference - STC'14



Coimbra College of Education

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New Challenges in a Globalized World

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WELCOMING LETTER

On behalf of the Presidency of Coimbra College of Education it was with great pleasure that we welcomed you to Coimbra and to the Sport Tourism Conference 2014 (STC'14), organized by Coimbra College of Education, in collaboration with the International Research Network In Sport Tourism (IRNIST).

The main theme of the conference was "Sport Tourism: New Challenges in a Globalized World" and we are proud to have presented a programme with such distinguished researchers and leaders in this field of work: Claude Sobry, Derek Van Rheenen, Mathieu Hoerberigs, Sandro Carnicelli and Sean James Gammon. These keynote speakers shared with us the knowledge, resources and experience to help us pave our way into the future.

The conference offered a worldwide forum for attendees from academia, industry, government, and other organizations that actively exchanged, shared, and challenged state-of-the-art research and case studies on Sport Tourism.

Thank you for making this event a memorable one.

I look forward to seeing you in Coimbra again.

Yours sincerely,

Rui Mendes

President of Coimbra College of Education

PRESENTATION NOTE

From 10th to 12th of December 2014 the International Sport Tourism Conference (STC'14) was held at Coimbra College of Education - Coimbra, Portugal. STC'14 was a joint organization between Coimbra College of Education and the International Research Network In Sport Tourism (IRNIST). This was the 2nd edition of a series of conferences about Sport Tourism, developed in the scope of the IRNIST.

STC'14 aimed to gather researchers, professors, students and professionals interested in the Sport Tourism topics. It aimed to stimulate research and the dissemination of scientific knowledge, providing a platform to increase inter-disciplinary discussions and comparative approaches, enhancing knowledge and experience while promoting scholarly cooperation and collaborative work among researchers from all over the world.

STC'14 focused on a wide variety of topics related to Sport Tourism studies within the theme of "Sport Tourism: New Challenges in a Globalized World". With this broad theme, it was our intention to discuss the challenges that globalization has brought to Sport Tourism, considering its threats and opportunities. We were also interested in linking academic studies to real market needs. The subtopics suggested in STC'14 were directly linked with this idea: policies, development studies and sustainability studies towards increasing positive and reducing or eliminating negative impacts; innovation, competitiveness, management and event studies, to improve organizations and best practices; market approaches to suit offer and demand; analysis of new trends to understand the tendencies of the market and to project new research problems and new research lines; and the history of Sport Tourism as a way of predicting the future.

In a short balance of the STC'14, 56 communications and 4 keynote speeches were presented; participants representing 22 different countries including: Australia, Belgium, Brazil, Canada, Croatia, England, Finland, France, Germany, Iran, Italy, Malaysia, Marocco, New Zealand, Poland, Portugal, Romania, Scotland, Slovenia, South Africa, Spain, and United States of America. Concerning the most represented topics, we can highlight the presentation of 11 communications about Sport Tourism events, 10 on Sport Tourism management, 8 on environmental, economic and sociocultural impacts, and 7 about Sport Tourism and new consumption spaces, representing 64% of the total conference communications, demonstrating the trends of research in Sport Tourism. We also had a good number of master or PhD communications: 9 in total.

It was our intention that this conference was a time for both science communication and to reflect about the new challenges imposed by the globalized world. The papers included in this book are expected to function as open doors for knowledge sharing and reflection about these issues.

On behalf of the Organizing Commission of the STC'14

Yours sincerely,

Ricardo Melo

Coordinator of the STC'14

PROGRAMME

Day one: 10th December 2014

08.30h - Welcome and Registration
09.00h - Opening Session
10.30h - Coffee Break
11.00h - Parallel Session 1
13.00h - Lunch
14.30h - Parallel Session 2
16.30h - Coffee Break
17.00h - IRNIST Meeting
18.00h - Networking
20.30h - Gala Dinner

Day two: 11th December 2014

09.30h - Parallel Session 3
11.30h - Coffee Break
12.00h - Keynote Session 2
12.30h - Lunch
14.00h - Parallel Session 4
16.00h - Coffee Break
16.30h - Keynote Session 3
17.30h - Closing Session
18.00h - IRNIST Meeting

Day three: 12th December 2014

Social Day - Full-day guided visit to Coimbra Old Town - World Heritage by UNESCO

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ADVENTURE TOURISM FOR PEOPLE WITH DISABILITIES IN PORTUGAL: OPPORTUNITIES AND CHALLENGES

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Abstract

Recently, tourism for all appears as a phenomenon of strategic importance within the world. Contemporary society recognizes the need for inclusion of all and the universal right to participate in tourism activities that enhance human and social development. At the same time, it is important to stress out that, this relatively recent concern and sensitivity, is strictly related to two other global phenomena, aging population and quest for healthier life styles. Therefore, knowing that new realities imply alternative solutions, we believe active tourism combines symbiotically with accessible tourism, emerging as an opportunity for progress at different levels. Within this context, a more dynamic dimension of the tourism offer, adventure tourism for all, should be considered an opportunity for personal well-being, or else, quality of life of its participants. In addition, developing adapted adventure tourism activities to the disabled population will simultaneously provide new business opportunities. In Portugal, we have witnessed a growing interest in accessible tourism and observed the promotion of various public and private initiatives responding to the new tourism development trends. Thus, we suggest a new challenge for the sector under the adapted adventure tourism, presenting two perspectives of reflection in terms of the viability of the proposal and management of the tourism destination. In this paper we will discuss the relevance of accessible adventure tourism activities as an innovative development strategy, responding to new market demands, and potentially adding value to tourism products and destinations. We will base our presentation on a literature review as well as on the analysis of case studies undertaken in Portugal. This could have a pedagogical effect both on those responsible for the tourism sector and on tourists themselves, with or without disability, thus contributing to fight against stereotypes and prejudice still present in our society.

Keywords: Accessible tourism; Adventure tourism; Disability; Tourism for all.

1. Introduction

Tourism currently assumes a growing economic and social importance, capable of generating wealth and promoting socio-economic development of the territories involved. On the other hand, it is a way to promote well-being, contributing to the quality of life of its participants, therefore, essential to ensure equal rights and conditions to all citizens, that is, Tourism for All.

This requires the development of efforts to ensure the accessibility of tourism goods and services for people with disabilities, who constitute a broad framework of differentiated audience, people who have permanent or temporary disability, those traveling with small children or elderly, women in advanced state of pregnancy, obese people, among other situations. Thus, enhance the participation of people with any disability (temporary or permanent), to be precise, improve access to tourism for the entire population, is of great relevance and importance, responding to current global trends and at the same time helping to bring out the importance of an integrated and sustainable development planning for tourism destinations.

Development of Accessible Tourism for All implies the provision of answers and integrated solutions at the territory level, which requires the involvement of different actors, namely, the private, associative or voluntary and public sectors (Deville, Garcia, Carvalho & Neves, 2012).

We propose to examine scientific research carried out in this field, reflecting in particular on the challenges faced by the agents of the active tourism / adventure tourism sector to be able to meet the needs of tourists with disabilities. Consequently, we seek to understand these issues by analyzing some examples of good practices that have been emerging in Portugal, which makes us think of a backdrop of positive change. We reflect on the conditions / potential of the destination "Portugal" to the adapted adventure tourism practice and the resulting importance of the involvement and awareness of the different providers of active tourism services.

2. Benefits of adventure tourism for tourists with disabilities

Tourism and leisure in general, are increasingly important for improving and promoting quality of life of all people. Participation in tourist activities, being a vehicle for improving social interaction, personal development and identity formation, is linked to quality of life, being recognized as one of its indicators (Mactavish, MacKay, Iwasaki, & Betleridge, 2007).

Empirical evidence shows that people with disabilities have the same needs and desires as others, in relation to tourism (Buhalis et al., 2005; Przeclawski, 1995; Yau, McKercher & Packer, 2004). However, several studies stress the fact that these experiences are felt more intensely by people with disabilities, either through interpersonal relationships, or by strengthening their self-esteem (Shaw & Coles, 2004; Smith & Hughes, 1999; Daniels, Rodgers & Wiggins, 2005).

Although, benefits of tourism activities are more frequently and directly associated with physical and psychological health, they are also related to mental health. Experiences in which people cope with feelings of self-determination and perceived control, key aspects of the tourist experience, are intrinsically motivating and often result in psychological benefits (Caldwell & Gilbert, 1990). On the other hand, the meaning attributed to the tourism experience helps reduce feelings of weakness, vulnerability and lack of control and therefore is important for the self-efficacy of the person with disability and their self-empowerment (Blichfeldt & Nicolaisen, 2011; Iso-Ahola, 1982; Caldwell & Gilbert, 1990).

There is growing evidence on the critical need for social relationships in the lives of people with disabilities, as social isolation and dissatisfaction with social life are recognized as a social and individual problem in several studies related to this topic (Caldwell & Gilbert, 1990). Participation in tourism activities can play a key role in community integration, while allowing the development of social contacts and the social ability improvement of such people, which has a positive effect, by decreasing the sense of isolation (Bedini, 2000; Goodwin, Peco, & Ginther, 2009). It, thus, enables the development of social relationships, increase confidence and trust in others, important to influence the significant level of interpersonal communication progresses (Blichfeldt & Nicolaisen, 2011; Lobożewicz, 1995; Przeclawski, 1995; Carruthers & Hood, 2004; Goodwin et al., 2009). In this sense, through adventure tourism activities, people can develop social skills that enable them to be successful, not only in the field of leisure, but in all aspects of life.

Experiences shared by people with disabilities and other people during tourism activities put them close together, creating favorable conditions for the removal of existing stereotypes and providing an opportunity to face them within society (Przeclawski, 1995).

Apart from the integration and education functions which are encouraged by tourism, it is also important in the rehabilitation area. According to Caldwell and Gilbert (1990), leisure services are core under rehabilitation for two reasons: (i) they provide fun, rest and escape of institutional routines and also (ii) allow the realization of relevant experiences for all human beings. Moreover, these services can likewise be used clinically to help individuals acquire and improve social skills, physical functioning and cognitive abilities.

On the other hand, participation in activities in open spaces, in contact with nature, may result in increased physical strength and resistance, leading to improved energy and vitality (Goodwin et al., 2009; Lobożewicz 1995) and, for these reasons, tourism activities may be important to consolidate clearing mechanisms formed in the rehabilitation process.

In addition, integration, education and health promotion practices associated with tourism seem to assume a more crucial significance for people with disabilities in contributing to the development of more positive personal narratives. Indeed, tourism, by allowing the escape of usual environment, contact with new social environments, knowledge of other cultures and direct immersion in nature, becomes an important source of knowledge and social integration, and also a strong emotional experience (Szczygiel & Piotrowicz, 1995). Consequently, provides a change of focus, important for general balance and stress relief of individuals with disabilities (Moura, Kastenholz & Pereira 2012).

Blichfeldt and Nicolaisen (2011) refer that people with disabilities, like all others, feel the need to escape the bonds of their day-to-day life, though the reasons why they desire it may be different. The fact that people with disabilities often have a very structured day possibly contributes to a more intense need of escape. People with disability give greater emphasis on rest and relaxation provided by holiday, as it is an opportunity to strengthen family relationships and improve their general well-being (Shaw & Coles, 2004).

In summary, the scheme in Figure 1 intends to systematically organize the various benefits described, based on the review of the literature conducted (Bedini, 2000; Goodwin, et al., 2009; Hood & Carruthers, 2007; Szczygiel & Piotrowicz, 1995). There are three types of markedly positive effects provided by tourism, counting social benefits of participation, perception of independence and also personal and social rehabilitation.

Figure 1. Summary of the adventure tourism for people with disabilities benefits.

TYPE OF BENEFITS			
SENSED BENEFITS	SOCIAL PARTICIPATION	INDEPENDENCE PERCEPTION	PERSONAL AND SOCIAL REHABILITATION
	Cognitive development	Understanding actual/ real limitations	Strengthening of physical abilities
	Social inclusion	Perception of the imposed limitations	Personality development
	Isolation decrease	Interdependent relationships with new people	Social skills increase

Source: Goodwin *et al.* (2009).

Considering the research carried out by Yau et al. (2004), tourism consumers with disabilities state that the simplicity of being given the opportunity to be at a certain destination, feel the triumph of participating in tourism or just witness a narrative about

objects or spaces, smells or sounds, is sufficiently important for a satisfactory tourism experience. Thus, the positive effects of tourism result in eloquent social factors, not only for those involved directly in tourist activities, but for contemporary societies in general. The accessible adventure tourism, in particular, may be an important engine for promoting long-term well-being, i.e., the quality of life of individuals with disabilities and simultaneously a means of awareness, acceptance, respect and integration of all social groups.

3. Growth trends on accessible tourism demand

Demographic data show a growing trend in travel by people with disabilities. According to World Health Organization (2007), in 2020 there will be 1.2 billion people aged over 60 years, being this phenomenon even more pronounced within the major origin markets. In fact, the aging population in developed countries, combined with the strong link between age and lack of mobility as well as the gradual increase of the discretionary income of people with disabilities as a result of the promotion of equal access to employment and other policies integration will lead to a significant increase of people with disability holding economic conditions for travelling. On the other hand, also the scientific and technological development, which promotes autonomy and independence, contribute to the increasing number of people that, even with a disability, do not stop travelling, being their travel decisions heavily influenced by the conditions of accessibility offered by tourism destinations.

Consistent with Buhalis and Michopoulou (2011), the total market demand for accessible tourism reaches in Europe, approximately 127 million people, which correspond to about 25% of the population. If we consider the effect of the disabled companions, the potential of this travel market varies between 134 million and 260 million, whose revenue ranges from 83 billion to 166 billion EUR, just considering the European tourism market (Buhalis, Eichhorn, Michopoulou & Miller, 2005). In the near future and according to Darcy and Buhalis (2011), it is predicted that by 2030, this number would rise to a billion people, which means that one eighth of the population will have some kind of disability, what represents an increase of about 140%.

In parallel, it is important to underline that the tourism consumer with a disability does not travel alone, so the economic value of this market segment is immediately doubled. Neumann and Reuber (2004) certify that 52% of the respondents in their research depended on the assistance of at least one companion during travel and Tourism Queensland (2002) confirms that the majority of disabled tourists travel in groups of 2 to 5 members. Further research consolidate the growing interest of the disability market, particularly in Australia, where there are 10% of consumers with disabilities (Darcy, 2003), in the U.S.A., where 27.6% of tourists believe that an accessible destination to all is a reference variable weighting in their choice for a holiday destination (Ministry of Tourism of Ontario, 2007) or in Canada, where 21.4% of travelers mention that access or the accessibility of a destination is a very important or important aspect for their choice of the destination (Ministry of Tourism of Ontario, 2007). In this context, the analyzed data provide evidence of a latent demand, with the disability market showing growth potential if barriers to participation in tourism activities are removed.

4. The adapted adventure tourism challenge in Portugal

Acknowledging the centrality of the theme, the national tourism authority, Turismo de Portugal, IP, has developed several initiatives linked to the issue of accessibility. We highlight the Good Practice Guide for Accessibility in the Hospitality Industry (Turismo de Portugal, 2012), the awareness actions about disability and accessibility among tourism entrepreneurs, the project "Accessible Beach - Beach for All", the recognition of the Portuguese quality standard within accessibility for tourism services, among other initiatives.

The National Strategic Plan for Tourism 2013-2015 review (approved by Resolution of the Council of Ministers No. 24/2013, of April, 16) includes, as part of strengthening the competitiveness of destinations, several references to the need to develop efforts to transform Portugal into an accessible destination for all, alerting for example, for the need for more training about disability and to the creation of hospitality conditions bearing in mind infrastructures and tourism services.

The Project Accessible Beach / Beach for All, created in 2004, was one of the arising initiatives from the Portuguese European Year of People with Disabilities to harmonize various local initiatives already undertaken to make available and accessible to disabled the Portuguese beaches, extending them to larger possible number of bathing areas (both coastal and inland), occurring not only in compliance with the law, which already specified the technical standards for parking, toilets and access ramps to the beaches, but also creating conditions for mobility in the sand and water through the existence of personal vehicles.

The actions necessary to obtain the designation of "accessible beaches" and the right to be awarded the indicative of full accessibility, includes a number of aspects, ranging from the proper access to the beach, pedestrian access, adapted toilets, etc.

Specifically, in the field of active tourism, it was launched in February 2013 a Good Practice Guide for Accessibility, developed by Turismo de Portugal, IP, in partnership with the Portuguese Federation of Sport for People with Disabilities. This guide includes a set of information on the main outdoor activities that can be undertaken by tourism companies to customers with special needs, envisaging the requirements for each activity, the issues to be addressed by type of disability, support products and specific recommendations (Turismo de Portugal, 2013). Thus, it is intended to provide a useful tool to support tourism agents and industry, in general, to the urgent need to diversify services for this growing segment of the tourism demand.

Tourism recreational activities are therefore a highly relevant factor for national tourism. The National Strategic Plan for Tourism also highlights the need to develop distinctive and innovative products contents, event promotion and the minimization of bureaucracy as a stimulus to the creation of new and established businesses of recreational activities, and the launch of an Annual Calendar of tourist Entertainment.

APECATE – *Associação Portuguesa de Empresas de Congressos, Animação Turística e Eventos* considers as the main challenge for Portugal, the training or education, which depends on adaptation to current needs and trends of the demand and, consequently, product design foreseeing sustainable and quality tourism. These trends and current needs will meet enriching experiences demand, integrating not only the static elements of traditional tourism, but rather dynamic offers and active recreation. In this context, it is then important to consider that active tourism is as relevant to general public as to people with disabilities, requiring few changes, making it accessible for all.

Adapted or accessible adventure tourism associated with national strategic products development, such as cultural and scenic touring, nature tourism or health and wellness tourism, can be a determining factor for the differentiation of the destination "Portugal ", not only nationally, but also internationally, providing all individuals with the possibility of enjoying, in safety and comfort, the same leisure activities, and outdoor recreation. Therefore, accessible adventure tourism can be assumed as an instrument to attract a greater number of domestic and foreign tourists, while allowing the association of "Portugal" to a "social label" that is becoming increasingly relevant in international markets, as an aspect that potentially contributes to increase tourism demand and strengthens the competitive position of Portugal as a destination.

Research developed by Kastenzholz, Pinho, Eusébio and Figueiredo (2010) revealed that accessible tourism or adapted recreation activities promoters in Portugal are usually nonprofit disability institutions, mostly concerned on social and individual benefits resulting from its development. Thus, we realized that recreational tourism entrepreneurs in Portugal are still not fully aware or sensitive to reality or tourism for all opportunities. The same authors, Kastenzholz et al (2010), also concluded that tourism or recreational activities identified by individuals with disabilities as having greater potential of attractiveness and development were nature activities, outdoor and sports.

In this sense, we can conclude that the development of adapted adventure tourism products clearly responds to latent market needs and thus helps to increase attractiveness and population retention of territories, minimizing weaknesses such as seasonality, and fostering the rise of multiplying effects on local economies and, gradually, leading to an evolution of its ability to offer more and better infrastructure, equipment and services.

5. Some examples of good practices

Thereafter, we analyzed three cases of good practices that have been developed in Portugal, in this scope. Our research allows us to highlight the emergence of initiatives coming from the public, associative and private sector, which gradually boost the development of adventure tourism for people with disabilities in Portugal.

These initiatives have been taken by Turismo de Portugal (National Tourism Authority), as mentioned above, and demonstrate the interest and perceived opportunity by different social actors in promoting more inclusive tour services.

The examples were selected to give relevance and to sustain the main theoretical issues that we considered in the literature review. So, we begin by portraying what has been developed by the private sector, strengthening the business opportunity and the competitive advantage associated with Accessible Tourism. The company selected was Accessible Portugal, the first company specifically created for this purpose in Portugal. However, the survey carried out allowed us to identify several companies in this field, all over the country, that offer adapted adventure tourism products, in its multiple facets and activities, allowing to empower tourist destinations where they operate .

We selected, then, the case of Lousã, which allows us to show the importance of local stakeholder's involvement/ commitment and the need for a systemic view in order to make it an accessible tourist destination. Finally, we take the matter further by highlighting the important role played by associative movement in promoting more accessible tourism experiences, in this case, the Salvador Association.

5.1. Accessible Portugal

Initially established as Travel Agency and Tourism Entertainment Company, Accessible Portugal has as target audience people with reduced mobility and their family and friends, offering them different tourism services capable of providing memorable tourist experiences, while ensuring the accessibility of all quadrants of activity. Gradually, their offer has expanded to new audiences, especially through the promotion of actions aimed at people with sensory disabilities.

In the planning of each trip, Accessible Portugal ensures accessible transportation to wheelchairs users in vans; accessible accommodation; personalized support; accessible restaurants; monitor or guide throughout the trip or activity; accessible museums and places of historical interest; rental product support (technical assistance) and "nature and adventure activities" adapted to customer needs and tastes.

What distinguishes this company from other tour operators is their ability to address the major problems faced by the customers. The company's policy is based on the integration of people with disability, trying to give them unconditional support with a strategy directed to their utmost satisfaction.

Despite the focus on offering tourist services for people with disabilities, it is highlighted as an essential feature the fact that a substantial proportion of customers do not have mobility restrictions, however being conditioned by friends or family in those conditions.

It is therefore important to eliminate or overcome barriers to provide, to all and simultaneously, the same moments of leisure. In this context, the Accessible Portugal's final mission is to provide a tourism service of excellence. Responding to the goal of the National Strategic Plan for Tourism, ensures quality and competence in offering increasingly accessible tourist services. In such scope, this company has also been involved in several advisory projects in order to qualify the Portugal tourist offer and thus develop their activity. The innovative nature of this company work has been recognized nationally, and internationally, with the award of several prizes and honors.

5.2. Salvador Association

Salvador Association is a Private Institution of Social Solidarity, founded in 2003, whose mission is to promote the integration of people with physical disabilities in society and, in that context, its scope of action includes different projects developed in the fields of integration, accessibility, research and technology.

Salvador Association has been doing an outstanding work in raising awareness and ensuring the rights and opportunities of people with disabilities in Portugal. In the field of tourism, this association has developed several initiatives in defense of global accessibility to tourist destinations, alerting and strongly defending the rights of tourist consumers with disabilities. Therefore, we highlight the promotion of television programmes for the dissemination of the day-to-day life experiences of individuals with disabilities, the survey and inventory of accessible tourism offer in Portugal and the creation of the "Accessible Portugal" website (available online at www.portugalaccessivel.com), which acts as a reference guide in providing reliable tourist information on physical accessibility of different tourist services in Portugal, namely on adventure tour itineraries for people with disability.

This "Accessible Portugal" guide, created in 2008, includes information in Portuguese, English and German on the physical accessibility of about 3,500 spaces across the country - accommodation, culture, leisure, beaches, restaurants, health, transport and other services.

The accessibility of spaces included here is evaluated by members of the Association, allowing interaction and exchange of experiences among the community of people with physical disabilities and at the same time is an awareness tool for public and private entities about the importance of accessibility. This project was awarded in 2009 by the Tourism Awards Portugal, with an Honorable Mention in the Services Category.

5.3. Lousã: Accessible Tourism destination

The Lousã village is located in central Portugal, about 20 km from Coimbra, a mountain region where the main tourist products are based on nature, but also in their cultural resources.

From the social development point of view, Lousã has a long tradition in the field of accessibility and inclusion for people with disabilities, represented by ARCIL¹ (Associação para a Recuperação de Cidadãos Inadaptados da Lousã), founded in 1978. The work of this association has been fundamental in building a culture of accessibility, changing attitudes and instituting respect for difference, while it has been expanding its sphere of action.

Another major initiative in the growing of this project was the completion of the first National Conference on Accessible Tourism in Lousã held in April 2007, a result of the joint effort of the following stakeholders: Provedoria Municipal das Pessoas com Incapacidade da Lousã², Escola Superior de Educação de Coimbra³ (ESEC), ARCIL, Instituto Nacional de Reabilitação⁴ (INR, IP), Direção Regional de Economia do Centro⁵ (DRE-Centre) and Dueceira – Associação de desenvolvimento do Ceira e do Dueça⁶.

This pioneer meeting allowed to extend the discussion of disability and accessible tourism development, bringing to the discussion the cases of good practices that have stimulated the interest of the business community, and academic and policy which resulted in a special edition, released in September 2009, the scientific journal *Development of Tourism* and the University of Aveiro, dedicated to the theme of Accessible Tourism.

The project "Lousã Accessible Tourism Destination" was thus the culmination of a process of development, which is now accepted as a strategic commitment of the Municipality of Lousã. To operate and formalize the project, a "Task Group" was formed, coordinated by a technical team which integrates different local actors from tourism and social areas and also has the support of national and international experts. The assumed model advocates a participative management philosophy, which is represented in the accommodation sector, catering, activities, entertainment, and other socio-economic structures of the municipality. Led by a "Task Group", the implementation of the action plan has required the coordination of local actors. This reinforces the idea of the need for a systemic view, where the joint work of different actors is the lever of the qualification strategy and differentiation of this target. Thus, this process is the result of the convergence of social, cultural and political enablers of building a culture of accessibility, which extends beyond the sphere of tourism.

The studies carried out under this project resulted in several recommendations on organizational context, infrastructure and facilities, transport and tourist entertainment and adventure destination Lousã. Currently, many of these recommendations have already been

¹ Association for the Recovery of the Lousã Inadaptated Citizens

² Municipal Ombudsman for Persons with Disabilities Lousã

³ Coimbra College of Education

⁴ National Institute for Rehabilitation

⁵ Regional Directorate for Economy - Centre

⁶ Association of the Development of Ceira and Dueça

implemented, having made Lousã's tourism reality more inclusive and sustainable, while others are still in the process of implementation, since we cannot forget that tourist accessibility is a complex process and should be understood in a long term perspective.

Finally, it is stressed the effort of organization, management and administration of the destination through various initiatives, highlighting the Certification of Destination through the European Network for Accessible Tourism (ENAT). It is also of particular relevance the promotion of accessibility culture practices involving numerous and complementary actions to the implementation of the entire project, such as creating an Accessibility Award for tourist enterprises and commercial establishments, awareness events, actions of specialized training, among others.

The analysis of some examples of what has been developed in this field in Portugal sought to aware the importance of involving local actors and the need for a systemic approach to a more accessible tourist destination. There is a growing political interest in this subject and a greater commitment of public and private actors in the field of universal accessibility and, particularly, in the tourism sector. In this sense and according to the European Concept for Accessibility (European Concept for Accessibility), we highlight the seven interdependent success factors for projects or initiatives that are intended to be accessible: decision-maker commitment, coordinating and continuity, networking and participation, strategic planning, knowledge management, resources, communication and marketing (Sagramola, 2008, p. 18).

6. From tourist perspective to tourist destination management

The gains of tourism for the well-being of individuals are increasingly evident and testify the need to the urgent development of comprehensive and inclusive tourist approaches.

As mentioned before, several authors underline the importance of tourism activities, especially outdoor or adventure activities, for the rehabilitation of individuals with disabilities, not just physically, but also socially (Loy, Dattilo & Kleiber, 2003; Hutchinson, Loy, Kleiber & Dattilo, 2003). Garcia-Villamizar & Dattilo (2010) even conclude that attendance at recreation activities positively influence the quality of life of adults with disability.

It is also important to note that adventure travel involves contact, socializing and interaction, presenting itself as a great asset in terms of opportunities for social inclusion. The adventure tourism is at the outset of a powerful tool for eliminating constraints to active participation of people with disabilities in society, contributing to the individual personal development (Przeclawski, 1995), with remarkable physical, psychological, emotional, social, spiritual and aesthetic level effects (Henderson & Bialeschki, 2005), not forgetting the decisive contribution to the growth of self-confidence and improving interpersonal communication (Goodwin, Peco, & Ginther, 2009; Hood & Carruthers, 2007; Lobożewicz, 1995; Loeffler, 2004; Przeclawski, 1995). It is also noted that the benefits referred are not restricted to the moment of participation in tourist and adventure outdoor activities, but also have repercussions over time, contributing to the perceived quality of life of individuals with disabilities (Anderson, Schleien, McAvoy, Lais, & Seligmann, 1997; Goodwin, et al, 2009; Carruthers & Hood, 2007).

On the other hand, considering the destination management perspective, the involvement of all stakeholders emerges as a critical issue for the successful implementation of accessible tourism (Devile et al., 2012). Improving accessibility is reflected in the improvement of the different departments involved in the tourist experience, opens

opportunities for new markets, stimulates diverse tourism offerings, improves operational management and brings competitive advantages to service providers and the destination as a whole (Anderson et al., 1997; Goodwin, et al, 2009; Carruthers & Hood, 2007).

For this to take place in reality, cooperation and the establishment of strategic partnerships are basilar requirements. These depend on the ability of actors, from the public sector, to encourage and work with various stakeholders from the private sector and non-governmental organizations, with different interests, resources and goals (Michopoulou & Buhalis, 2011).

In summary, it is possible to understand that the competitiveness of a tourism destination is associated to its accessibility, not forgetting that this is not just physical or architectural (Devile et al, 2012; Scheurer & Curtis, 2010). Thus, it is crucial to involve all stakeholders in the development destination, reconciling interests and responsibilities, establishing networks and commitments between the different actors of the tourism system (Darcy & Dickson, 2009). This approach requires strategies and joint actions to gain another critical mass, as well as motivation and identification with the process. All actors in the tourism system should join efforts to promote accessibility, not only in the destination, but also, effectively, from the usual environment of the tourist, once they leave home, and throughout their journey (Soares, 2012).

7. Final considerations

Accessible adventure tourism is one of the tourism phenomenon responses to new tourist trends and concerns of contemporary societies. Hence, the accessible adventure tourism can be considered more than one type of tourism, translating into a global tourism and progressive actual version. Additionally, as is suggested by Ray and Ryder (2003), adventure tourism activities adjusted to the characteristics of the target population, encourage the development of physical, social and cognitive skills, such as self-confidence.

Another factor that deserves mention is the high degree of loyalty of the tourists with disabilities (Burnett & Baker, 2001) that, when satisfied, tend to return to those destinations that guarantee them the enjoyment of safe touristic experiences. This has significant economic implications, increasing the destination attractiveness and competitiveness. Another important issue in the economic terms is the accessible tourism latent demand, estimated in about 10% of the world population (World Health Organization, 2007), with potential for exponential growth in the next twenty years by approximately 140% (Darcy & Buhalis, 2011).

Thus, accessible tourism issues are relevant both socially and ethically, and also include an important economic dimension. The analysis of some examples of what has been developed in this field in Portugal sought to aware the importance of involving local actors and the need for a systemic approach to the development of adventure tourism. These factors, being only small signs of the long road still to go, help to establish a scenario for change, which gradually gives rise to concrete development and recognition of the Tourism for All.

In conclusion, there are already empirical evidence and research that justify the relevance of adventure tourism market as well as the benefits of this type of tourism for people with disability case. It becomes clear that accessible tourism increases the quality of life of local communities and their visitors, and should therefore be regarded as the new

paradigm of tourist development, supported by tourism quality, competitiveness and sustainability.

Inclusion, disability, aging are areas of study increasingly the target of scientific research with an increasing importance in modern societies (Darcy & Buhalis, 2011). Thus, considering the significant implications that these constructs have for the development of adventure tourism, both on the supply and demand side, it would be interesting to research on other aspects of relevance, particularly in the context of technological innovation, to create materials and equipment suitable for the practice of adventure activities that do not yet allow the participation of individuals with a disability.

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MOTIVATIONS FOR ACTIVE SPORT TOURISM: THE CASE OF HIKERS ON MOUNTAIN TRAILS

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Abstract

Active Sport Tourism has been identified, along with Event Sport Tourism and Nostalgia Sport Tourism, as a category of Sport Tourism. Active sport tourists travel to take part in sport – being physically active is the main aim to travel. Each decision regarding holiday, weekend or one-day tour is associated with several motives of different strengths. The aim of the study was to analyze motives that drive tourists of different age groups to partake in active sport tourism. The survey was carried out in July and August 2013 and comprised hikers on mountain trails of the Beskidy Mountains. Statistical analysis included 375 correctly completed questionnaires. The investigations were carried out in the form of a diagnostic survey. The research tool was an anonymous questionnaire consisting of 49 statements concerning the motives for participation in active sport tourism. Seven indices were calculated based on the concept of Winiarski (1991). Four additional indices were calculated according to Iso-Ahola's (1982) categories of tourism and leisure behavior. The respondents specified their level of agreement to statements using the 5-point Likert scale. The need to be physically active was the predominant motive to participate in active sport tourism while ambition was the least important of all motivational dispositions. The most important among the four Iso-Ahola's tourism and leisure behavior categories was that of seeking personal rewards.

Keywords: Active sport tourism; Motives; Survey.

1. Introduction

Active Sport Tourism has been identified, along with Event Sport Tourism and Nostalgia Sport Tourism, as a category of Sport Tourism. Active sport tourists travel to take part in sport – being physically active is the main aim to travel. While defining this type of tourism, several authors emphasize that active sport tourists are individuals who participate in sport activities while on holiday (De Knop, 1990; Gibson, 1998; Hinch & Higham, 2011).

Each decision regarding holiday, weekend or one-day tour is associated with several motives of different strengths; it is the interaction between individual motives that generates behaviors (Bowen & Clarke, 2009). Motivation is defined as a process of stimulating people to actions, the inner drive or pressure to take action in order to accomplish some goals (Mullen & Johnson, 1990).

According to Winiarski (1991), active recreation behavior is driven by seven motivational forces including: activity, catharsis, health, emotion, society, ambition, knowledge. Another frequently cited theory regarding leisure and travel motivation is Iso-Ahola's Social Psychological Model of Tourism Motivation (SPMTM) (Iso-Ahola, 1982). It is based on the concept of push and pull factors leading people to travel and described by Dann (1977) and Crompton (1979). The push factors are internal forces or intrinsic motivators that predispose the tourist to travel while the pull factors are external forces which attract him/her to a given destination. Iso-Ahola believed that motivation is an internal force, which modifies the behavior of an individual similarly to pull factors. People participate in tourism to reach satisfaction through striving for something or avoiding something. Four motivation

categories have been mentioned (Wolfe & Hsu, 2004): seeking personal rewards; seeking interpersonal rewards; escaping interpersonal environments; escaping personal environments.

The investigations on the motives to participate in tourism have so far been carried out to some extent only and in different population fractions. The obtained results have indicated the following predominant reasons for travelling: having fun, good price/quality relationship (Andreu et al., 2005; Dejtisak et al., 2009), getting acquainted with other cultures, having adventure (Chadee, 1996), relaxation and visiting places of *cultural* value and *historical* significance (Jiajia, Jing & Erdogan, 2009; Jonsson & Devonish, 2008), the will to escape, have rest and adventure (Kima, Nohb & Jogaratnam, 2007).

An analysis of an individual becoming engaged in tourist activity should take a broader perspective, commonly referred to in literature as "Vacation Decision Making Process" (Decrop, 2006). Knowledge on the motives underlying the decisions regarding holiday trips might also prove useful for marketing purposes. Based on the knowledge of travel motives, an appropriate marketing campaign of a tourist agency or holiday destination authorities might help increase an influx of visitors to the region.

The aim of the study was to analyze motives that drive tourists of different age groups to partake in active sport tourism. The following research questions were formed:

1. What are the predominant recreation-related motives while making a decision to participate in the events of active sport tourism?
2. What motives for tourism and leisure behavior are the most significant?
3. Is there any gender dimorphism regarding these motives?

2. Methodology

The survey was carried out in July and August 2013 and comprised hikers on mountain trails of Beskid Śląski and Beskid Żywiecki, who stayed in five mountain hostels. Participation in the survey was voluntary. Statistical analysis included 375 correctly completed questionnaires. Social characteristics of the respondents are presented in Table 1.

The investigations were carried out in the form of a diagnostic survey. The research tool was an anonymous questionnaire consisting of 49 statements concerning the motives for participation in active sport tourism. The respondents selected those items of the 5-point Likert scale that best represented their views and gave the following comments: "absolutely yes" (4 points in statistical calculations), "rather yes" (3 points), "I don't know" (2 points), "rather not" (1 point) and "absolutely not" (0 points). Based on the comments, an index was calculated for each motivational disposition (the total score for comments on a particular motive divided by the number of statements). Seven indices were calculated based on the concept of R. Winiarski (1991) (each of seven motivational forces is studied based on 7 questionnaire statements). Four additional indices were calculated according to Iso-Ahola's (1982) categories of tourism and leisure behavior (6 to 13 questionnaire statements each). The value of each index ranges from 0 to 4. The value of 2 corresponds to the answer "I don't know" and should be interpreted as a neutral attitude towards a given motive. Higher and lower values of the index evidence an increase and decrease in motivation, respectively.

A double-classification repeated measure ANOVA and the Tukey post-hoc test were used to determine differences between particular motives for participation in active sport tourism by gender. The repeated measure factor was motivation type. Statistical significance was set at $p < 0.05$.

Table 1. Social characteristics of the questionnaire respondents.

Survey participants	Total		Female		Male		
	N	%	N	%	N	%	
Gender	375	100.00	187	49.87	188	50.13	
Age	≤ 19	9	2.40	5	1.33	4	1.07
	20-29	222	59.20	108	28.80	114	30.40
	30-39	66	17.60	30	8.00	36	9.60
	40-49	13	3.47	10	2.67	3	0.80
	50-59	16	4.27	11	2.93	5	1.33
	60+	49	13.07	23	6.13	26	6.93
Education	Primary	10	2.67	3	0.80	7	1.87
	Secondary	126	33.60	55	14.67	71	18.93
	Higher	239	63.73	129	34.40	110	29.33
Occupation	Secondary school student	8	2.13	3	0.80	5	1.33
	University student	105	28.00	56	14.93	49	13.07
	Unemployed	38	10.13	20	5.33	18	4.80
	Laborer	27	7.20	5	1.33	22	5.87
	Office worker	60	16.00	36	9.60	24	6.40
	Engineer	11	2.93	3	0.80	8	2.13
	Health care	14	3.73	9	2.40	5	1.33
	Manager	17	4.53	8	2.13	9	2.40
	Teacher	18	4.80	12	3.20	6	1.60
	Sales and services	37	9.87	18	4.80	19	5.07
	Others	40	10.67	17	4.53	23	6.13
	Place of residence	Large city (>100 thous. inhabitants)	235	62.67	108	28.80	127
Mid-sized city (25-100 thous.)		95	25.33	54	14.40	41	10.93
Small city (< 25 thous.)		24	6.40	11	2.93	13	3.47
Village		21	5.60	14	3.73	7	1.87

3. Results

The analysis revealed noticeable diversity with respect to motivational dispositions affecting the decision about participation in active sport tourism. Both female and male respondents consistently mentioned activity and ambition as the most and the least important motives, respectively. The post-hoc test showed that the index of the ambition motive was significantly different compared to all other indices. The motives for participation in active sport tourism did not differ much between women and men. Nevertheless, female respondents mentioned the physical activity motive significantly more often than men (Table 2).

Table 2. Motivational force indices and their variability.

Gender	Motivational force								Index variability
	Activity	Catharsis	Health	Society	Emotions	Ambition	Knowledge		
Total (375)	\bar{X}	2.65	2.32	2.50	2.48	2.50	1.99	2.30	F=12.905 p>0.001*
	SD	0.55	0.53	0.96	1.20	0.87	0.79	0.85	
Female (187)	\bar{X}	2.73	2.36	2.56	2.51	2.49	1.94	2.29	F=7.150 p>0.001*
	SD	0.49	0.79	0.90	1.10	0.86	0.75	0.86	
Male (188)	\bar{X}	2.60	2.29	2.46	2.46	2.51	2.11	2.33	F=7.021 p>0.001*
	SD	0.54	0.55	0.64	0.81	0.55	0.61	0.58	
Index variability		F=6.154 p=0.016*	F=3.211 p=0.078	F=0.487 p=0.488	F=0.035 p=0.852	F=2.233 p=0.140	F=0.194 p=0.661	F=0.016 p=0.900	

* statistically significant

Among the four indices calculated according to Iso-Ahola’s motivation categories for tourism and leisure behavior, the highest and the lowest indices were those of *seeking personal rewards* and *seeking interpersonal rewards*. The former differed significantly compared to other indices calculated for the total study population and for the female subgroup; in men all indices were comparable. Only the category of *escaping interpersonal environments* differed significantly by gender; the category index was significantly higher in women than in men (Table 3).

Table 3. Iso-Ahola’s motivation categories and their variability.

Gender	Motives				Index variability	
	Seeking personal rewards	Seeking Interpersonal rewards	Escaping personal environments	Escaping interpersonal environments		
Total (375)	\bar{X}	2.76	2.48	2.63	2.53	F=9.153 p>0.014*
	SD	0.59	0.61	0.81	1.20	
Female (187)	\bar{X}	2.78	2.49	2.59	2.81	F=8.340 p>0.001*
	SD	0.51	0.69	0.48	1.10	
Male (188)	\bar{X}	2.73	2.48	2.67	2.42	F=2.231 p>0.072
	SD	0.53	0.50	0.56	0.81	
Index variability		F=3.215 p=0.083	F=1.524 p=0.106	F=3.258 p=0.089	F=9.012 p>0.001*	

* statistically significant

4. Conclusions

Decrop (2006) believes that the answer to the question *What influences the way tourists behave and make their decisions?* is the most important element for understanding a

complex process of vacation decision-making. The push-pull concept helps analyze this aspect of vacationers' behavior, which is of significant importance for the tourism market.

Knowledge on the motives underlying the decisions regarding holiday trips might also prove useful for marketing purposes. When analyzing factors affecting sport consumer behavior, J. Berbeka emphasized psychological factors and, among them, motivation. She believes that the spectrum of needs satisfied through sport activity may be quite broad; the task of marketing is to make the potential customers realize these needs, shape and intensify them (Berbeka, 2003, p. 24). If the needs are to be shaped, intensified and satisfied, they must first be determined, and before that, investigated. Motivation, which stimulates and gives direction to human actions results from unsatisfied needs. Unsatisfied needs are strong motivators. Active sport tourism related products might constitute an offer both for the inhabitants of a particular region (especially its urban areas) interested in weekend- or even one-day trips and for those from the outside of the Province. Own investigations on the programs developed to promote active sport tourism in 16 Polish administrative provinces indicated that the majority of these provinces use this type of tourism to increase an influx of visitors to the region (Tomik, Hadzik & Cholewa, 2012). The most intensively promoted are local nature attractions and places especially appealing to individuals who favor more active pastimes. However, such marketing strategies only use pull factors, completely neglecting push factors. Knowledge on motives which influence decisions concerning holiday trips might enhance the effectiveness of marketing campaigns promoting both tourist products and tourist values of particular destinations.

When preparing a marketing campaign for a tourist area or tourist company directed at a particular consumer group, it is advisable to emphasize those elements, which stimulate tourism-oriented behaviors to the greatest extent. This is consistent with the conclusions of A. Niemczyk, who investigated the motives for culture tourism. The author wrote that "motives for participation in culture tourism differentiate tourist decisions with respect to culture-oriented travels. This is important for tourism industry and the representatives of local authorities participating in the creation of the tourist product for a given area. The conclusions of such analyses might be used in the process of cultural policy formation, which is inherently addressed at area visitors (Niemczyk, 2012, p. 56).

The analyses and own studies allow us to draw the following conclusions:

1. The need to be physically active was the predominant motive to participate in active sport tourism while ambition was the least important of all motivational dispositions.
2. The most important among the four Iso-Ahola's tourism and leisure behavior categories was that of *seeking personal rewards*.
3. Gender dimorphism was limited to the motive of physical activity, ie, women more often admitted that their decision to participate in active sport tourism was related to the need of being physically active. Also, *escaping interpersonal environments* as leisure and tourism motivation was more important for female than male participants of active sport tourism.

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SURFING TOURISM PLAN: MADEIRA ISLAND CASE STUDY

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Abstract

Surfing tourism provides a global business opportunity and forms part of the multimillion industry of adventure tourism. Surfing has successfully attracted participants willing to search the globe for locations and unique adventure experience, looking for the perfect conditions concerning the quality of the waves. It becomes essential to understand how surfers list and compare the diversity of several surfing destinations. In Portugal, surfing has been growing exponentially over the last decades not only as a sport, but also as a social and economic activity. However, beaches and surfspots have been damaged due to coastal constructions. This study aims to identify the strong points and characteristics of Madeira Island's surfspots and surf industry services. To achieve this, *SOS – Salvem o Surf* practical model was used, which is based on aspects such as geography, geology and meteorology, as well as the support infrastructure and services. We also discuss recovering three surfspots which lost part of their world class quality, due to not including surfing as part of coastal management in the past. Moreover we consider the improvement of surfspots for surf tourists and beginners surfers, with the use of Multi-Purpose Reefs. Our results also suggest that surfing provides successfully alternatives, limiting the phenomenon of seasonality. This confirms that Madeira possesses several surfspots, with diverse degrees of difficulty, allowing surfing from beginner to advanced levels. This study provides a better understanding of surf tourists choice patterns, which benefits both surfers and the tourism industry.

Keywords: Coastline management; Environmental policies; Surfing tourism; Sustainable development.

1. Introduction

Surf tourism provides a global business opportunity and makes part of the multimillionaire industry of adventure tourism. In some popular touristic destinations such as Hawaii, Australia and Indonesia, surf tourism accounts for a substantial portion of touristic income, and has been estimated globally to be around ten million dollars annually (Buckley, 2002), while indirectly contributing to the development of other activities of local economies. Leal (2007) refers that the emergence of new and more sophisticated sports practices associated with the outdoors, and especially those practiced in the sea and coastline, has contributed positively to the increase of tourists searching for adventure and recreation. Surfing is a sport associated with the ocean environment which has most successfully attracted participants willing to search the globe for locations and unique adventure experience, looking for the perfect conditions concerning the quality of the waves and surfspots (Fluker, 2003).

Surf tourism includes not only surfers but also, spectators, journalist, companions, and entire families. Nevertheless, and taking into account the demands of this phenomenon, it becomes essential to obtain information of how different groups of surfers list and compare the diversity of several surfing destinations. This type of tourism is a new business opportunity worldwide (has been estimated globally to be around 13 billion Euros (Buckley, 2002), being part of the multimillionaire industry of Adventure Tourism. Since the tourism

sector is 20 to 40 per cent of the Gross Domestic Product (GDP) of Madeira Region (Portugal) and is actually responsible, directly or indirectly, for 15 per cent of all jobs in Madeira (Lopes, 2008).

In Portugal, surfing as a sport and an economic activity, has shown a very significant development in the last decade. This is reflected not only in increasing the number of practitioners, as well as to increase the economic benefits associated with the market that involves this sport (such as the sale of sports equipment, rental equipment, the establishment of schools and surfcamps - specific accommodation for surfers, families and supporters of modalities, or to raise sponsorship for conducting competitions). It is estimated that in Portugal the surfing industry can move about 300 million a year (Ferrony, 2013). Based on this, the preservation or the destruction of surfspots can be quantified in terms of their economic impact, which reflects the national panorama, but especially the local communities' scenario.

Examples like Ericeira and Peniche and recently Nazaré are required in this analysis: the position of local authorities against the importance of surfing has changed and has proven its value in the development of the local economy (Horta & Bicudo, 2012; Ferrony, 2013; SOS, 2014). The same authors, stating that corroborates the international level, the surfing market represents a turnover estimated at 11 billion Euros (from 2005-2006). This overall figure, the European market grossed 1.48 billions of Euros of which 1.1 billion Euros are allocated to the profits of companies based in the French region of Aquitaine. In Portuguese territory, for five years now, the number of surfers stood between 50 and 70 thousand (who practice surfing at least once a week). Currently, according to data released by the Federation of Surf Portugal, there are over 200,000 practitioners, the second most practiced sport after soccer.

In terms of the economic impact of the surfing industry, there are mainly two methods of analysis: the total profits of various companies related to surfing and supported by practitioners of the sport cost. For this factor, it should be noted that a regular practitioner of this sport spends approximately 2000 to 3000 Euros per year in sports equipment and travel. Adding to this figure the 200 to 500 thousand Euro profit of surfing proceeds from international competitions (which can easily reach one million Euros), equipment and stores reached a total value of 150 to 200 million Euros representative of the economic gains of surfing in Portugal (Horta, 2009; Bicudo, 2009).

The aim of this paper is to analyze the regional strategies of surfing as a touristic product in Madeira Island, based on the natural resources and contributing for the enhancement of planning and implementation strategies of tourism marketing at regional level. This study is organized in sections. In section 2, we detail our methodology, in section 3 we show the main results of our work. Finally we conclude and do the study discussion in section 4.

2. Methodology

The objective of this research is to identify all the surfspots located in Madeira Island and its characteristics, as well as identify the strong points that this region can offer when it comes to surf tourism destination decision.

It is essential to find out which attributes can a surfspot create as a competitive advantage in the adventure tourism industry compared to its rival destinations, which are the best surfspots on the island, its locations, and which attributes are associated to them.

Other issue that the focus on this study is what kind of improvement can be done to make it a sustainable top rated surfing destination.

To accomplish these objectives we divided the study in two major phases: I) Features and Capabilities of each Surfspots, and II) Perspectives of Local Surfers about Surfing as Tourist Product in Madeira Island.

In the first phase, to identify the strongest points and characteristics of the waves and natural potential of Island of Madeira, we used direct observation complemented with previous studies (Freitas, 2005; Sutherland, 2007; Lopes, 2008); photography report, and used the practical model of surfspot characterization of NGO *SOS – Salvem O Surf* adapted to the reality of the conditions of the island in the years 2007, 2011 and 2014. This model is based on aspects such as geography, geology and meteorology. We assessed the surfspots' characteristics (type of wave; quality of wave; seafloor type; wave direction; swell direction; best tide; wind direction; consistency, as well as best season to surf each surfspot); surfers experience for each surfspot (good day; average day and crowd population); surfspots facilities and access (support infrastructure; surfschools and surfcamps; and type of access); and finally surfspots interventions based on touristic aspects (touristic interest; specifications of particular surfspots as well as possible interventions to improve quality of it).

In the second phase of the study, the most experienced local surfers (with more than ten years experience), a total of twelve, were interviewed. These interviews were able to confirm previous findings and supported the strong and weak features of regional surfing. The variables evaluated were: Surfing Particularities and Attributes in Madeira (current panorama of surfing in Madeira; main strengths and weaknesses of surfing in the island; most important characteristics related with surfing in Madeira; the potential of surfing for tourist services); Most chosen Surfspots and its Attributes (Madeira natural conditions to surfing; The best surfspots and most frequented; facilities and support infrastructure of the local surfspots); as well as Touristic Promotion of Surfing in Madeira (assessment of the promotion of surfing as a tourism product; sports events as tourism promotion engines).

3. Results

In the past years, several visits (2007, 2011, and 2014) were made to all surfspots (total of 36), having all the parameters been registered on a data basis, and interviews to experienced local surfers who confirmed and added value information to the study.

Madeira Island has several quality surfspots in the coast for surfing, with many attributes like ideal climatic conditions, atmospheric (air and water temperature) and an extensive shoreline which receives frequent swells, allowing the practice all year long and in remote coastal places with low population density, which contribute for diminution of the seasonal phenomenon and decentralization of the touristic offer in the Region (Lopes, 2008).

Overall, the surfspots studied have very interesting and quite different features that classify the sport according to specific skill levels for various degrees of difficulty for practitioners (see Tables 1 and 2). Thus, there are only two surfspots with low difficulty level (for beginners – *all surfers*) and for tourists seeking recreation and the first experience, located in Porto da Cruz. On the other hand, there are other surfspots that are extremely popular, because the waves are very consistent and of considerable size, have a higher frequency which make it possible to surf during all year.

Table 1. Surfspots characteristics.

SURF SPOT	REGION	QUALITY [1-5]	SEA FLOOR TYPE	WAVE DIRECTION	SWELL DIRECTION	BEST TIDE	WIND DIRECTION	CONSISTENCY	BEST SURFING SEASON
Praia Formosa	Funchal	3	Sand and Rocks	Right	S - SW - W	Low-Mid	N-NE	Poor/Average	Dec-Apr
Praia dos Namorados	Funchal	2	Sand and Rocks	Left and Right	SE - S - SW	Low-Mid	N-NE	Poor	Dec-Feb
Pizo/ Ribeira dos Socorridos	Câmara de Lobos	3	Rocks	Right	S - SW- W	Mid	N-NE	Poor/Average	Dec-Apr
Cabo Girão	Câmara de Lobos	5	Rocks	Right	SW - W - NW	Mid-High	N-NE	Average	Oct-Apr
Fajã dos Padres	Ribeira Brava	4	Rocks	Right	SW - W - NW	Mid-High	N-NE	Poor/Average	Oct-Apr
Lugar de Baixo	Ponta do Sol	5	Rocks	Right	SW - W - NW	Mid-High	N-NE	Average	Oct-May
Madalena do Mar	Ponta do Sol	3	Sand and Rocks	Left and Right	SW - W - NW	All Tides	N-NE-E	Poor/Average	Oct-May
Jardim do Mar	Calheta	5	Rocks	Right	W - NW	Low-Mid	N-NE-E	Average/High	Sep-May
Ponta Pequena	Calheta	5	Rocks	Right	W - NW	Low-Mid	N-NE-E	Average/High	Sep-May
Paúl do Mar	Calheta	5	Rocks	Right	W - NW	Low-Mid	N-NE-E	Average/High	Sep-May
Fajã da Galinhas	Calheta	5	Rocks	Right	N - NW	Low	NE-E	High	All year
Ponta do Pargo	Calheta	5	Rocks	Right	N - NW	Low	E-NE	High	All year
Praia das Achadas da Cruz	Porto Moniz	5	Rocks	Right	N - NW	Mid-High	E-SE	High	All year
Ponta do Tristão	Porto Moniz	4	Rocks	Right	N - NW	Low-Mid	E-SE	High	All year
Lage das Piscinas do Porto Moniz	Porto Moniz	3	Rocks and Reef	Left and Right	N - NW	Mid	S-SE	High	All year
Ribeira da Janela	Porto Moniz	5	Rocks	Left	N - NW	Low-Mid	E-SE-S	High	Sep-May
Fajã das Contreiras	Porto Moniz	5	Rocks	Left	N - NW	Mid-High	E-SE-S	High	Sep-May
Envelopes (Ribeira Funda)	Porto Moniz	3	Sand and Rocks	Left	N - NW	Mid	E-SE-S	Average/High	Oct-Mar
Praia da Jamaica (Seixal)	Porto Moniz	4	Sand and Rocks	Left and Right	N - NW	Mid-High	E-SE-S	Average/High	Oct-Mar
Esquerdas de São Vicente	São Vicente	5	Sand and Rocks	Left	N - NW	All Tides	SW-S-SE	High	All year
Direitas de São Vicente	São Vicente	4	Sand and Rocks	Right	N - NW - NE	Low-Mid	SW-S-SE	Average/High	All year
Fajã da Areia (Baía dos Juncos)	São Vicente	5	Rocks and Reef	Left and Right	N - NW - NE	Low-Mid	SW-S-SE	High	All year
Pico do Manny	São Vicente	4	Rocks	Left and Right	N - NW - NE	Mid	SW-S-SE	Average/High	Oct-Mar
Ponta Delgada	São Vicente	5	Rocks	Left	N - NW	Low-Mid	SW-S-SE	Average/High	Sep-May

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Praia da Ribeira (Arco S. Jorge)	Santana	4	Rocks	Right	N - NW	Mid	SW-S	Average/High	Oct-Mar
Praia da Rocha do Navio	Santana	4	Rocks	Right	N - NW - NE	Mid	SW-S	Average/High	Oct-Mar
Praia da Ribeira do Faial	Santana	3	Rocks	Left	N - NW - NE	Mid	W-SW-S	Average/High	Oct-Mar
Praia de Dentro (Porto da Cruz)	Machico	3	Sand	Left and Right	N - NW - NE	All Tides	SW-S	High	All year
Praia da Alagoa (Porto da Cruz)	Machico	3	Sand	Left and Right	N - NW - NE	All Tides	SW-S	High	All year
Praia da Enseada (Porto da Cruz)	Machico	4	Rocks	Left	N - NW - NE	Low-Mid	SW-S	Average/High	Sep-May
Praia da Maiata (Porto da Cruz)	Machico	4	Sand and Rocks	Left and Right	N - NW - NE	All Tides	SW-S	High	All year
Praia das Areias (Porto da Cruz)	Machico	3	Sand	Left and Right	N - NW - NE	All Tides	SW-S	High	All year
Prainha (Caniçal)	Machico	3	Sand	Left and Right	NE -E -SE	Low-Mid	NW-N-NE	Poor	May-Sep
Ribeira de Machico	Machico	4	Rocks	Left	NE -E -SE	Mid-High	NW-N-NE	Poor/Average	May-Mar
Praia de Machico	Machico	3	Sand and Rocks	Left and Right	NE -E -SE	All Tides	NW-N-NE	Average	May-Mar
Ponta dos Reis Magos	Santa Cruz	3	Rocks	Left	E -SE	Mid	NW-N	Poor	May-Sep

However, the characteristics of accessibility and security are not present on all beaches (see Table 2 and 3. The surfspots chosen by local surfers that deserve special attention (taking into account the challenge, the adventure and the consistency of the waves), were: Paul do Mar, Jardim do Mar, Ribeira da Janela, and Ponta Pequena and then is the Lugar de Baixo.

Table 2. Surfers characteristics.

SURF SPOT	SURFERS EXPERIENCE (GOOD DAY)	SURFERS EXPERIENCE (AVERAGE DAY)	CROWD (FREQ SURFERS)
Praia Formosa	Experienced	Experienced to Average	Some surfers
Praia dos Namorados	Experienced	Averaged	Few surfers
Pizo/ Ribeira dos Socorridos	Experienced	Experienced	Few surfers
Cabo Girão	Experienced to Average	Experienced to Average	Some surfers
Fajã dos Padres	Experienced to Average	Average	Few surfers
Lugar de Baixo	Experienced	Experienced to Average	Crowded
Madalena do Mar	Experienced to Average	Averaged	Some surfers
Jardim do Mar	Experienced	Experienced	Some surfers
Ponta Pequena	Experienced	Experienced to Average	Some surfers
Paul do Mar	Experienced	Experienced to Average	Some surfers
Fajã da Galinhas	Experienced	Experienced	Few surfers
Ponta do Pargo	Experienced	Experienced	Few surfers
Praia das Achadas da Cruz	Experienced to Average	Experienced to Average	Some surfers
Ponta do Tristão	Experienced	Experienced	Few surfers
Lage das Piscinas do Porto Moniz	High Experienced	High Experienced	Few surfers
Ribeira da Janela	Experienced	Experienced	Some surfers
Fajã das Contreiras	Experienced	Experienced	Some surfers
Envelopes (Ribeira Funda)	Experienced	Experienced to Average	Few surfers
Praia da Jamaica (Seixal)	Experienced	Experienced to Average	Few surfers
Esquerdas de São Vicente	Experienced to Average	Experienced to Average	Crowded
Direitas de São Vicente	Experienced to Average	Experienced to Average	Some surfers
Fajã da Areia (Baía dos Juncos)	Experienced to Average	Experienced to Average	Crowded
Pico do Manny	High Experienced	High Experienced	Few surfers
Ponta Delgada	Experienced	Experienced	Few surfers
Praia da Ribeira (Arco S. Jorge)	Experienced	Experienced	Few surfers
Praia da Rocha do Navio	Experienced	Experienced	Few surfers
Praia da Ribeira do Faial	Experienced	Experienced	Few surfers
Praia de Dentro (Porto da Cruz)	Average	All surfers	Some surfers
Praia da Alagoa (Porto da Cruz)	Average	All surfers	Crowded
Praia da Enseada (Porto da Cruz)	Experienced to Average	Average	Some surfers
Praia da Maiata (Porto da Cruz)	Experienced to Average	All surfers	Crowded
Praia das Areias (Porto da Cruz)	Experienced to Average	All surfers	Few surfers
Prainha (Caniçal)	All surfers	All surfers	Few surfers
Ribeira de Machico	Experienced to Average	Averaged	Crowded
Praia de Machico	Average	All surfers	Crowded
Ponta dos Reis Magos	Experienced to Average	Experienced to Average	Few surfers

Table 3. Surfspots facilities and access

SURF SPOT	ACCESSIBILITY	SURFCAMP	SURFSCHOOL
Praia Formosa	Car (public parking)	No	Yes (two)
Praia dos Namorados	Car (public parking)	No	No
Pizo/ Ribeira dos Socorridos	Car (no parking)	No	No
Cabo Girão	Cable-car, boat, pathway	No	Yes (one)
Fajã dos Padres	Cable-car, boat, pathway	Yes (one)	No
Lugar de Baixo	Car (public parking)	No	No
Madalena do Mar	Car (public parking)	No	No
Jardim do Mar	Car (public parking)	Yes (two)	No
Ponta Pequena	Boat, pathway	No	No
Paúl do Mar	Car (public parking)	No	Yes (one)
Fajã da Galinhas	Boat, pathway	No	No
Ponta do Pargo	Boat, pathway	No	No
Praia das Achadas da Cruz	Cable-car, boat, pathway	No	No
Ponta do Tristão	Boat, pathway	No	No
Lage das Piscinas do Porto Moniz	Car (public parking)	No	No
Ribeira da Janela	Car (no parking, old road)	No	No
Fajã das Contreiras	Car (no parking, old road)	No	No
Envelopes (Ribeira Funda)	Car (no parking, old road)	No	No
Praia da Jamaica (Seixal)	Car (public parking)	No	No
Esquerdas de São Vicente	Car (public parking)	Yes (one)	Yes (one)
Direitas de São Vicente	Car (public parking)	No	No
Fajã da Areia (Baía dos Juncos)	Car (public parking)	No	No
Pico do Manny	Boat	No	No
Ponta Delgada	Car (public parking)	No	No
Praia da Ribeira (Arco S. Jorge)	Car (public parking)	No	No
Praia da Rocha do Navio	Cable-car, boat, pathway	No	No
Praia da Ribeira do Faial	Car (public parking)	No	No
Praia de Dentro (Porto da Cruz)	Boat, pathway	No	No
Praia da Alagoa (Porto da Cruz)	Car (public parking)	No	Yes (one)
Praia da Enseada (Porto da Cruz)	Car (public parking)	Yes (one)	No
Praia da Maiata (Porto da Cruz)	Car (public parking)	Yes (one)	Yes (one)
Praia das Areias (Porto da Cruz)	Boat, pathway	No	No
Prainha (Caniçal)	Car (public parking)	No	No
Ribeira de Machico	Car (public parking)	No	No
Praia de Machico	Car (public parking)	No	Yes (one)
Ponta dos Reis Magos	Car (public parking)	No	No

In the mid 90's, with a surfing community of about 25-30 surfers, the championships and the sport gained a new dimension. Simultaneously, national and international surfers choose to settle in the region, all in search of the famous Madeira waves. Currently, it is estimated that between federated and non-federated surfers there is a local community of about 200-250 surfers, and some of these are not full-time residents, however choose Madeira for the purchase of a second home given the conditions for surfing.

Over the past 15 years, surfing industry in Madeira has increased considerably and with the building up of practitioners, brings new surfcamps, surfschools, surfshops, and also new surfboards factories. Parallel to the increase of the infrastructure mentioned above, competition also arises.

Madeira's coastline allows the practice to all the surfers, independently of their level (see Table 2), since there are some places which have low difficult level, with easy access to the younger surfers, and because there are nowadays 8 surf schools in the Region (see Table 3).

In general, all the places are close to villages and with a good access and supportive infrastructures. However the construction of some structures in the coast has damaged some places, increasing danger and quality of the surfspot.

Another issue is marketing promotion and tourism importance and positioning of this sport in this region. This is quite interesting, because in the early 2000 there were a few companies and enterprises, most of them private ones, which included surfing as an important tourist segment. On the other hand, the regional government did not invest bet so much on it, having a low promotion from the administrative organs. That is the reason why it was suggested a marketing strategy from these organs about this type of tourism. Contrarily, in the actual panorama, the department of tourism is trying to captivate this "new form" of tourism, betting in a much stronger image of this sport, as well as trying to rehabilitate some surfspots damaged in the past with the consultation help of NGO *SOS – Save Our Surf*.

About typical accommodation of this type of tourism, by the year 2003 there were only two surfcamps concentrated in Jardim do Mar in the southwest coast, being a business opportunity in other more isolated places, contributing for the development of these localities, such as the north coast of the island.

Nowadays there are 6 surfcamps located near other surfspots around Madeira Island: 1 in Ribeira Brava, 2 in Jardim do Mar, 1 in São Vicente, and 2 in Porto da Cruz. This allows us to pronounce a huge evolution in the regional surfing tourism scenario (see Table 3).

In the last years, local government and mainly the private sector has executed good strategies for the touristic development of Madeira and made good decisions based in well defined targets, which establish the desirable growth boundaries and, at the same time, give local sustainable development.

Praia da Lagoa (Porto da Cruz - Machico) is recommended for beginner surfers, as it has a low risk due to the sand bottom. It is due to this fact that the majority of surfschools are located in that area (see Table 3).

Still, three of the most popular surfspots have protective seawalls and promenades. These kinds of constructions, especially located on the south coast of the island, have caused wave damage, lost some of their world-class qualities and raised serious security issues for surfers, especially with regard to the entrance and exit during the busiest tides with high swells. They are no longer accessible to all levels of experience, and it is recommended only to the most experienced surfers who know the place well or have skills to surf it.

The opinion of experienced local surfers is that Madeira still has good conditions for surfing, but lost some world-class surfspots (Lopes, 2008). They recognizing that there are still several surfspots that have not been damaged by the coastline interventions, and continue to present very high quality for adventure surfers.

With regard to tourism promotion, local surfers strongly criticize local government and regional entities, considering that nothing or very little was done in the past to promote surf tourism. It is also highlighted the need to differentiate the surfspots and the waves

according surfers' level of experience, and limit or order access to the amount of tourists and practitioners in order to preserve the quality of the environment surroundings, the natural balance and safety of surfspots. The results also recommend the organization of surfing events/contests, of international level, as a source of tourism attraction and also promotion of the image of Madeira, targeted only for very specific audiences rather than for a the general public. Local surfers also considered that the actions in the past were still poorly developed aiming the growth and development of surfing in the region. At the time of the first study, in 2009, surfing already had an interesting sports development potential, not only from the involvement of local practitioners point of view, but also in terms of tourist attraction, tourists seeking recreation and adventure.

Nowadays the island has experienced an exponential growth of the number of local surfers, as well as surf tourists. As suggestions to increase this, and what was done is presented as follows: provide better conditions for surfclubs and surfschools for youngsters to have access to surfing; organization of several surfing events/contests that allow surfers to improve surfing skills, also attracting tourists seeking unique experiences, exchange experiences with local surfers, and finally increasing the surfspots offer for average experienced and beginners surfers, especially in other locations of the island.

From the strengths point of view, the results point to the excellent weather conditions, the temperature of the sea and the quality of local surfspots, as well as the hospitality of the residents and security. Weaknesses highlighted the lack of strategic vision of local and regional tourism for the development of the sport, although during the last years this has been improving, and the lack of more surfspots suitable for beginners.

The results also suggest that surfing provide an alternative, successfully limiting the phenomenon of seasonality, which is evident in the colder months that correspond to the greatest influx of tourists/surfers.

These results also allow us to confirm that this region possesses several surfspots, with different levels of difficulty, allowing from beginner to advanced surfers. Furthermore, the fact that the location of the island joins unique characteristics, thus with frequent high swells during the whole year, reduces the phenomenon of seasonality which is very evident in other types of tourism.

As a result of this, a better understanding of surf tourist's choice patterns could benefit both surfers and the tourism industry (that could increase profit by attracting more surf tourists from a particular segment or by higher numbers of repeat visitors). This knowledge can be used in strategic marketing initiatives. A great advantage for these surfspots is that it offers variety and constant discovery. For this reason as opposed to other sport activities, investment in infrastructures by authorities is not required, or doesn't require high levels of maintenance.

According to the constructions of jetties, seawalls, marinas and promenades, in the previous years, some of top quality spots were damaged, and also some waves were lost (see Table 4). We also discuss recovering the priority surfspots who lost part of their world class quality, such as Lugar de Baixo, Jardim do Mar and Ponta Delgada, due to not including surfing as part of coastal management, in the past. Moreover we consider the improvement the quality and consistency of several surfspots like Praia Formosa and Praia dos Namorados (located in main town - Funchal), Madalena do Mar (Ponta do Sol), Ribeira do Faial (Faial), Praia da Enseada (Porto da Cruz) and Ponta dos Reis Magos, with the use of artificial MPR (Multi-Purpose Reefs), allowing and increasing the access for surf tourists and young surfers, as well as decentralize the surfspots offer all year long.

Table 4. Surfspots Interventions based on tourist interest.

SURF SPOT	TOURIST INTEREST	NOTES AND SPECIFICATIONS	TYPE OF INTERVENTION
Praia Formosa	High	Low consistency, shore-break	Multi-Purpose Reef (MPR)
Praia dos Namorados	Mid	Low consistency, shore-break	Multi-Purpose Reef (MPR)
Pizo/ Ribeira dos Socorridos	Mid	Lost wave	Repair wave
Cabo Girão	Extreme	Top quality	None
Fajã dos Padres	High	Top quality	None
Lugar de Baixo	Extreme	Damaged wave	Priority repair
Madalena do Mar	High	Low consistency, shore-break	Multi-Purpose Reef (MPR)
Jardim do Mar	Extreme	Damaged wave	Priority repair
Ponta Pequena	Extreme	Top quality	None
Paúl do Mar	Extreme	Slightly Damaged wave	None
Fajã da Galinhas	Extreme	Top quality	None
Ponta do Pargo	Extreme	Boat access, Top quality	None
Praia das Achadas da Cruz	Extreme	Top quality	None
Ponta do Tristão	Extreme	Big-wave surfing	None
Lage das Piscinas do Porto Moniz	High	Extreme surfing	None
Ribeira da Janela	Extreme	Top quality	Beach Park and Cliff Consolidation
Fajã das Contreiras	Extreme	Top quality	Beach Park and Cliff Consolidation
Envelopes (Ribeira Funda)	Mid	Low consistency	Beach Park and Cliff Consolidation
Praia da Jamaica (Seixal)	Mid	Low consistency	Beach Park
Esquerdas de São Vicente	High	Top quality	Beach Park and Cliff Consolidation
Direitas de São Vicente	Mid	Low consistency, shore-break	Beach Park and Cliff Consolidation
Fajã da Areia (Baía dos Juncos)	Extreme	Top quality Slightly Damaged wave	Beach Park
Pico do Manny	High	Big-wave surfing Tow-in	None
Ponta Delgada	Extreme	Top quality Lost wave	Priority repair
Praia da Ribeira (Arco S. Jorge)	High	Low consistency	None
Praia da Rocha do Navio	Extreme	Natural Park	None
Praia da Ribeira do Faial	High	Damaged wave	Repair wave and Multi-Purpose Reef (MPR)
Praia de Dentro (Porto da Cruz)	Mid	Rock collapse	None
Praia da Alagoa (Porto da Cruz)	High	Surfschools	Beach Park
Praia da Enseada (Porto da Cruz)	High	Slightly Damaged wave	Multi-Purpose Reef (MPR)
Praia da Maiata (Porto da Cruz)	Extreme	Slightly Damaged wave	Beach Park
Praia das Areias (Porto da Cruz)	Mid	Boat access	None
Prainha (Caniçal)	Mid	Low consistency	None
Ribeira de Machico	High	Lost half wave	(Polution)
Praia de Machico	High	Surfschools	(Polution)
Ponta dos Reis Magos	High	Slightly Damaged wave, pier	Multi-Purpose Reef (MPR)

The economic value of surfing in Madeira has several fundamental aspects that are developed chronologically in the following order: consumption held by surfers and families or viewers; to provide surfboards and surf accessories (surfshops); media promotion created by the spectacular image of surfing; coastal hostel units (surfcamps) that are occupied by surf tourists; tourist and media income generated by surfing events; surfschools that are sports and tourism companies; factories to create surfboards and surf accessories; artificial reefs that are structures to create new surfspots and their economic development.

In this section we will only detail the tourist value and industrial value of surfing in Madeira. For the tourist value we select only the coastal parishes of the municipality of Calheta, because it was the birthplace of surfing in Madeira and this is still the hub of the surf tourism. The existence of three waves of top global quality, which is very rare anywhere in the world, namely in Paul do Mar in Ponta Pequena and Jardim do Mar, and the sunny climate, natural beauty and the offer hotel are the cause of this pole. For the industrial value we will detail the remaining industries, not accommodation industry, existing in Madeira for surfing. We can consider that each wave (surfspot) can accommodate in coincidence 30-40 surfers. Whereas each surfer can surf 2 hours per day for one sunny day between 10h to 12h, this corresponds to about 200 per day in a surfspot. We noted that Madeira, according to Table 1, only for its world class waves presently can certainly accommodate 1000 surfers.

Coastal structures existent before the decade 2000-2009, led to a higher number of waves of global quality. The wave of Lugar de Baixo is still surfed but lost to world-class quality, as well as Jardim do Mar that remains world class although its quality was reduced because it can only be surfed during low tide and the quality of the landscape was lost; Ponta Delgada wave completely lost its world-class quality. Presently in Madeira the remaining waves of global quality are Paul do Mar, Ponta Pequena, Ribeira da Janela and Contreiras, Cabo Girão, Faja dos Padres and Achadas da Cruz.

In Madeira Island, surfing tourists remain averagely for about a week. If we consider that the expenditure per tourist per week reaches € 1000.00 (including overnight stays, meals, bars and clubs, transport, equipment hire, surf lessons, crafts and regional cuisine) we can calculate the value of surf tourism. Thus, we reach three different values that are a function of the strategy for surfing: before the coastal interventions of the decade 2000-2009, the tourism value of the surf could reach around 10 million Euros per year (during low season) on the Calheta coastline. After these coastline interventions it decreased to around 2 million Euros. If surfing is preserved, and surfspots are recovered and organized events to promote surfing, the touristic value of surfing can reach 50 million Euros per year.

4. Discussion and conclusions

The economic and financial value generated by the surfing industry in Madeira is currently expanding. In recent years, some companies in the region have produced and increased value in the regional economy. These companies pay taxes and create skilled jobs, generating income, contributing to economic growth on the island, and consequently to the increase of regional GDP.

In most cases there are companies, created by young entrepreneurs that even in times of crisis risk and bet on a strand of emerging business, helping to contradict the current economic downturn, and supporting financially and socially this region.

Based on the natural resources of the island (range and quality of waves), these companies risk and undertake their businesses. So it makes perfect sense to preserve these

resources that contribute to the economic growth of the island.

Subsequently and in accordance with the previous, there are several companies and industries allocated to surfing in Madeira (8 surfschools and 3 surfshops).

Since Madeira and Porto Santo are two islands with peculiar natural conditions, and simultaneously regarded as the tourist islands with high quality level, it should preserve all surfspots, in order to offer excellent conditions for local and foreign surfers, as well as satisfying the needs and motivations of these, as users of these recreational areas / competition.

Infrastructures that exist in some local practices are not directed specifically to support surfing, but to the general public and in most cases only during the bathing season. We have been assisting to a gradual change in the political panorama by the public sector, from a lack of concern in considering surfing as a marketing strategy for tourism development and the absence of specific policies directed towards promoting surfing on the region, to a high concern on recovering the image of world-class surfing region, consisting in the major concern to recover damaged surfspots. Following this line of ideas, the programs in the region for the next years include ocean activities as a priority tourism development strategy. In addition, sports events have significance in promoting the enhancement of the Region and its municipalities, so it should take up surfing as a means of promoting economic and identity par excellence.

Finally, according to the data that we recorded, there seems to have practitioners tourists looking for certain characteristics of the waves, with safety and with quality and complementary services for surfing. Madeira offers unique conditions at the level of the entire year, not only related to the sea, but also the climate, safety, welfare and nature and therefore are strengths that should be preserved and should be associated the provision of services in this area.

The results also suggest that surfing is an alternative activity to combat the phenomenon of seasonality, more evident in the colder months that correspond to the months of greatest influx of tourists to practice these same activities.

One major important issue that local surfers recommend is, although Madeira Island is attractive because of lack of crowded surfspots, and also in order to create sustainable environments and sustainable development of the coastline, surf tourism should focus on maintaining the current tourist capacity of the region, not increasing its capacity. Moreover, the coastline should be evaluated within the framework of an integrated plan and the legal sanctions preventing violations of the plan, and regional revisions should be strengthened.

In addition, the results of this study make it possible to provide detailed recommendations in order to create sustainable development of surf tourism in Madeira Island, and hope that it will play an effective role in the assessment of different project alternatives and to select from these alternatives taking into account the benefit / cost criteria.

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SPORT TOURISTS AND THEIR BEHAVIOUR IN RELATION TO SPENDING. AN ANALYSIS OF 2013 SPAIN UNIVERSITY CHAMPIONSHIP OF ATHLETICS

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Abstract

Each year different countries organize university championships to promote sporting values among students. These events organized for various sports are able to gather the university community, families and fans. Sports events are considered to be the main components of sport tourism and perhaps the most significant ones in terms of the number of tourists and its economic impact. The presence of athletes and their families in sports events like college championships is creating wealth in the cities where these championships are organized. Different variables related to the model of consumer behavior should be analyzed to determine which of them can affect spending by attending a sporting event. The aim of our research is to analyze the influence of certain variables of sports tourists on spending at the sporting event. The sporting event analyzed was "LXXIV Spain championship of university athletics" held in May 2013 in the city of Caceres in Spain. The research has been based on the use of Structural Equation Models using the technique of Partial Least Square (PLS), and to analyze the behavior of dependent variables with formative indicators. Personal interviews have been made for data collection with people attending the sporting event during the tournament, obtaining 231 valid questionnaires. The analysis has taken into account the stakeholders to differentiate their behavior in relation to the expenditure of sportsmen and passive sports tourists. Therefore the stakeholders are incorporated in the model as a moderating variable. The proposed model shows significant results for some of the variables that affect the spending, but it does not provide any positive data in terms of predictive relevance. The results of our study will be an important source of information for the decision-making of the organizers and sponsors of sporting events, public institutions among them, so these programs and policies can be developed to encourage the organization of sporting events.

Keywords: Partial least square; Sports events; Sport tourism; Structural model.

1. Introduction

The conceptual framework related to sporting events and stakeholders has been analyzed in this research with the aim to define the participants of these events. The consumer theory has been revised as well to determine those variables that can influence on spending, in order to validate a model that can be used to analyze the behavior of participants in sports events.

The research on the so-called "sport tourism" began in the 1990s, as it is indicated by Weed (2009). "Sports events" are considered to be the main components of sport tourism and perhaps the most significant ones in terms of the numbers of tourists and its economic impact (Getz, 2003; Deery et al., 2004). It is necessary to highlight the importance of sport for smaller events, which represents wealth creation in the environment where they take place, mainly due to the influx of attendees (Wilson, 2006; Hurtado et al, 2007; Barajas & Sánchez, 2011). Also Deery et al. (2004) define the participants in sports events dividing them into attendees, participants, referees and employees.

The stakeholder theory (Freeman, 1984; Donaldson and Preston, 1995) justifies the grouping of individuals with interests in the organization. This theory has been recently used for researches related to sporting events, (Weed, 2007) applying it to different areas, such as the economic one (Allen et al., 2007), certain stakeholders have been investigated as well, in particular competitors or active participants (Bull, 2006), spectators, attendees or passive participants (Chen, 2006).

As Becker (1991) indicates, social interactions are being incorporated into economic models to explain other behaviors; taking into account the theory of consumer behavior and following some authors (Alonso and Grande, 2010; Aragonés, 2013), we have to mention its interdisciplinary character. We have analyzed different models of tourist behavior to identify those variables treated by different authors, and it helps us to define the variables for our model.

According to Turco et al. (2003), the socioeconomic characteristics must be studied to understand the consumption patterns related to sport tourism, and to understand the impacts of these events on the host community. Therefore it is necessary to analyze the main explanatory variables in relation to the models of buying behavior in tourism to define those ones that can primarily affect spendings made by the attendees of a sports event, as we can see it in the Table 1.

Table 1. Authors and variables of tourist behavior.

Concepts grouped by the authors	Socioeconomic Characteristics	Social motivation	Assessment	Perception
Schmoll (1977)	Socioeconomic status and personal characteristics	Motivations	Expectations	-
Mayo and Jarvis (1981)	-	Family, reference groups	-	Perception
Van Raaij and Francken (1984)	Sociodemographic factors	Family	-	-
Gilbert (1991)	Socioeconomic influences	Influence of family and reference groups	-	Perception
Woodside and Lysonski (1989)	Variables of a traveller	Affective associations	-	-
Um and Crompton (1990)	Personal characteristics	Reasons	-	-
Woodside and MacDonald (1994)	Demographic and psychological factors and values	-	Evaluation of experience and satisfaction	-
Moutinho (1987)	Personality and socioeconomic characteristics	Reasons	Post-purchase evaluation	-
Valdez and Chebat (1997)	Internal factors of the individual	Environmental factors	Evaluation	-
Mathieson and Wall (1982)	Tourist profile	-	-	-
Middleton (1988)	Buyer's characteristics	Influence of friends and family	Experience	Perception

We can differentiate between internal and external individual variables, following the groups made by Sirakaya and Woodside (2005). In our study, we focus on the influence of certain internal variables of an individual on spending (G), as for example: personal characteristics of a buyer (CS), perception (Per), and valuation (Val) of the perceived quality.

The proposed model contains a multidimensional construct (Edwards, 2001) called socioeconomic characteristics (CS) of a formative nature (Barroso et al., 2006), and the aspects that form it are the origin (Pr), training (F), sex (G), age (E), and social motivation (MS).

The model is completed with the introduction of a variable of category. It will be studied if the existence of this variable, defined as a type of sporting event, can cause a dampening effect on all the variables proposed in the model. To find out if the differences between the parameters estimated for each of the sports events are significant, a multiple group comparison was applied due to the heterogeneity of the units of observation.

The relationships between constructs define the hypotheses proposed in this research:

- H₁: The Socioeconomic Characteristics influence on Spending.
- H₂: The Socioeconomic Characteristics influence on Perception.
- H₃: The Socioeconomic Characteristics influence on Valuation.
- H₄: The Perception's variable are influencing on Spending.
- H₅: The Valuation's variable are influencing on Spending.

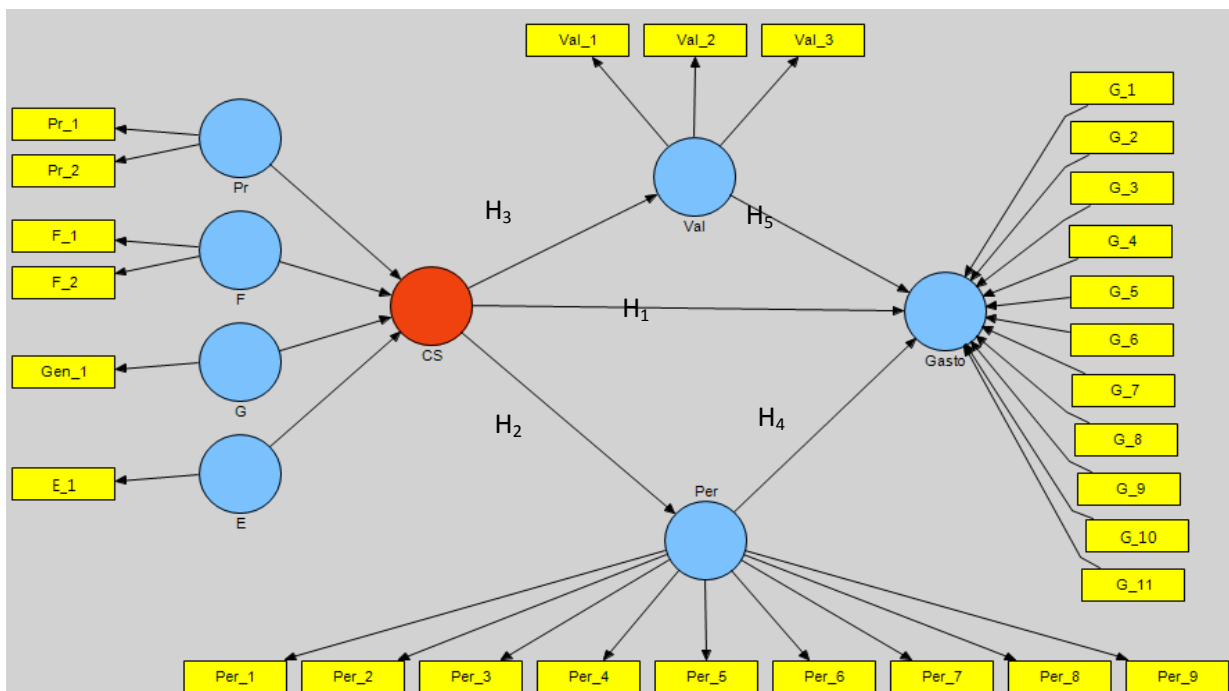


Figure 1. Conceptual Model.

2. Methodology

A dual methodology was used to test these hypotheses: Descriptive Statistics and Multivariate Analysis. The tools that were used in this study are SPSS (v. 21) and Excel (2010). The multivariate analysis (Uriel and Aldás, 2005) was based on the use of structural equation modeling using the technique of variance-based Partial Least Squares (PLS). In this case the tool that was used is the SmartPLS v. 2.0.M3 (Ringle et al., 2005). The sporting event analyzed in this study is "LXXIV Spain Championship of university athletics", held in Cáceres in May 2013. The sample used has 231 surveys (81 attendees and 150 competitors).

3. Results

The existence of a Multidimensional construct or a second-order construct requires a two steps approach (two-stage approach) for its processing (Edwards, 2001).

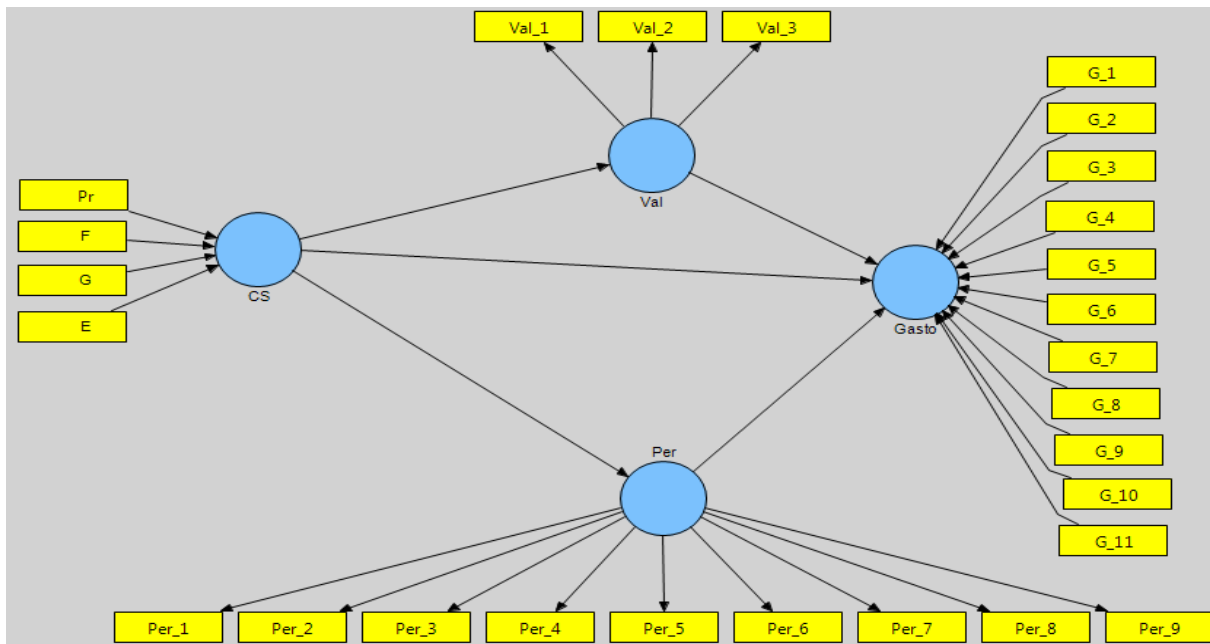


Figure 2. Model with multidimensional construct.

We carried out an analysis of a measuring tool for reflective variables as it is explained in the Figure 3.

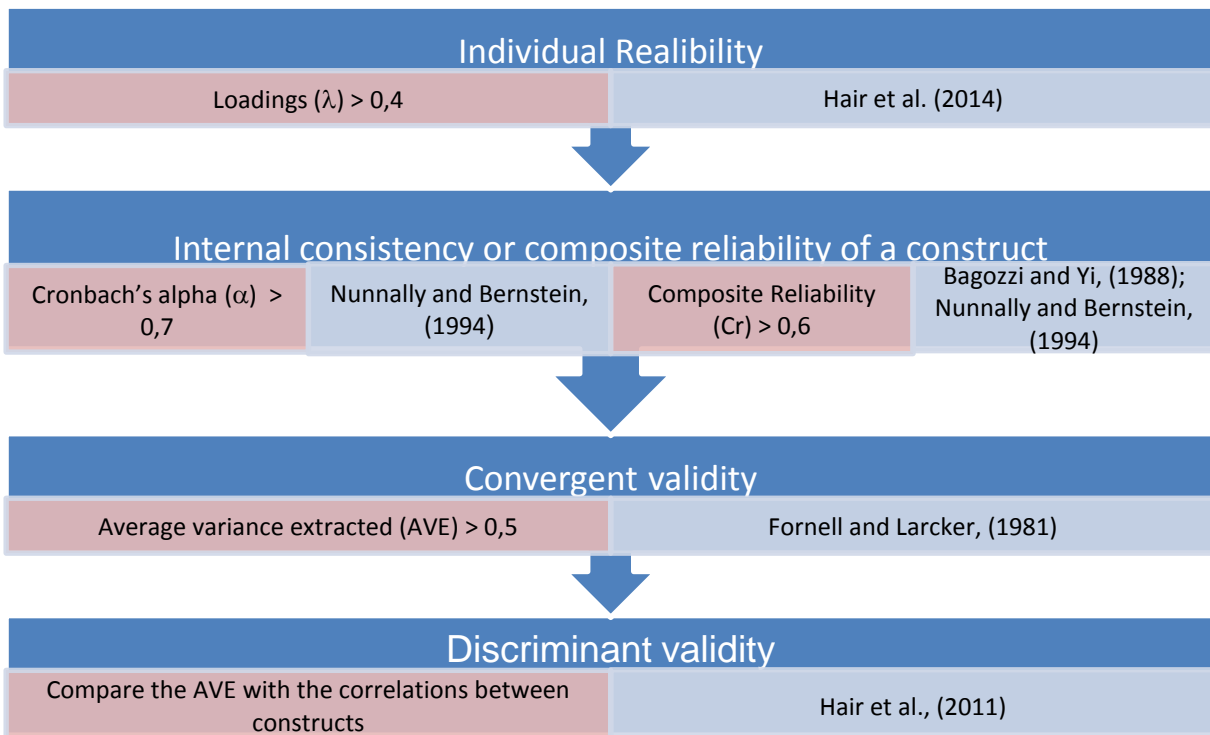


Figure 3. Process of the analysis of the measuring tools.

The Table 2 shows the loadings for the analysis of individual reliability, and the Table 3 shows composite reliability and convergent validity.

Table 2. Matrix of loadings of indicators of their constructs.

Matrix of loadings	Assessment	Perception
Per_1		0,804
Per_2		0,839
Per_5		0,706
Per_6		0,650
Val_1	1	

Table 3. Assessment of composite reliability (CR) and convergent validity (AVE).

Constructs	AVE	CR
Assessment (Val)	0,567	0,838
Perception (Per)	1	1

To conclude this section we have reviewed the discriminant validity through cross-loadings, the data for these variables are shown in the Table 4.

Table 4. Discriminant validity assessment.

	CS	Gasto (Spending)	Per	Val
CS	N/A			
Gasto (Spending)	0,730	N/A		
Per	0,302	0,212	0,753	
Val	0,069	-0,057	0,274	1

The next step in the PLS technique involves the evaluation of the measuring tool of formative constructs. We carried out an analysis of multicollinearity, and then we did an analysis of the validity and reliability of the measuring tools of the formative variables that in our model are the socioeconomic characteristics (CS) according to the criteria of Barroso et al. (2006), and spending (8G) using the criteria of MacKenzie, Podsakoff, and Jarvis (2005).

When the indicators for the reflective and formative variables are refined, the model can be presented in the following figure:

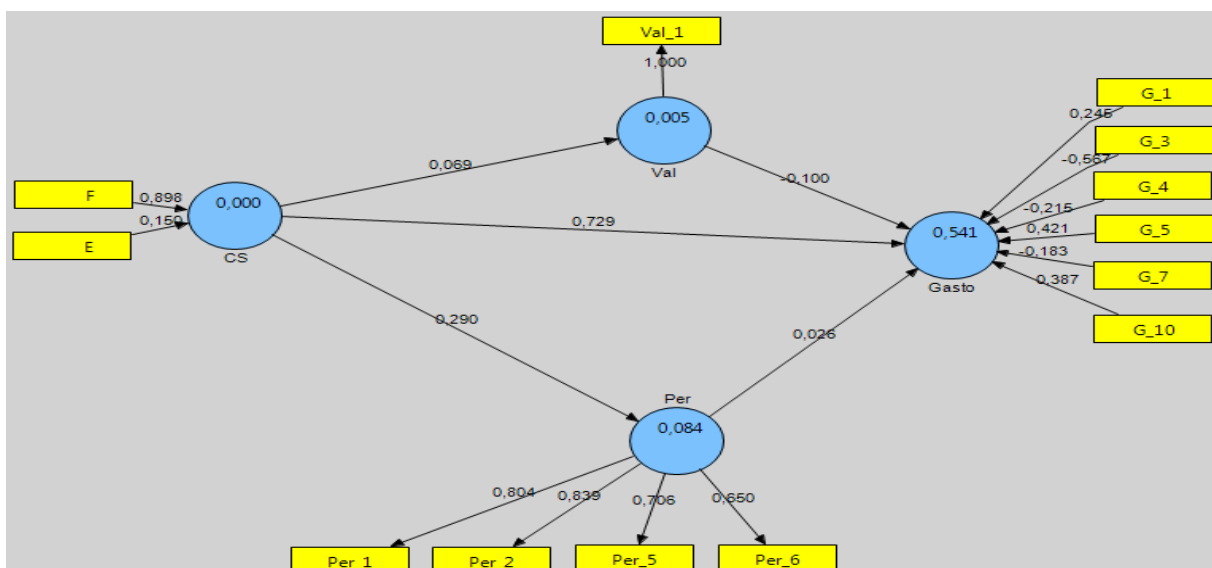


Figure 4. Final Model.

Finally, the analysis of the structural model was done applying bootstrapping (Hair et al., 2014). The data for these variables are reflected in the Table 5.

Table 5. Hypothesis testing.

	Hypothesis	Path Coefficient	t-statistic
H ₁	CS -> Gasto (Spending)	0,7288	19,3411
H ₂	CS -> Per	0,2904	5,7303
H ₃	CS -> Val	0,0693	1,2545
H ₄	Per -> Gasto (Spending)	0,0257	0,713
H ₅	Val -> Gasto (Spending)	-0,1003	1,8497

Using the Table 6 we show the R2 and Q2 values of each construct and the explained variance as well.

Table 6: Evaluation of the effect.

	R2	Q2	Beta	Correlation	Explained variance
8G	0,5412	0			
H ₁ : CS -> 8G			0,7288	0,730	53,17%
H ₄ : 7Per -> 8G			0,0257	0,212	0,54%
H ₅ : 6Val -> 8G			-0,1003	-0,057	0,57%
Perception	0,0843	0			
H ₂ : CS -> 7Per			0,2904	0,302	8,77%
Assessment	0,0048	0			
H ₃ : CS -> 6Val			0,0693	0,069	0,48%

The obtained results explain the behavior of spending in 54.12%, mainly influenced by the socioeconomic variable characteristics in 53.17%.

Finally, we were not able to make the jointly controlled comparison because the indicators are not enough for the analysis. It was possible to calculate values for the subsample of the attendees, but not for the subsample of the competitors. We believe that it is because all competitors have the same level of studies.

4. Conclusions

As for the conclusions of this study, we can say that the model is valid to analyze the influence on the spending of some specific variables of the participants of sports events: socioeconomic characteristics, perception and valuation. The multidimensional variable of the socioeconomic characteristics shows that neither sex nor origin is important so both of them are excluded from the model; the highest weight has the level of studies. Accommodation and fuel are the indicators that have a high weight.

It has not been possible to make a comparison with the data obtained in the study because multiple group model needs more indicators that allow this comparison. We consider that the socioeconomic characteristics of the participants of the event explain the behavior of spending.

The model does not have a predictive relevance. Due to the fact that these studies are at an early stage, we believe that we must improve the measuring tool in order to obtain better results.

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THE SPORT VALUE OF THE COAST: DETERMINING THE SPORT VALUE OF THE COASTAL REGION OF FIGUEIRA DA FOZ

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Abstract

This work aimed to determine the sport value of the coastline under the influence of the Captainship of the Port of Figueira da Foz. All the beaches and the marina comprising this space were analysed. The determination of the sport value of the coast was based on data collection from the official entities with responsibilities in the management of this space, sports organisations that use it and semi-structured observation of the activities that took place there. Thus, information about the organisations and the sports entities, the spaces and its type of usage, sports activities, and the people that use this space for sport or sport-related recreational activities was gathered, allowing us to build the Indicators of Sport Value. Statistical analysis was made, using mean, standard deviation, the correlation coefficient of Pearson and the minimum squares method, to define a model predictive of the variation of the number of sports practitioners according to three variables: sports entities, capacity in terms of artificial facilities and capacity in terms of natural spots for sports. Accordingly, the beaches around the urban centre of Figueira da Foz were identified as those with better value for sport. Finally, it is recommended that this city ought to use this proneness for nautical sports in its strategy of Coastal Sport and sports and touristic differentiation.

Keywords: Coastal sport management; Development of sport; Nautical sports; Sport tourism; Sport value of the coast.

1. Introduction

The geographical area referred to as “coast” finds various definitions in the literature. Nevertheless, it is generally agreed that it refers to a zone of transition between maritime and terrestrial spaces, being inherently fragile and rich in resources, which confers to this space various functions according to its ability to serve different interests. This has been used by the populations to establish coastal settlements that have been taking advantage of the land and sea’s resources, thus creating anthropogenic pressure in the territory, reflected in terms of the interest of population regarding the occupation of the territory, the protection of the coastal ecosystems, economic exploitation of the coast, the control of coastal erosion and hydraulic engineering endeavours, the activities related to tourism and, we might add, activities related to sport and leisure (European Commission, 2006; Freitas, 2007; Gomes, 2007; Ministério da Defesa Nacional, 2007; Ministério do Ambiente, do Ordenamento do Território e do Desenvolvimento Social, 2007).

These pressures sometimes result in conflict when there is a clash of interests, either regarding the use of the same space by different users or regarding the different uses given to the same space and its need of environmental protection. These conflicts of interests are very well depicted in two cases: a) the clash between kitesurfers and surfers and the typical “sea and sun” tourist, where both concur to the occupation of the same space to do different and sometimes incompatible activities; and b) the building of artificial structures (e.g. groynes, jetties) to control the advance of the sea and protect the port and their effect

on the quality of the waves for surfing (Ferreira, 1999; Freitas, 2007; Melo, 2003, 2009; Williams & Micallef, 2009).

It is for this that beach and coastal spaces must be organised, planned and zoned, in order to avoid conflicts. Sport must not be left out of this discussion, as these practices often assume themselves as activities that define the vocation of the spaces (Davenport, 2006; Ditton, 1972; Pereira, 2012; Ratcliffe, 1992; Roe, 2001).

Two of the main instruments for beach planning in Portugal are the Coastal Plan (CP) and the Maritime Spatial Plan (MSP). Regardless, there are still conflicts in terms of the organisation and responsibilities of this space, as there are several entities with overlapping responsibilities in the coastal areas, regarding the organisation, supervision, licensing, management, maintenance, safety and security of the space, the activities and the people that use the beach, being this pointed out as one of the problems of the Portuguese coastal management.

It is therefore important to understand the importance of sport and sports activities for the Portuguese coastal management, not only as an industry that creates economic value, but also of non-economic value, reflected in the assets provided for the population in terms of their well-being, for example. The economic value of the coast has been broadly studied and they suggest that sport activities are important for the local economy. Surf, albeit not the only sport, has been the sport that most has contributed to this (Bhat, et al., 1998); Bicudo & Horta, (2009); Ditton, (1972); Lazarow, (2007); Lazarow, Miller & Blackwell, (2009); Oh, Ditton & Stoll, (2008); Ratcliffe, (1992); Scarfe, Healy & Rennie, (2009); Scarfe et al., (2009).

As far as the non-economic value is concerned, the research undertaken has not shown any study, even though it is considered worth studying.

The aim of this study was to identify the sport value of the coastal area under the jurisdiction of the Captainship of the Port of Figueira da Foz.

To do so, two questions were raised:

1. How to measure a beach in terms of sport?
2. How to define a sport beach?

The measure of any natural space must be done indirectly (Cunha, 2007). Accordingly, to determine the sport value of the coast data was gathered from different sources and entities. Therefore, information about the infrastructures that each entity uses, type of occupation, activities and people that use the beach for sports was gathered. This allowed us to create Sport Value Indicators, which were later calibrated, uniformed and dimensioned to the size of the existing population. After, a predictive model of the variation of sports practitioners according to the Sport Value Indicators was created.

2. Methodology

Our study focused on a specific region, comprised of 14 beaches and about 56 km of coastline. In order to include the recreational port and all sport activities that take place in the mouth of river Mondego, this space was also added.

To calculate the Sport Value Indicators, information about beach area, artificial sports infrastructures, surfing spots, sports entities and organisations that focus their business in the exploitation of the beach and beach related activities, sea and beach sports practitioners, and the local tourist capacity was gathered.

Four Sport Value Indicators were created: Beach Carrying Capacity; Sport Capacity of the Beach, split in two, for artificial infrastructures and for natural spots; Beach Support Infrastructures; Sports offer, in terms of activities and entities that offer the practice of said sports.

Data analysis was made resorting to the average and standard deviation, as measures of central tendency and absolute dispersion, respectively. To analyse potential bivariate and linear associations between variables, correlation coefficient of Pearson (r) for a level of significance of 5% was used. With the purpose of creating a predictive model of the variation of the Sports Practitioners according to the independent variables (Beach Carrying Capacity, Area of Artificial Infrastructures, Occupation of Beach Support Facilities, Spots and Entities), the multiple linear regression equation with “forward” selection of variables was chosen. This analysis was performed with IBM SPSS Statistics, v.20©.

One of the main limitations of this study is related with the season of the year in which the data was gathered. Despite favourable weather, the fact data was collected from September to March might have reduced the number of sports practitioners registered. Had data gathered been done from June to September and, we think, the number of people that choose the coast and the beach to exercise would be significantly higher.

Considering the inexistence of studies about the sport value of the coast, the criteria for the assessment of natural sport spaces proposed by Cunha (2007) was used. Therefore, despite being an empirical study, it uses data gathered from entities that intervene directly in our space.

3. Results

Regarding the first indicator, the area of study has an instant carrying capacity of 39927 persons, from which 37931 is of urban beaches. Combining this indicator with the values from local population and hotel capacity (c.f. Figure 1), there is evidence that the region has the capacity to serve a larger population than the one living in the spaces, therefore giving it some international projection. Considering the area of influence of these spaces and its projection to the interior, we can notice that these are the nearest beaches for a total of around 2 million persons, from Portugal and Spain.

Municipality	Beach	Hotel Capacity	Population	Beach Carrying Capacity
Cantanhede	Palheirão	0	38898	402
	Tocha	426		4908
	Costinha	0		409
Fig. Foz	Quiaios	156	62951	7462
	Murtinheira	0		769
	Cabo Mondego – Tamargueira			2208
	Buarcos – Fig. Foz (Ponte do Galante)	3356		6485
	Fig. Foz (Ponte do Galante) - Relógio			4667
	Cova	1500		1719
	Costa de Lavos	0		1785
	Leirosa	0		1030
Pombal	Osso da Baleia	0	59951	417
Leiria	Pedrógão	4500	129468	7667
	Total	9938	291268	39927

Figure 1. Beach Carrying Capacity, Hotel Capacity and population in the area of study.

Regarding its sport capacity, artificial infrastructures for sports comprise 15538 m². In terms of number of spots, a total of 15 were identified, as shown in Figure 2. A common characteristic was found in the distribution of both artificial infrastructures and spots: they cluster around the beaches of Figueira da Foz. This indicates that the city can or should be identified as one where sea and beach related sports can be practiced.

Beach	Artificial Infrastructures	No. Spots	Artificial Sport Capacity	Natural Sport Capacity
Palheirão	0	0	0,0	0,0000
Tocha	0	1	0,0	0,2037
Costinha	0	0	0,0	0,0000
Quiaios	1330	0	0,2	0,0000
Murtinheira	0	1	0,0	1,2998
Cabo Mondego - Tamargueira	2280	2	0,2	0,1793
Buarcos – Fig-Foz (Ponte do Galante)	3618	1	0,6	0,1542
Fig-Foz (Ponte do Galante) - Relógio	3458	1	0,7	0,2143
Foz do rio Mondego	0	3	0,0	13,0435
Cova	2738	3	1,6	1,7453
Costa de Lavos	800	0	0,4	0,0000
Leirosa	0	1	0,0	0,9706
Osso da Baleia	0	1	0,0	2,4000
Pedrógão	1314	1	0,2	0,1304

Figure 2. Sport capacity of the beaches in the area studied.

As far as beach support facilities are concerned, there are no such infrastructures specialized for supporting sport activities in the area studied. Nevertheless, “standard” beach support facilities were found and its occupation ratio varies from 0% to 70%, being the latter value found in beaches of the city of Figueira da Foz.

In terms of sports entities, the majority (13 out of 23), again, is situated in this city. 92% of them offer services related to surfing sports (e.g.: surf, bodyboard, kayaksurf, kitesurf, skimboarding), which translates to about 58% of the total sports events organized being related to these activities.

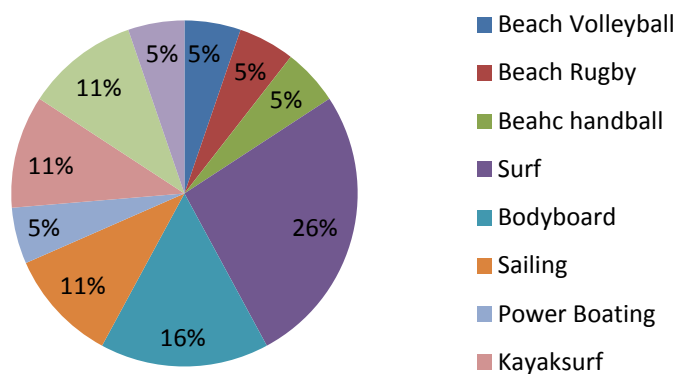


Figure 3. Distribution of sports events organised per sport.

Tracking the location where these activities took place was not possible, as the authorizations for these events encompass the whole area of the Captainship. This means that when one event is authorized, it can occur along the coast without being situated in a specific location, thus changing according to the weather and sea conditions in an attempt to search for the best conditions of practice.

To determine a possible association between the variables analysed, correlation coefficient of Pearson was used. As shown in figure 4, significant positive linear correlations were found (p -value <0.05) between SP and AID (0,634) and between the first and *Spots* (0.640). Also, between CCg and OAP (0.599) and between AID and OAP (0.654).

	CCg	AID	OAP	Spot	ENT	SP
CCg		,427	,599*	-,111	-,188	,146
AID	,427		,654*	,220	-,256	,634*
OAP	,599*	,654*		-,041	-,326	,434
Spot	-,111	,220	-,041		,400	,640*
ENT	-,188	-,256	-,326	,400		,452
Prat_Desp	,146	,634*	,434	,640*	,452	

Legend: CCg – Beach Carrying Capacity; AID – Area of Artificial Infrastructures; OAP – Occupation ratio of Beach Support Facilities; ENT – Entities exploiting the coast for sport; SP – Sports Practitioners.

*Significant correlation at 0.05 (2-tailed).

Figure 4. p values of correlation between sport value indicators.

These correlations show that the presence of equipment and infrastructures for sport might increase the sport value of the beach, enabling it to welcome more sports practitioners.

Multiple linear regression allowed us to find a model that predicts the variation of the number of sports practitioners in a beach according to its sport value indicators. The model's assumptions, namely, normal distribution, homogeneity and independence of errors were analysed, the first two validated through graphics and the latter with Durbin-Watson statistics ($d=1.978$), as described in Marôco (2010). VIF was used to diagnose multicollinearity, having been suggested the removal of variables CCg and OAP off of the model. Multiple regression identified the variables: **SPOT** ($b = 0,275$; $t(10) = 1,991$; $p < 0.075$), **AID** ($b=0,707$; $t(10)=5,398$; $p < 0.000$) and **ENT** ($b=0,523$; $t(10)=3,754$; $p < 0,004$) as predictors of the variation of Sports Practitioners (SP). The final adjusted mode, therefore, is:

$$SP = -0,227 + 48,390 SPOT + 0,096 AID + 68,696 ENT$$

This model is significant and explains a high proportion of SP variability ($F_{(3,10)} = 20,620$; $P < 0,000$; $R^2_a = 0,928$).

Sport Practitioners variability can thus be explained by the presence of infrastructures and natural spaces for the practice of sports, along with entities that can act as enablers for sea sports. According to this model, the size of the beach poses no direct importance to the sport value of the beach. It is important however, to take into consideration that the different characteristics each beach offers affects its sport value, meaning that we must not speak about one sport value, but various. For instance, if the beach possesses a natural spot,

it is natural that its sport value is higher than one that does not possess such capacity. Conversely, a beach with a long coastline and great carrying capacity can offer better infrastructures for other sports, i.e. beach sports, or even benefit from being close to the beach and use this closeness as an attracting factor, thus having another sport value, more oriented for sports that although not related to the beach itself, occur there because of the latter.

4. Conclusions

Urbanity seems to be associated with the presence of significant indicators for the qualification of the beach in terms of sports, particularly due to its equipment. It is here that Sport Value Indicators are higher and these locals gather better conditions both for the practice of sea sports and for leisure activities that although take place in land, benefit from having a beach nearby.

The city of Figueira da Foz, considering its conditions, should clearly assume a vocation oriented for maritime sports due to the value of its beaches. This should allow the city to differentiate itself in terms of offer both of sport and touristic products, not only locally but also on an international level.

Although lacking more studies to confirm, validate, and broaden its area of intervention, the model found allows us to predict the variation of Sport Practitioners when changes in the environment are made, offering a measure of the non-economic value, in terms of sports, of these areas. This model underlines the importance of sport and leisure activities, as well as sport tourism activities, for the integrated management of coastal areas, providing decision makers with a helpful instrument for the management of these areas.

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SPORT AND TOURISM: SPORTS RECREATION IN THE ALENTEJO COAST'S RESORTS

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Abstract

The new sporting era in which we live attaches to sport an assumption of new forms, new contexts and values, and a growing demand for evasion, wellbeing and health, and new experiences. In this leisure environment, favorable to sports practice, there has been an increase in the number of resorts in Portugal offering a range of sport services to its customers in accordance with their wishes and needs. In this context, the main goal of the present research is centered on the general characterization of the sports animation services offered by resorts in the Alentejo Coast. A qualitative research approach was used, in which content analysis was the chosen data analysis method; a semi-structured interview was the tool for data collection. The results show that the services of sporting activities in resorts located in this region are still underdeveloped. The majority of such resorts has a small amount of equipment, space and human resources. The search for these services is meager, despite their gratuitousness nature. In spite of the reduced offer of the sports animation services, the resorts' managers state that in a recent future there will be no new investments in the area, since the offer now satisfies the actual level of demand.

Keywords: Alentejo coast; Resort; Sports animation; Sport services' offer; Sports tourism.

1. Introduction

The individual growth of Sport and Tourism, as well as the respective parallels, gave rise, in the late twentieth century, to Sports Tourism (Gibson, 1998; Standeven & De Knop, 1999; Weed, 2009). Tourism is a great economic activity and so far, it is still growing; as stated by Phillips and Moutinho (2014), tourism remains an important export earner and main originator of foreign exchange earnings and employment. As it has been pointed out by Jakolev, Koteski, Bardarova, Serafimova and Dzambazoski (2014), even though tourism is not a sport subdivision, it embraces so many of sports activities nowadays – recreational animation sports, sports events, etc. – that tourism and sport shall be asserted as a phenomena wherein individual concepts are mutually interrelated. As highlighted by Higham and Hinch (2002), tourism and sport are two of the largest and fastest growing industries in the worldwide economy and often participation in sport and tourism happens concurrently. Although the linkage between sport and tourism can be glimpsed since the ancient Rome and Greece, at a time when sport had already driven large flows of people traveling to take part in major sporting events, according to Pigeassou, Bui-Xuan and Gleyse (2003), the term “sports tourism” came up in the 70s, for the first time, in France. And in what concerns to sports tourism research, as referred by Weed (2009), it seems that the first publication focusing this binomial goes back to 1966, an initial exploration of the performance sport could have on vacation tourism. In recent times, sports tourism has been a booming sector: the tourism generation potential of mega-sport events (Getz, 1991; Hall, 1992; Williams,

Hainsworth & Dossa, 1995) such as the Olympic Games has highlighted the sports and tourism industries' mutual interdependency, which could not be organized without the collaboration of the tourism services offered by travel agents, accommodation facilities, and other agents.

The new sporting era in which we live attaches to sport an assumption of new forms, new contexts and values, and a growing demand for evasion, wellbeing and health, and new experiences. In modern tourism, sport constitutes a fundamental content of the tourist stay, which inducts a substantial increase in the practice of different sports by tourists and simultaneously stimulates traveling towards a certain tourist destination (Jakovlev et al., 2014); these authors defend that in this singular category of tourism – sports-recreational tourism – sports animation appears as a mean to an active participation of the tourists, a definition that has been addressed by several authors (De Knop, 2004; Gammon & Robinson, 2003; Gipson, 2003; Hinch & Higham, 2001; Pereira, 2007), in general, implying sports practice during the holidays, either as main or casual motivation of the journey itself. As highlighted by Adina & Dana (2010), according to the tourist and his specific physical needs, which can be from rest to the development of his capacities, tourist animation should accomplish a chain of different functions, and for that reason, sports activities must be fortified by the holiday providers.

A sport tourism research developed by Pereira (1999) in a major tourist region in Portugal - Algarve - concluded that Germany and United Kingdom (UK) were the priority markets: (1) in high season, the largest representation belongs to the family segment (Germany: 28%; UK: 26%); and (2) in low season, the senior segment is the largest contributor to the local tourism (UK: 30%; Germany: 25%). The results showed that the directors of the accommodation units perceived the increasing motivation of the tourists for active holidays namely, golf and sport services related to nature and health. The results also indicated that the existence of sport facilities was a strong point (2.6 sport spaces by unit); however, their occupancy rate average was low (20%) and a deficit of nautical sport facilities was detected. Although the majority of the directors (75%) viewed the integration of sports services in the holiday package as a competitive advantage, 69% of them didn't promote any innovation in their sport services offering between 1997 and 1999.

In this leisure environment, favorable to sports practice in Portugal, as a consequence of the climate and geography of the country, tour operators often promote active tourism to complement the typical "sun & beach" tourism product, and even promote it as the core attraction of the trip. As a result, there has been an increase in the number of resorts in Portugal offering a range of sport services – such as golf, water sports, etc. - to its customers in accordance with their wishes and needs. In this context, the nuclear issue of the present research is centered on the study of sports animation services offered by resorts of the Alentejo Coast, aiming to provide their general characterization.

2. Methodology

In this research we used a multi case study approach (Yin, 2003) in order to characterize the phenomenon. The case study as a strategy allowed us to investigate “a contemporary phenomenon within its real-life context” (Yin, 2003, p.13). The multi case study enabled us to study each resort by itself in order to identify the appropriateness of the offered services. Simultaneously, it allowed us to analyze the resorts in comparison with the obtained results

in other hotel units in order to develop an integrated view of the sporting services offered in the region.

2.1. Sampling

The sample is composed of three resorts: a) Tróia Design Hotel – Blue & Green (TDH); b) Zmar Eco Campo Resort & Spa (Zmar); and c) Herdade da Matinha (HM). In the Alentejo coast there are 5 resorts, subsequently the sample corresponds to 60% of the universe under study. Two of the three resorts in the analysis - TDH and Zmar - started operations recently, in 2009; HM started its activity earlier, in 1998. The number of existing beds in each of the hotel facilities is an important indicator to characterize the dimension of a region's tourism supply. Regarding the size of these resorts, we find that there are two distinct levels: two (TDH and Zmar) are large, having more than 300 beds; HM's offer is substantially reduced (less than 50 beds). Another auscultated issue was the number of employees and its fluctuation throughout the year. Regarding this we find that: a) the larger the size of the resort, the bigger is the number of employees – in high season, TDH and Zmar have more than 100 employees and HM has less than 20; b) the number of employees is only affected by seasonality in one of the resorts – TDH – where it can range between 61 and 100 employees in low season. In short, the majority (67%) of the resorts in Alentejo Coast is large, since we are in the presence of units which have both high number of beds and employees.

2.2. Data collection

The semi-structured interviews were the elected method; they were carried in person lasting one hour in average. We made three interviews with the directors of each resort during the period of July-October of 2010. The interviews weren't tape recorded but the researcher made a full written record of the interviews and at the end asked the interviewers to sign in accordance to its accuracy. The semi-structured interviews used an outline of topics based on the dimensions of a survey already validated (Pereira, 1999), namely the characterization of: i) resorts (e.g., dimension); ii) priority markets and their motivations; iii) sport facilities; iv) sport services (e.g., financial and human resources); v) perception of the resorts' director about sport services (e.g., strengths and weakness) and its importance to promote the destination (i.e., strategic ideas).

2.3. Data analysis

We used the thematic quantitative content analysis (Bardin, 2009) in a deductive perspective based on the dimensions/categories of the survey. We selected the text according to its relation with the category and then, in the exploration phase, we selected the unit of analysis – related to the constructed code of the semi-structured interview, but we also used *in-vivo* codes for main ideas of the text as second content to differentiate sublevels of categories. Finally, the quantification of the categories and subcategories enabled more accurate and objective information about the frequency of occurrences. The descriptive statistics was used in order to identify the frequency of the categories and subcategories results.

3. Results

3.1. Source markets and motivations of tourists

Data show that the domestic tourism is the source market that has higher percentages, both in high season (90%) and low (85%). We note that at the HTD, in high season, which corresponds to the usual vacation period of domestic tourists, all clients are Portuguese; in the others, the representativeness of the national tourism reaches 90% (HM) and 80% (Zmar). The minor decline in this trend during the low season is mostly taken by tourists from Spain, UK, Holland and Germany. The predominant age group in these resorts differs from high season (35-49 years old: 53%) to low season (18-34 years old: 42%). Not surprisingly, seniors are the least represented in both periods, given the low level of income of this layer of the Portuguese population. Regarding to the family life cycle, the category "couples" is the most prominent: 57% in both high and low seasons. However, we point out a difference in terms of subcategory "couples with children", which reaches a higher percentage in the high season (54%) than in the low season (37%). These results should not be oblivious to the fact that the school term focus predominantly on low season.

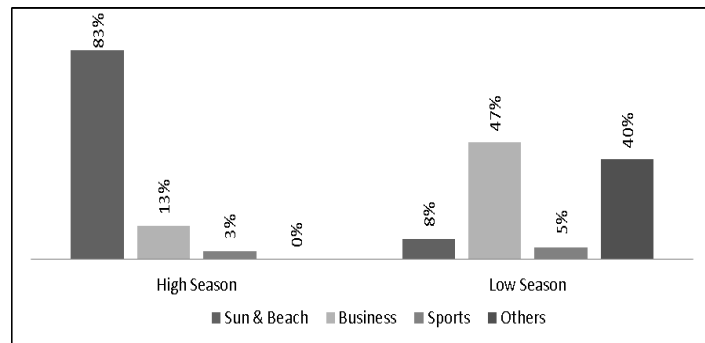


Figure 1. Most Popular Types of Tourism.

As we can observe in figure 1, the region under study is strongly affected by a type of seasonal tourism: during peak season tourists primarily seek to "sun & beach" (83.3%) tourism, while in low season this kind sharply decreases (8%), and other types climb, including "business" (47%) and "others" (40%) – gathering nature tourism and tourism of school groups. Sports tourism has a weak representation in demand throughout the year, ranging between 3% and 5%; this illustrates that sports do not constitute the main motivation for travelling to this region. Regarding the average length of stay, most tourists seek these hotel units for up to three days of lodging. In high season, 55% of tourists stay in these resorts "within 3 days", and 40% remain between 3-8 days. In low season, the vast majority (87%) of customers prefer to stay "up to three days" in the region's resorts.

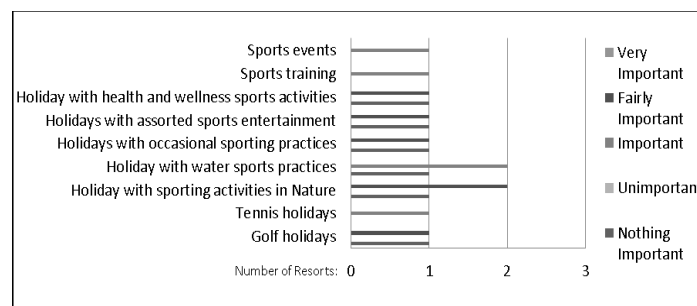


Figure 2. Importance of Different Types of Sports Tourism.

In what specifically concerns to the motivational nature of sports tourism, the responses of these resorts' managers show the absence of maximum appreciation of the importance of any one of its subcategories (Figure 2). Thus, these results appear to carry a certain tendency of managers to the devaluation of the sporting practices' potential to increase the tourist revenue. However, 67% ranks "holiday with sporting activities in Nature" as "fairly important" and considers that "holiday with water sports practices" are "important". In fact, in the theoretical model of destination branding developed by Qu, Kim and Im (2011), water sports are taken as a main attribute, within the factor that aggregates entertainment/outdoors activities; the authors have concluded that the beliefs and knowledge of the destination's attributes are the greatest way to influence the formation of the overall image of the destination, which directly bears on the purpose to revisit and recommend the destination to others.

3.2. Characterization and utilization of sports facilities and equipment

Overall, our sample includes a total of 22 sports facilities. However, their distribution is uneven in the studied resorts, since one (Zmar) of these is responsible for holding 15 of such installations. In accordance with the information provided in figure 3, we verify that there is roughly the same number of roofed and discovered sports facilities (12 and 10, respectively). Among the covered facilities, "kids' playhouses", "indoor pools", "gyms" and "spas" arise more often and they're held by two of the three resorts in the study. The "outdoor pools" are the uncovered facilities with the largest representation, a total of 4, meaning that one of the resorts has more than one.

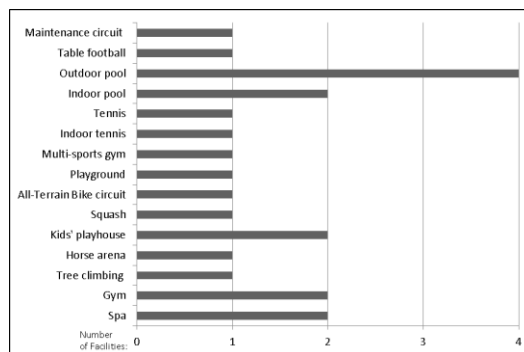


Figure 3. Sports Facilities' Typology.

These results turn out to be the mirror of the managers' perception about the typology of tourism demand in the region: in high season, tourists are most enthusiastic of the "sun & beach" tourism product, and the outdoor pools are an extension of that source of recreation; also, high importance given by managers to holiday with water sports practices justifies both indoor and outdoor pools; moreover, as most customers often travel with the family, the services of sports animation of these resorts include a set of activities aimed to entertain the younger age group within the kids' playhouses.

Concerning the average frequency of use of the existing sports facilities, the data reveal it's greatly reduced throughout the year, which corroborates the results of the study developed by Pereira (1999). In fact, from a general perspective, there aren't any noticeable differences between the two tourist seasons: more than 50% of the enumerated sports facilities have an occupancy average below 50%, tendency more accentuated in the period

of greater tourism (64%) than in the low season (59%). Nevertheless, there are some exceptions that are worth mentioning: (1) in Zmar, the indoor and outdoor pools present, in both seasons, an occupancy rate higher than 80%; (2) in Zmar, the spa also reaches an 80% occupancy rate in low season; (3) still in Zmar, an occupancy rate greater than 50% (but below 80%) is denoted in the gym, playground and kids' playhouse throughout the year; (4) finally, in TDH there are also three cases where the occupancy rate is over 50% (although not reaching the 80%) – the outdoor pool (in high season) and the indoor pool and the spa (in low season).

Regarding the payment of the sports facilities by the resorts' customers, we verify that in most cases (64%) their use is totally free. In the remaining set of 8 facilities, clients are charged an additional fee for its consumption. It is also possible to observe a relationship between the average frequency of the sports facilities' use and the variable payment: the free sports facilities have a much higher average frequency of use than those whose consumption requires charging an additional price to their customers. These results support the findings of Pereira (1999), where the relation between the variables "frequency of the sports facilities' use" and "facilities' payment" was found to be statistically significant: in high season, the values of lower frequency (20% utilization) corresponded to the paid installations and the values of higher utilization (over 80%) corresponded to the free facilities.

The three resorts that comprise the sample under study provide a set of five sports equipment; in all of them, their use requires charging an additional price to their customers. Thus, the resorts offer the following services: (1) horseback riding and riding lessons in the arena of the hotel unit (HM); (2) rental bicycles that can be used by customers to make tours inside and outside the resort (HTD); (3) rental bicycles that can be used by customers in the all-terrain bike's circuit and inside the hotel unit, as well as the rental of rackets and tennis balls (Zmar).

3.3. Sports services' description

For most of these hotel units' managers, sports services are seen as important contributors in decreasing tourist seasonality. Moreover, all interviewed managers admit that sports services are a way to occupy the leisure time of the tourists, to increase diversity of supply, and also consider them as a good magnet for tourist attraction. The results are in line with the vision of Jakovlev et al. (2014), which highlights an announced death of the hotel units unable to meet tourists' new needs by offering a wider and diversified range of potential services in addition to basic assumptions such as food and accommodation.

Figure 4 shows the opinions of the interviewed managers about possible reasons for the existence of a meager and barely varied set of offered sports services at their resorts. For three of the exposed motives, the results show an overall agreement among the resorts' directors, namely: (1) sports services offered by their resorts are already sufficient to satisfy the existing demand; (2) there's a lack of coordination between public and private organizations; and (3) sports services are economically profitable. Furthermore, it is a belief for the majority of the managers that tourists show interest in sporting services to the point of being willing to pay for their consumption, which probably explains why all of them are convinced that the sports services are desirable from a profitability point of view.

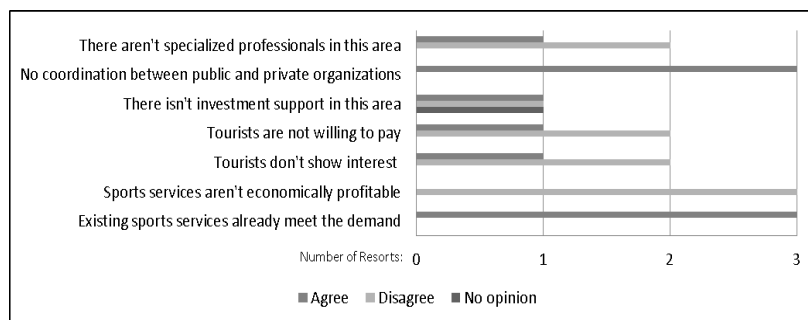


Figure 4. Reasons for Fewer and Less Diversified Package of Sporting Services.

Concerning the suitability assessment of the existing sports services in relation to the sports needs of the tourists who attend and use such services, the three directors of the studied resorts are unanimous in considering that there is a proper fit. In addition, in none of the three resorts comprised in the sample is expected any adjustment concerning its sport offering, in terms of the construction of new sporting facilities, in the near future (6-12 months). Thus, there seems to be a certain perceptual consistency between the adequacy of the sports services supply of the hotel units and the sporting desires of their customers.

3.4. Financial and human resources' panorama

In only one of the resorts (HM) is confirmed the existence of a specific budget for the sports area. As for the distribution of funds from the total budget for sports services, all directors state that the funds are in the range between 0% and 10%. It is also verified that the parameters with the highest importance of budgeted funds are allocated to purchase sports material, advertising and to the payment of the sports services staff. Again, these results confirm the findings of Pereira (1999), insofar as the author concluded that only 33% of the hotel units had an own budget for sports services, and even among these the average value corresponded to 2% of the overall financial plan.

Among the resorts in the sample, only one (Zmar) has a sport services director, corresponding to the resort that offers a greater number of sports facilities (68%). Zmar's sport services director has academic training in the field of sports science. In order to have an idea of the sports services' dimension on balance of organizational functions, it's also important to know the number of people working in the sports services in each of the resorts. Overall, 15 employees are allocated for sports animation services, and its distribution as follows: TDH (8); Zmar (6); and HM (1). In this group of workers, only a fringe of 20% has sports academic training and the vast majority (73%) only has one year of professional experience. We also verify that the employee with more professional experience performs the job for only three years. Despite the poor qualifications (academic and professional experience), only one resort (Zmar) promotes vocational training to employees working in the sports services.

Indeed, the described panorama emphasizes the insignificance that the sports sector has yet to hotel units that exploit the tourism in this region and the findings support the previous study developed in the Algarve region (Pereira, 1999); the author concluded that despite the majority of the accommodation units had a sport services director (52%), their training wasn't in sport and even in tourism there were just three. These results are also in line with the study realized on the areas of the biggest Bulgarian tourists centers (Dimitrov,

2014), which concluded that “the sport staff resource is not as up-to-date as the tourist business requires” (p. 42).

3.5. Managers' perception of the sports services and strategic ideas

The interviewed sports services managers express different opinions regarding the strengths/weaknesses of those services in their resorts. This disparity may be due to: (1) tourists' motivations, aspirations and expectations are distinct in each resort; (2) the uniqueness of the profile, structure and the characteristics of the involved resorts. According to Adina and Dana (2010), the combination of those factors should be the foundation of the entertainment development strategy.

On the principal advantages of sports services, their managers mentioned the following: (1) “the variety of sporting activities offered to their customers” (Zmar and HTD); and (2) “a landscape of open space” (HM). As we have emphasized, Zmar holds 68% of sports facilities recorded in the sample, so the perception of its director seems natural, given the reality of the sporting facilities of tourism supply in the region. Nevertheless, given the small number of the TDH's sports facilities, the manager of its sports services alludes to a set of services which is offered to customers through an outsourcing system instead of those under its direct responsibility. The HM's manager attaches the competitive advantage of the supply of sporting services outlined in the organization he runs to the ecological component surrounding the resort, thereby demonstrating the scant importance he attributes to the sporting services.

Regarding weaknesses of sports services, managers point to the following: (1) the “distance between the various sports services” and “the kind of multi-purpose sports floor that doesn't allow the practice of certain sports” – technical issues - are the two main disadvantages underlined by the Zmar's director; (2) the remaining managers mostly concern the aspects linked to the cost structure of sports services - “the cost of hiring facilities/services to external entities (outsourcing) is the major drawback” since it increases the price charged to the customers for practicing of sports activities (HTD) and “the high cost of sports services” is considered as a disadvantage because it reduces sports services' financial returns (HM).

The interviewed managers advocate several strategic ideas regarding the way of using sport as a tool to promote Alentejo Coast's tourism: (1) the largest number of occurrences (50%) corresponds to a set of views that overall focus on increasing the resorts' sport supply, in which both sports events and partnerships with local sports enterprises are the most mentioned; (2) in the second biggest group of occurrences (40%) managers advocate ideas which aim to improve/innovate sports services, particularly evoking the quality of human resources; (3) finally, the remaining occurrences (10%) relate to marketing ideas mostly concerning the promotion of the existing supply of sports tourism in the resorts. In the study for the Algarve region (Pereira, 1999) similar conclusions were found since the most cited strategic ideas to promote tourism through sport were the increase of sporting supply (sports events most mentioned), marketing and new sport facilities.

4. Conclusions

The study of the sports recreation's characterization in the Alentejo coast's resorts fulfills a vacuum in knowledge of sport tourism at the regional and local levels, as it has been urged in the literature (Higham & Hinch, 2002); furthermore, in addition to the study of

Pereira (1999), allows a greater understanding of the state of the supply of sport tourism in Portugal. The results show that the services of sporting recreational activities in the resorts located in the Alentejo coast region are still underdeveloped. The majority of such resorts has a small amount of sports equipment and space. Although modern sport management “may be achieved through the excellent sport-entertainment staff selection and human resources” (Dimitrov, 2014, p. 42), the results show that the human resources in these resorts have low academic qualifications and unskilled professional experience; also, the organizational role of director of sports services was found in only one third of the resorts’ sample and in most cases, there isn’t any incentive for the vocational training of employees. Most of the offered sport services are free. The search for these services is meager, despite their gratuitousness nature. Regardless of the reduced offer of the sports animation services, in the years to come, the resorts’ managers have no intention of making any new investments in the area because - according to their perception – the actual level of sports demand has hitherto been satisfied by the existing sports supply. The strategic ideas to promote tourism through sports recreation most supported by the interviewed resorts’ managers are: (1) the increase of the resorts' sport supply (particularly through the hostage of small-scale sports events and partnerships with local sports enterprises); (2) the improvement/innovation of the sports services (predominantly by means of the quality of human resources); and (3) the broader promotion of the existing supply of sports tourism in the resorts.

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SURF TOURISM: UNDERSTANDING THE RELATION BETWEEN SERIOUS LEISURE CHARACTERISTICS AND SURF TRAVEL BEHAVIOUR

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Abstract

Surfing is a sport activity that is developing to become a major business, integrated in the leisure and tourism sectors. Due to the economic significance of surf tourism and the surfers' characteristics, featured by the time and effort they invest in surfing and their propensity to travel in search for the perfect wave, it is important to understand if the 6 serious leisure qualities (*perseverance, career, effort, benefits, ethos* and *identity*) are related with sociodemographic characteristics and surf travel behaviour. To achieve these goals an online questionnaire was applied to surfers in Portugal and 200 answers were collected. Results confirmed that surfers have high levels of serious leisure and have strong disposition to travel for surfing. Statistical tests allowed to conclude that sociodemographic variables are not good predictors of serious leisure, while serious leisure is correlated with surf travel behaviour especially in the willingness to travel in the future, suggesting that surfers have a strong disposition for surf tourism. Complementing this information with other data (e.g. surfing destination attributes) enables to provide important information that can be used to strengthen marketing strategies by industry providers.

Keywords: Serious leisure; Sport tourism; Surf tourism; Travel behaviour.

1. Introduction

Surfing is a complex and polyvalent activity with its roots in Polynesian spiritualism, gambling, and festive culture (Poizatt-Newcomb, 1999). Despite the uncertain origin (Ponting, 2008), surfing has been deeply rooted into the Hawaiian culture and tradition for many centuries (Buckley, 2002a). Surfing has grown as a western civilization sport since the early 1900's (Dolnicar & Fluker, 2003a) and has been disseminated worldwide ever since (Ponting, 2008). However, it was from the 1960's that the popularity of surfing among participants and spectators has progressively increased (Barbieri & Sotomayor, 2013; Ponting, 2008), due to the cultural movements that occur in that period, which allowed a new impetus in the sport activities developed in nature (Pociello, 1981; Wheaton, 2010). From this period, film industry produced more than 200 surf films popularizing surfing culture and values (Booth, 1996), while mass media created an imagery of perfect unspoiled beaches for surfing in paradisiacal tropical destinations (Ponting, 2008). Within this scenario a new subculture emerged around surfing (Butts, 2001), associated to a certain lifestyle which includes language, clothing, non-verbal gestures, music and artistic expression (Ford & Brown, 2006).

With the increasing number of surfers, and with a vibrant atmosphere around surfing, the industry of surf tourism was created (Dolnicar & Fluker, 2003a). In this regard, surf tourism is generally defined as a travel to at least 40 km away from home (Buckley, 2002a), to domestic or international destinations (Dolnicar & Fluker, 2003b), a stay of at least one night (Buckley, 2002a; Dolnicar and Fluker 2003a, 2003b, 2004) and no more than 12 months (Dolnicar & Fluker 2003b) with surfing as the primary purpose for travel (Buckley, 2002a;

Ponting, 2008), including active participants in surfing activities but also the spectators of events and those who follow them in their surf trips (Dolnicar & Flucker, 2003a).

Portugal presents excellent natural resources to develop surfing activities, with a continental coast of almost 1000km. These natural conditions, along with international renowned spots as Ericeira (recognized during 2011 as the first *World Surf Reserve of Europe* and the second in entire world) and Peniche (the *Portuguese Capital of the Wave*), and also with the organization of national and international top level events such as the *World Surf Leagues*, allowed Portugal to create a destination image related with surfing (Melo, 2013). Because of this, the surfing tourism industry is growing in Portugal and it is accompanied by the development of more specialized services such as surf schools and surf camps, as well as the increase of the market for surfing-related consumer brands (Moutinho, Dionísio & Leal, 2007).

According to Stebbins (1982; 1996), surfing is a serious leisure activity and participants of surfing activities mainly present serious leisure traits. Stebbins (1992, p. 3) defined serious leisure as “the systematic pursuit of an amateur, a hobbyist, or a volunteer activity that participants find so substantial and interesting that, in the typical case, they launch themselves on a career centred on acquiring and expressing its special skills, knowledge, and experience”. Serious leisure is also defined by its 6 distinguishing qualities (Stebbins, 1982): perseverance, career pursuits in their endeavours, significant personal effort, durable individual benefits, unique ethos and strong identity with the activity.

Recent research has associated serious leisure with recreational and leisure activities including art photography (Spurgen, 2008), bird watching (Cole & Scott 1999), fishing (Yoder, 1997), and volunteering (Stebbins, 1996). A wide range of studies examined the application of serious leisure within sport activities, among others, in climbers (Dilley & Scraton, 2010), climbers, kayakers and snowboarders (Stebbins, 2005), cyclists (O’Connor & Brown, 2010), golfers (Siegenthaler & O’Dell, 2003), swimmers (Hastings, Kurth, Schloder, & Cyr, 1995), whitewater kayakers (Bartram, 2001), and among sport fans (Gibson, Willming, & Holdnak, 2002; Jones, 2000). Studies on tourism were also developed in the frame of serious leisure, including cultural tourism (Stebbins, 2006), indigenous tourists (Tsung-Chiung, Chyong-Ru, & Wan-Chen, 2012) and sport tourism (Getz e McConnell, 2011; Smith, Costello, & Warren, 2010). Surfing activities were also recently studied within serious leisure framework (Barbieri & Sotomayor, 2013; Cheng & Tsaur, 2012).

Cheng & Tsaur (2012) studied the relationship between surfers’ serious leisure characteristics and recreation involvement, demonstrating that *ethos*, *identity* with surfing, significant personal *effort* and *career* pursuits are strong indicators of surfers’ serious leisure characteristics, and that attraction and self-expression (dimensions of recreation involvement) have the highest impact, demonstrating that surfers with stronger serious leisure characteristics have a higher recreation involvement.

On the other hand, Barbieri & Sotomayor (2013) investigated the relation between serious leisure, sociodemographic characteristics, surf travel behaviour and destination preferences. This study confirms that surfers have a strong disposition for surf tourism, and serious leisure qualities predict preferences for the variety of waves, the quality of the natural environment, and the availability of special types of waves in the destination. However, this study demonstrated few weak correlations between serious leisure qualities and socio-demographic and surfing behavior attributes.

In spite of the size and economic implications of surfing and the importance of determining the surfers’ characteristics, few studies have examined this form of sport

tourism and even fewer investigated the application of serious leisure among surfers. This study was developed during the year of 2014 aiming to fill this gap in the literature. Based on the serious leisure theory, this work addresses two main objectives: a) understand the relation between sociodemographic characteristics of respondent surfers and serious leisure qualities; and b) to verify if serious leisure qualities are good predictors of surf travel behavior.

2. Methodology

An online survey by questionnaire was applied to surfers from June to October 2014 and 200 answers were obtained. The survey was composed of 5 groups of questions, including: sociodemographic characteristics (nationality, sex, age, marital status, education level, working situation, and income), surfing travel behaviour (past surfing trips, surfing destinations, length of surfing trips, travelling companionship, surfing destination choice, spending per day, and willingness to take a surfing trip in the future, future surf destinations) and 21 items of serious leisure measured in a 7 points rating scale, from 1 (*completely disagree*) to 7 (*completely agree*), adapted from Cheng and Tsaur (2012).

The questionnaire was validated by pre-test application and expert examination (face validity). Questionnaire was built in *Google Forms* platform and a casual sample technique was used (Marôco, 2011). The target population included those who have practiced surfing activities, in Portugal, with 18 years of age or more. The survey dissemination was made throughout websites and social media, more precisely in surfers' schools and *facebook* webpage's of groups of surfers in Portugal and abroad.

Data was analysed in the IBM SPSS (version 21). Descriptive analyses were first conducted to profile responding surfers, describe surfing travel behavior and analyze seriousness of their surfing. Factorial analysis, by Principal Component Analysis (PCA), was used to reduce the 21 items of serious leisure qualities in 6 dimensions, or principal components. The following criteria were used to decide the number of components to extract (Marôco, 2011): 1) Kaiser-Meyer-Olkin (KMO) value obtained greater than 0.6, and the significance value, using Bartlett test, below 0.1, in order to reject the null hypothesis and prove the suitability of the analytical method for the treatment of data; 2) Eigenvalue greater than 1.0 or the Scree Plot indicating the suitable number of PC that can be extracted before the amount of explained variance becomes too small; 3) Communalities, representing the percentage of common variance between items and extracted factors, and Factor Loadings, higher than 40%; 4) Variance explained percentage at least 60% of the total variance was satisfactory. In addition, the reliability coefficient to assess internal consistency (Cronbach's alpha coefficient), to be considered *good*, must be greater than 0.8 for all dimensions and globally (Marôco, 2011).

A series of multiple linear regressions were conducted to address the other study objectives. More specifically, to analyze if: 1) Sociodemographic characteristics of surfers (independent variables) influenced the serious leisure qualities - dependent variables; 2) serious leisure qualities (independent variables) influenced the surf travel behavior (dependent variables). The model assumptions analyzed are generally satisfied, namely: no multicollinearity founded among the independent variables, variance inflation factor statistics obtained ($VIF > 0.2$) were above the conservative minimum scores ($VIF > 0.1$) while tolerance (< 5.0) was below conservative maximum scores (< 10.0) (Mertler & Vannatta, 2005). Logistic Regression was also performed to predict the average length of surfing trips

and willingness to travel in the future. The model assumptions analyzed are generally satisfied (Marôco, 2011).

3. Results

3.1. Sociodemographic characteristics of respondents

The descriptive analysis of nationality, gender, age, level of education, working situation and income variables allowed the characterization of the sociodemographic profile of surfers of our sample (Table 1). The results show that 88.5% of respondents are Portuguese and the large majority (82.5%) are male. They have an average age of 34 years old ($SD = \pm 9$), with 36% included in the 18-30 years group, 49.5% in the 31-43 years group, and 14.5% with more than 43 years. The majority (75.5%) of surfers has higher education studies, including post-graduate studies (25.5%), which means that this group has a high level of education, above the Portuguese average. Consistent with the higher education levels, the proportion of workers for other (54.0%), and of company owners or self employees (22.0%), the majority (55.5%) of responding surfers indicated that they have income above the Portuguese average.

Table 1. Gender, age, education level, working situation, income indicators of participating surfers.

Sociodemographic indicators	N	%
Nationality		
Portuguese	177	88.5
Others	23	11.5
Sex		
Male	165	82.5
Female	35	17.5
Age group		
18 - 30	72	36.0
31 - 43	99	49.5
≥44	29	14.5
Mean (in years)	34	
Standard deviation	±9	
Marital Status		
Single	119	59.5
Married	68	34.0
Others	13	6.5
Education Level		
9 th Grade or less	7	3.5
Secondary School (12 th grade)	42	21.0
Higher Education studies (Graduated)	100	50.0
Post-graduate studies (Master or PhD)	51	25.5
Working situation		
Working to others	108	54.0
Owners of companies or self employees	44	22.0
Student	40	20.0
Others	8	4.0
Income		
Without income	28	14.0
≤€500	14	7.0
501-€1000	57	28.5
€1001-€1500	30	15.0
>€1500	19	35.5

3.2. Surf travel behavior

According to Table 2, 80% of respondents have made a surf trip of at least 2 days. In the last three years, 66.3% of surfers have done domestic destinations, while only 33.7% travelled mainly to international destinations.

Table 2. Surf travel behavior among responding surfers.

Indicators of Surf travel Behavior	N	%
Past Surfing Trips		
Have taken at least one surfing trip (at least 2 days)	160	80.0
Have never taken a surfing trip	40	20.0
Surfing Destinations in the last 3 years		
Mainly domestic destinations	106	66.3
Mainly international destinations	54	33.7
Average length of surfing trips		
Less than 1 week	47	29.4
1-2 weeks	88	55.0
3-4 weeks	19	11.8
1- 2 months	6	3.8
>2 months	0	0.0
Travelling companionship		
Alone	16	10.0
With family (including children)	27	16.9
Partner	25	15.6
Friends	83	51.9
Organized group	9	5.6
Surfing destination choice		
By the internet	37	23.1
Friends suggestions	66	41.2
Magazines/Journals/Other media	24	15.0
Events/Championships happening at the destination	10	6.3
Previous visit	11	6.9
Tourist guide book	1	0.6
Travel agency	1	0.6
Others	10	6.3
Spending per day		
< 20€	20	12,5%
20€-40€	44	27,4%
41€-80€	55	34,3%
81€-100€	16	10,0%
101€-120€	10	6,3%
121€-140€	6	3,8%
141€-180€	3	1,9%
181€-200€	2	1,3%
>200€	4	2,5%
Willingness to take a surf trip in the future		
Totally unwilling	2	1.0
Not very unwilling	1	0.5
Unwilling	1	0.5
Nor unwilling nor willing	18	9.0
Willing	21	10.5
Very willing	22	11.0
Totally willing	135	67.5
Future surf destinations		
Mainly domestic destinations	61	30.5
Mainly international destinations	139	69.5

In terms of average length of the travel, the majority (55%) take surf trips for 1-2 weeks, 29.4% for less than 1 week, 11.8% for 3-4 weeks, and only 6 respondents (3.8%) embarked on lengthy for 1-2 months. As already demonstrated in other studies (Dolnicar & Flucker, 2002), 41.5% of inquired surfers travel with friends, 16.9% with the family (including children), 15.6% with a partner, and only 10% travel alone. For the choice of surf destination, 41.2% choose according to friends' suggestions, 23.1% choose through internet sites, 15% through the press, 6.9% according to prior visits and 6.3% based on events/championships held previously in that destination. About the amount of money spent during the day, 34.3% spend approximately €41-€80, 27.4% spend 20-40 € and 12.5% spend <20€. Only 10% of respondents spend 81-100 € and 6.3% between 101-120 € per day. Regarding the intention of travel in the future, 67.5% demonstrated to be totally willing to travel, and 69.5% decide for international destinations.

3.3. Serious leisure related with surfing

The analysis of the factorial structure of the 21 items of serious leisure related with surfing scale was performed by exploratory factor analysis, with the extraction of factors by PCA method, using varimax rotation. The criteria defined to accept the factorial structure was respected: KMO (0.86), Bartlett test (p -value = 0.000), eigenvalue greater than 1.0, factor loadings higher than 40%, and 73.1% of the total variance explained by 6 main components (Table 3). The internal consistency, evaluated by Cronbach's alpha coefficient, is considered *good* for the global factorial structure (0.89) and the 6 dimensions present Cronbach's alpha values above the acceptable (Marôco, 2011).

Overall, the 21 items were classified with high scores (Table 3), specially the following items: *I achieve a sense of fulfilment by attending surfing activities* ($M=6.5$ and $SD=1.6$); *I'm willing to engage in surfing activities for the long-term* ($M=6.3$ and $SD=1.21$); *To me, surfing is an important part of life* ($M=6.0$ and $SD=1.4$). The item with lowest mean score was: *I'm willing to purchase surfing books and video tapes to enhance my surfing techniques* ($M=3.6$ and $SD=1.8$).

3.4. Surfers sociodemographic characteristics influence in serious leisure

Multiple linear regressions were used to test the hypothesis of if sociodemographic characteristics can influence the serious leisure qualities (Table 4). The results show that the sociodemographic characteristics are not good predictors of serious leisure qualities, especially in *Ethos* ($F_{(8, 191)} = 1.559$; p -value = 0.139, $R^2 = 0.061$), *Perseverance* ($F_{(8, 191)} = 0.548$; p -value = 0.819, $R^2 = 0.022$) and *Effort* ($F_{(8, 191)} = 1.270$; p -value = 0.336, $R^2 = 0.046$).

The sociodemographic characteristics explains 16.9% of *Career* dimension and the model is statistically significant ($F_{(8, 191)} = 4.849$; p -value = 0.000, $R^2 = 0.169$). Male sex ($\beta = 0.311$, $t(191) = 4.362$, $p = 0.000$) were revealed to be a significant estimator of *Career* dimension. Considering the positive β value, men present higher values in this dimension than women.

In *Identity*, the results show that sociodemographic characteristics explain 9.3% of this dimension and the model is statistically significant ($F_{(8, 191)} = 4.849$; p -value = 0.000, $R^2 = 0.093$). Age ($\beta = -0.219$, $t(191) = -2.276$, $p = 0.024$), male sex ($\beta = .203$, $t(191) = 2.724$, $p = 0.007$) and married marital status ($\beta = -0.288$, $t(191) = -2.048$, $p = 0.042$) revealed to be

significant estimators of this dimension. The younger the respondents, more important is the surfing *Identity*. Men also present higher β values than women, while married individuals' present lower values than single and divorced persons.

Benefit dimension can also be predicted by sociodemographic characteristics. The model explains 11.9% of the *Benefit* and is statistically significant ($F_{(8, 191)} = 3.218$; p -value = 0.002, $R^2 = 0.119$). Male sex ($\beta = 0.229$, $t(191) = 3.117$, $p = 0.002$), married marital status ($\beta = -0.291$, $t(191) = -2.101$, $p = 0.037$) and income ($\beta = 0.208$, $t(191) = 2.450$, $p = 0.015$) are significant estimators of this dimension. Male individuals obtained higher β values than females, while married persons have lower values when compared to single and divorced persons. The higher the incomes, more surfing *Benefit* is expected for responding surfers.

Table 3. PCA results for the 6 components of serious leisure.

Principal Components	Items	Mean Score	SD	Factor Loadings	Total Variance	Cronbach's α
Career	5. To me, surfing is an important part of life	6.0	1.4	0.847	19.0%	0.85
	6. Without surfing, my life would be boring	5.0	1.9	0.711		
	7. I'm willing to engage in surfing activities for the long-term	6.3	1.2	0.773		
	9. I dedicate significant time and effort to surfing	5.2	1.6	0.787		
Ethos	14. I meet many friends by attending surfing activities	5.5	1.6	0.684	15.7%	0.88
	16. I share a sense of trust and value with my colleagues in surfing	5.5	1.4	0.749		
	17. In private, I will attend activities and gatherings with my surfing friends	5.2	1.6	0.805		
	18. In private, I can discuss everything with my surfing friends	4.5	1.7	0.839		
Perseverance	1. I would participate in surfing even though I'm very busy	5.6	1.5	0.853	12.0%	0.72
	2. I would participate in surfing even though I'm very tired	5.0	1.8	0.914		
	3. I would participate in surfing even though I'm feeling down	5.6	1.8	0.701		
Effort	9. I'm willing to spend time and money in training for surf techniques	4.6	1.7	0.803	9.8%	0.72
	10. I'm willing to purchase surfing books and video tapes to enhance my surfing techniques	3.6	1.8	0.884		
	11. I have the opportunity to achieve self-actualization by attending surfing activities	4.8	1.7	0.442		
Identity	19. I believe no other leisure activities can replace surfing	5.2	1.9	0.484	8.9%	0.77
	20. I enjoy watching TV shows on surfing	5.6	1.5	0.751		
	21. I like to discuss interesting things about surfing with others	5.5	1.4	0.606		
Benefits	12. I achieve pleasure and satisfaction by attending surfing activities	6.5	1.6	0.455	8.1%	0.70
	13. I achieve a sense of fulfillment by attending surf activities	5.6	1.6	0.646		
	15. I enhance my physique by attending surfing activities	5.6	1.5	0.576		

Table 4. Multiple linear regressions of sociodemographic characteristics on serious leisure qualities.

Independent Variables: Sociodemographics	Dependent Variables: Serious leisure qualities (β and significance)					
	Career	Ethos	Perseverance	Identity	Benefits	Effort
Age	-.170	-.157	.130	-.219*	-.102	-.197
Sex (male)	.311***	.206***	.002	.203**	.229*	.069
Level of Education	-.088	.002	.560	.033	-.010	.060
Marital status:						
Single	-.095	-.056	-.098	-.192	-.205	-.098
Married	-.160	-.094	-.162	-.288**	-.291*	-.114
Working situation:						
By someone 'else account	.007	.410	.011	.047	-.019	.007
Entrepreneur	.148	-.012	.009	.053	-.005	.004
Income	.124	.001	-.069	.051	.208*	.154
R ²	.169	.061	.022	.093	.119	.046
Adjusted R ²	.134	.022	-.019	.055	.082	.006
p-value	.000	.139	.819	.015	.002	.336

* $p \leq 0.1$ ** $p \leq 0.05$ *** $p \leq 0.001$

3.5. The relation between serious leisure and surf travel behaviour

To test the hypothesis that serious leisure dimensions are significant estimators of surf travel behaviour, a series of logistic regressions (Table 5) and multiple linear regressions (Table 6) were conducted.

The logistic regressions (Table 5) revealed that *Career* ($\beta = 0.434$; $\chi^2_{\text{Wald}}(1) = 11.747$; $p = 0.001$) and *Ethos* ($\beta = 1.544$; $\chi^2_{\text{Wald}}(1) = 5.386$; $p = 0.000$) have a statistically significant effect on the *logit* of the probability the respondents had done at least a surfing trip. Respondents with higher values in *Career* and *Ethos* dimensions have a higher probability of having done a trip in the past (for at least 1 day).

Ethos ($\beta = -0.698$; $\chi^2_{\text{Wald}}(1) = 7.433$; $p = 0.006$) has statistically significant effect on the *logit* of the probability of the respondents having performed a surf trip alone. Surfers with higher values of *Ethos* showed a lower propensity of travelling alone (Table 5).

Career ($\beta = -0.698$; $\chi^2_{\text{Wald}}(1) = 7.730$; $p = 0.005$) and *Ethos* ($\beta = 0.486$; $\chi^2_{\text{Wald}}(1) = 6,268$; $p = 0.012$) have statistically significant effect on the *logit* of the probability of respondents having chosen their surf destination influenced by friends. Respondents with higher values in *Ethos* dimension and lower values in *Career* have a higher probability of having chosen their surf destination influenced by friends (Table 5).

Multiple linear regression (Table 6) shows that the serious leisure qualities explain 9.6% of the average length of surfing trips, and the model is statistically significant ($F_{(6, 153)} = 2.707$, $p = 0.016$). *Career* ($\beta = 0.142$, $t(153) = 2.169$, $p = 0.032$) and *Effort* ($\beta = -0.094$, $t(153) = 2.007$, $p = 0.047$) proved to be significant predictors of the average duration of travel. As the regression coefficient in *Career* is positive, it means that the respondents with higher values in *Career* have done surf trips with longer stays, while respondents with higher values in *Effort* have done surf trips with shorter stays.

Results on the intention of making a surf trip in the future (Table 6) demonstrated that the serious leisure qualities explain 29.6% of the intention of making a surf trip in the future, and the model is statistically significant ($F_{(6, 193)} = 13.545$, $p = 0.000$). *Career* ($\beta = 0.011$, $t(193) = 2.584$, $p = 0.011$), *Perseverance* ($\beta = 0.009$, $t(193) = 2.649$, $p = 0.009$) and *Benefits* ($\beta = 0.013$, $t(193) = 2.503$, $p = 0.013$) dimensions proved to be significant estimators of intentions to hold a surf trip in the future. As the regression coefficients are positive it

means that the higher the values obtained by the respondents in these dimensions, the higher is the probability of respondents to perform a surf trip in the future.

Table 5. Logistic regressions of serious leisure on surf travel behavior.

Independent Variables: <i>Serious Leisure</i> qualities	Dependent Variables (β and significance)		
	Past surfing trips ^a	Travelling companionship ^b	Surf destinations choice ^c
<i>Career</i>	.709*	.247	-.585**
<i>Ethos</i>	.434**	-.698**	.486**
<i>Perseverance</i>	-.012	-.085	.095
<i>Effort</i>	-.140	-.012	.175
<i>Identity</i>	-.170	.163	.086
<i>Benefits</i>	-.146	.724	.090
Nagelkerke R ²	.226	.123	.129
<i>p</i> -value	.000	.138	.013

* $p \leq 0.1$ ** $p \leq 0.05$ *** $p \leq 0.001$

^a Defined as done at least one surfing trip or never made a surfing travel.

^b Defined as travelling accompanied or alone.

^c Defined as friends influence or by others.

Table 6. Multiple linear regressions of serious leisure on surf travel behavior.

Independent Variables: <i>Serious Leisure</i> qualities	Dependent Variables: (β and significance)	
	Length of surfing trips ^a	Willingness to travel in the future ^b
<i>Career</i>	.142**	.011*
<i>Ethos</i>	.104	.395
<i>Perseverance</i>	-.054	.009**
<i>Effort</i>	-.094**	.685
<i>Identity</i>	-.001	.505
<i>Benefits</i>	-.067	.013*
R ²	.102	.296
Adjusted R ²	.061	.274
<i>p</i> -value	.016	.000

* $p \leq 0.1$ ** $p \leq 0.05$ *** $p \leq 0.001$

^a Defined in an ordinal scale: 1. Less than 1 week; 2. 1-2 weeks; 3. 3-4 weeks; 4. 1- 2 months; 5. >2 months.

^b Defined in a 7 point scale: 1. Totally unwilling to 7. Totally willing.

4. Conclusions

The results from this study indicate that the sociodemographic profile of surfers is similar to other nature sports participants in Portugal (Melo, 2013), and to surfing activities reported in other studies from the literature (Barbieri & Sotomayor, 2013; Dolnicar & Flucker, 2003a). Surfers are mainly male, young/adult individuals with decreasing participation with the increase in age, with very high level of education, working for others, and with income above the Portuguese average. In this regard, the potential of the surfing activities is very attractive, given the sociodemographic composition of their participants (with more educational qualifications and higher monthly incomes), which allow having more sustainable travel behaviors.

This study also highlights that surfers have a strong disposition for surf tourism, as already reported in the literature (Barbieri & Sotomayor, 2013; Butts, 2001), because 80% of

respondent surfers reported that they have already made a surf travel in the past, and the majority (90%) have propensity to take a travel to surf in the future. This data, together with the average length of surfing trips and the average amount spent per day during the travel, allowed to reinforce that surf tourism is an increasing tourism sector able to generate an important economic impact.

Results of this study demonstrated that male individuals proved to be a predictor of *Career*, *Ethos*, *Identity* and *Benefits* dimensions, showing that this activity is mainly valued and practised by men. However, overall sociodemographic characteristics showed a weak correlation with serious leisure qualities, as already mentioned in the literature (Barbieri & Sotomayor, 2013).

In contrast to other recent studies (Barbieri & Sotomayor, 2013), this study demonstrates that serious leisure qualities are good predictors of surf tourism behavior, especially:

- *Career* is a good estimator of past surfing trips, length of surfing trips, willingness to travel in the future, and surfing destination influence;
- *Ethos* is a good estimator of past surfing trips, travelling companionship and surfing destination influence;
- *Perseverance* is a good estimator of willingness to travel in the future.
- *Effort* is a good estimator of length of surf surfing trips;
- *Identity* is not a good estimator of surf tourism behavior;
- *Benefit* is a good estimator of willingness to travel in the future.

This study contributes to the understanding of surf tourism in Portugal by determining the surfers' sociodemographic profile and their travel behavior characteristics. Examining the relation between surfers' sociodemographic characteristics and surf travel behavior with the 6 serious leisure qualities, this study unveiled information that can be used to strengthen marketing strategies for capturing and/or retaining surf tourists, or implement managerial actions to better serve these tourists. For instance, destination managers should reinforce their marketing strategies centered in the benefits expected by surfers, especially based on the pleasure and satisfaction of the surfing activities.

This research also encloses some limitations, especially because of the use of a small and casual sample which did not allow the generalization of the results to the surfing community. Despite this, complementing this information with other data (e.g. surfing destination attributes) enables to provide important information that can be used to strengthen marketing strategies by industry providers.

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BIG SPORTING EVENTS AS REGIONAL TOURISM DEVELOPMENT FACTOR CASE: EUROBASKET 2013, KOPER, SLOVENIA

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Abstract

Sport tourism includes both tourists who travel for the purpose of participating in or observing competitive sports, to those active in leisure or adventure activities. This paper will examine main reasons of sport event spectators for visiting Slovenia through surveying those attending major sporting event EuroBasket 2013. We have achieved this by gathering quantitative data via 326 questionnaires from international and domestic sport tourism spectators who attended EuroBasket 2013 in Koper, Slovenia from 4th – 9th of September 2013. On the basis of survey results it was found that reasons to visit Slovenia during the organization of EuroBasket 2013 are influenced by the country of residence of spectators and travel companion. The results also showed that sport event spectators who visited Slovenia during EuroBasket 2013 for example stay longer at the host destination and spend more in comparison with traditional leisure tourist visiting Slovenia. The results of the research will help regional and national tourism planners and event organizers for future sport events development and strategic planning of tourism products for different segment of sport event tourists in the region.

Keywords: Development; EuroBasket 2013; Sport events; Sport tourism.

1. Introduction

Sport tourism is one of the fastest growing sectors in the tourism industry and includes travel in order to participate in an active or passive sport orientated holidays where dominant reasons for travel are sport or tourism. In the past sport was just an add-on during the holidays for many tourists but today more and more tourists use sport as the main reason to travel. In recent years sport tourism with total share of +10% of the international tourism markets accounting approximately 600 billion dollars per annum became significant part of the global tourism industry (World Sport Destination Expo, 2010). The main reasons for the growth of sport tourism industry over the last ten years is supported with the fact that people have more leisure time, disposable income, cheap travel options and especially the global interest in sporting events.

Events are taking place every day, either in the tourist season or beyond. It is clear that the event industry has experienced phenomenal growth over the past decade in terms of number, diversity and popularity of events. Obviously different sport events are playing a key role in the growth of the event industry (Dickson and Arcodia, 2010, Getz, 2008). Nowadays, organized sport generates planning events which can evolve from local to international in their attractiveness. Implementation of events is becoming an important generator of tourism arrivals for destinations. Organization of a major sporting event is becoming also a very popular component of country tourism promotion and an important generator of sports tourists which contribute significantly to the tourism and economic development of host destinations.

This paper will examine main reasons of sport spectators for visiting Slovenia through surveying those attending major sporting event EuroBasket 2013. Based on literature review the quantitative methodology will be used with survey on sport event spectators. Our focus will be to investigate the main reasons to visit Slovenia during the EuroBasket 2013 and how socio-demographic and other characteristic of sport event spectators influenced on the reasons.

2. Literature review

The sports-related major tourism events which showed a rapid growth in recent years (Zhou, 2010) are becoming an increasingly important motivator of tourism by attracting global audience, improving the international place branding, forming tourism promotion, influencing on destination competitiveness, overcoming seasonality and creating a lasting legacy for the country and especially the local community (Fourie and Santana-Gallego, 2011; Getz, 2008). Nowadays, sport mega-event tourism is a booming business where events such as the Olympics and the FIFA World Cup attracting millions of spectators are leading the way. Mega events by way of their size of significance are those that yield extraordinary high levels of tourism, media coverage, prestige, and cause different impacts for the host community, destination or organization (Getz, 2008)

Sport tourists differ from other types of tourists as being described as individuals or group of people who passively (spectators) or actively participate in competitive or recreational sport while travelling or staying in places outside their usual environment (Gammon & Robinson, 1997). The study *The Business of Sport Tourism* has revealed that the sport event spectators are high-spending, passionate, enjoy new sporting experiences, take family along when travel and often stimulate other tourism activities. They also travel to destinations that are easy to get to, with great accommodation, fine restaurants and offer a great entertainment offer. Due to lack of empirical research on the effects of sport event spectators' demographic and trip characteristics this study will focus on the reasons to visit country organizing major sporting event. Having this in mind, it is a big task for the tourism organizations to develop tailor made tourism products which will have the positive influence on the sport event spectators' reasons to visit the destinations.

Major sporting events are an important part of the tourism industry, especially in a period of shoulder season, when they play massive factor in decision-making for arrivals of tourists to the destination. In addition, they enable the destination its profile and place it in the global tourism map (Berčič, Sila, Slak Valek, Pintar, 2010; Goeldner, 2006). Planning and management of major sporting events is becoming a very sensitive factor affecting the development of tourism destinations and consequently the quality of life of the local residents. This study will focus on sport event spectators who attended the biggest sporting event in the history of Slovenia - EuroBasket 2013.

2.1. EuroBasket 2013

EuroBasket (previously the European Basketball Championship) is the basketball competition contested biennially by the men's national teams under the organization by FIBA Europe. (www.fibaeurope.com). In a total of 19 days, from 4th till 22nd of September 2013, the 38th European Basketball Championship (EuroBasket 2013) with twenty four basketball teams participating was hosted by four destinations in Slovenia: Koper, Celje, Ljubljana and Jesenice.

With over 55.000 international spectators, 20.000 overnight stays by officials (teams, judges, FIBA and FIBA Europe personnel), 1.100 volunteers, 1.300 accredited media representatives from over 40 countries and broadcast of basketball games in more than 167 countries around the world, it is clear that the organization of EuroBasket 2013 was the biggest sporting event in the history of Republic Slovenia (KZS, 2013). According to the final report of Basketball Federation of Slovenia (KZS, 2013), the total number of international tourists who visited Slovenia with the main reason of attending to EuroBasket 2013 was 31,480. The sport event spectator spent 180 EUR on average/per day (KZS, 2013). Visitors of the basketball games mostly came in company of friends (on average in groups with 6, 4 persons). Average visitor stay whose main reason was attending EuroBasket 2013 in Slovenia was 5,7 days which is almost 3 days more than on average stay other tourists stay in Slovenia 2,87. (SORS, 2013)

Due to the fact that small countries are rarely hosts of mega sporting events, it was important for Slovenia to win the bid and have the opportunity to organize EuroBasket 2013 mainly from sport, economic, promotional and tourism development reasons. Apart from the mentioned, there is also the fact that the EuroBasket 2013 was the biggest sporting event in the year 2013 since neither Olympic Games nor FIFA World Cup was organized that year. This study, therefore, enables the launch of an important research field of sports tourism events for a specific host destination.

3. Methods

Using the quantitative method of an interview survey with structured questions, the survey was conducted in the municipality of Koper on international sport tourist attending EuroBasket 2013. The field research was performed by previously properly trained master degree students of the Faculty of Tourism Studies Turistica who were trained and familiar with the content, method and purpose of research.

The survey was pre-tested on a small sample of fifty sport tourist in a period before EuroBasket 2013 when Slovenia played friendly matches against Italy and Monte Negro in Koper. The intention was to ensure the understanding of questions presented in the survey. After the pilot testing, the final questionnaire was modified and adapted with minor changes.

The target population were sport event spectators attending the EuroBasket 2013 tournament in Koper. In spite of the awareness of the importance of representativeness in the survey convenience sampling was used as a method which enabled us to meet the needs of research covered in various sections of the tourists. The interviews were conducted during the sporting event at three different locations in the municipality of Koper, the most instantaneous city street (promenade), fan zones where sport tourist were concentrated after the games and the area outside the sport arena Bonifika where all the games were played. Every fifth tourist was interviewed in the afternoon from 3 – 9 pm. In total 326 valid answers were received.

The data was statistically processed and analysed with the statistical package IBM SPSS PASW (Statistical Package for the Social Sciences). We have used the descriptive statistics to describe the distribution of variables and their indicators, the correlational coefficients to test the validity of the research instrument, Cronbach's Alpha to test the reliability of the research instrument and bivariate tests, such as t-test and analysis of variance, to test research hypotheses.

Hypotheses:

1. The gender, education level, economic status and country of residence influenced on sport event spectators reasons to visit Slovenia during EuroBasket 2013.
2. Travel companion influenced on sport event spectators reasons to visit Slovenia during EuroBasket 2013.
3. The organisation of the additional excursions influenced on sport event spectators reasons to visit Slovenia during EuroBasket 2013.

4. Results

In order to test our research hypotheses we were interested to divide the respondents in two groups, those whose main reason coming to Koper was attending EuroBasket 2013 and supporting the national basketball team (232 respondents) and those whose main reason coming to Koper was not attending EuroBasket 2013 (94 respondents) but rather other tourism related reason shown in Table 1.

Table 1. EuroBasket 2013 being the main reason to visit Slovenia.

The main reason to visit Slovenia	Frequency	%
Rest, relaxation	29	8,9
Entertainment, party, experience	43	13,2
Wellness, wellbeing	5	1,5
Visit to relatives, friends, acquaintances	5	1,5
Visit of sport event EuroBasket 2013	190	58,3
Business or education	8	2,5
Support of national basketball team	42	12,9
Sport activity	1	0,3
Other	5	1,5
Total	326	100,0

We were interested in testing the first research hypothesis, stating that gender, educational level, economic status and country of residence of respondents influence their main reason to visit Slovenia.

We cross-tabbed the attendance at EuroBasket 2013 being the main reason to visit Slovenia by the country of residence of respondents. It is important to mention that basketball teams from Greece, Turkey, Finland, Sweden, Italy and Russia played in group located in Koper. The results are shown in Table 2.

We tested the differences using ANOVA. The differences among the country of residence were statistically significant ($F=4.814$, $p \approx 0.00$). Using the Bonferroni procedure we found out that residents from Italy were less likely to come to Slovenia being their main reason to attend to EuroBasket 2013 than residents from Finland and Sweden. The reason might be that Italy is a neighbour country and Koper as destination of EuroBasket 2013 tournament is located close to the border between Italy and Slovenia. Italian tourists traditionally choose Slovene coastal destination for tourism reasons such as relaxation, rest, wellness, and food.

The organization of EuroBasket 2013 and cheering for their national basketball team therefore offered only additional reason for visiting the Slovenian coast. Contrarily, residents from Finland and Sweden were more likely to come to Slovenia being their main reason to attend to EuroBasket 2013 only. Due to the fact that the highest percentage of international tourists visiting Slovenian coast are from Italy, Austria, Germany and Russia (more than 50%)

we can predict that spectators from Finland and Sweden basically came only for the EuroBasket 2013 rather than other tourism related reasons. Since tourists from Scandinavian countries were regular guests at Slovenian coast in the past, hopefully the organization of EuroBasket 2013 event will turn the numbers in higher arrivals again.

Table 2. EuroBasket 2013 being the main reason to visit Slovenia – by country of residence.

		EuroBasket 2013 being the main reason to visit Slovenia			Total
		no	yes		
Country of residence	Italy	Count	34	45	79
		% within Country	43,0%	57,0%	100,0%
	Russia	Count	3	11	14
		% within Country	21,4%	78,6%	100,0%
	Turkey	Count	4	11	15
		% within Country	26,7%	73,3%	100,0%
	Greece	Count	1	7	8
		% within Country	12,5%	87,5%	100,0%
	Finland	Count	26	100	126
		% within Country	20,6%	79,4%	100,0%
	Sweden	Count	7	40	47
		% within Country	14,9%	85,1%	100,0%
	Slovenia	Count	11	6	17
		% within Country	64,7%	35,3%	100,0%
	Other:	Count	1	10	11
		% within Country	9,1%	90,9%	100,0%
Total	Count	87	230	317	
	% within Country	27,4%	72,6%	100,0%	

We tested other important socio demographic characteristics using the independent samples t-test and ANOVA. The results of distribution by gender, education and economic status showed there is no statistically significant difference to influence their main reason to visit Slovenia. Thus, we cannot conclude that the gender, education and economic status of respondents influence the attendance at EuroBasket 2013 being the main reason to visit Slovenia.

In the following we were interested in testing the second hypothesis, stating that travel companion influences the attendance at EuroBasket 2013 being the main reason to visit Slovenia. The results are shown in the Table 3. Only those who answered both questions were included in the analysis.

Table 3. EuroBasket 2013 being the main reason to visit Slovenia – travel companion.

		EuroBasket 2013 being the main reason to visit Slovenia			Total
		no	yes		
Travel companion	With partner	Count	17	37	54
		% within with partner	31,5%	68,5%	100,0%
	With family	Count	9	36	45
		% within with family	20,0%	80,0%	100,0%
	With friends	Count	48	140	188
		% within with friends	25,5%	74,5%	100,0%

We tested the research hypothesis using the independent samples t-test. The results for travelling with family show that there is a statistically significant difference ($t=-1.534$,

$p=0.130$) at the 0.05 level. Thus, we can conclude that travelling with family influences the attendance at EuroBasket 2013 being the main reason to visit Slovenia. According to The Business of Sport Tourism, research shows that the typical sport tourists usually take family along when travel. This is an important information for tourism providers at destinations where major events are organized. Since the majority of respondents attended to EuroBasket 2013 with friends 60% (in groups), families (14%) are also an important segment of spectators who need different tourism products when not attending the basketball games. Tourism suppliers need to take into account different segments of spectators and adapt tourism offer at the destination. This might lead also to repeated visits in the future of some of the tourists segments.

The results for traveling with partner ($t=-0.485$, $p=0.628$) at the 0.05 level and traveling with friends ($t=-1.498$, $p=0.135$) at the 0.05 level show there is no statistically significant difference. Thus, we cannot conclude that travelling with partner and friends influences the attendance at EuroBasket 2013 being the main reason to visit Slovenia.

We tested the third research hypothesis using ANOVA. We were interested to see if there is any influence of the organisation of additional excursions and visits of destination tourism attractions on the attendance at EuroBasket 2013 being the main reason to visit Slovenia. The results are shown in the Table 4. Only those who answered both questions were included in the analysis.

Table 4. EuroBasket 2013 being the main reason to visit Slovenia – by organisation of the additional excursion and visits of destination tourism excursions.

		EuroBasket 2013 being the main reason to visit Slovenia		Total	
		no	yes		
Organisation of excursions	On my own	Count	66	165	231
		% within Organisation of excursions/attractions	28,6%	71,4%	100,0%
	Tour agent from my country	Count	5	14	19
		% within Organisation of excursions/attractions	26,3%	73,7%	100,0%
	Slovenian tour agent	Count	5	12	17
		% within Organisation of excursions/attractions	29,4%	70,6%	100,0%
Total	Count	76	191	267	
	% within Organisation of excursions/attractions	28,5%	71,5%	100,0%	

The results showed no statistically significant differences ($F=0.026$, $p=0.975$). We cannot conclude that the organisation of additional excursions and visits of destination tourism attractions while in Slovenia influences the attendance at EuroBasket 2013 being the main reason to visit Slovenia. Based on results it is clear that tourism organizations did not attract sport event spectators with additional tourism excursions since majority (71,4%) of spectators whose main reason was EuroBasket 2013 and also those whose main reasons to visit Slovenia were tourism connected (28,6%) organized it by their own.

5. Conclusion

A clean hotel room with soft bed and good breakfast is not anymore enough for modern tourists. They require specific individual products that are different and somehow unique

(Weiermair, 2003). Tourism today means adventure and experiences. These characteristics are especially true for sport event tourism industry where participation in major sports events can provide tourists with extraordinary adventures and experiences. Sport tourists differ from tourists with other reasons of travelling (Slak Valek, Jurak & Bednarik, 2008), being described as individuals or group of people who passively (spectators) or actively participate in competitive or recreational sport while travelling or staying in places outside their usual environment (Gammon & Robinson, 1997).

The presented study on spectators of EuroBasket 2013 has dual purpose: firstly, covering an under-researched field of study on reasons of spectators attending major sporting events in Slovenia, and secondly the study offers the “snapshot” of sport tourists’ characteristics and reasons for attending the major sporting event EuroBasket 2013, which enables tourism organizations to develop tourism products for specific target groups. The results of this study on sport tourists’ spectators of EuroBasket 2013 showed that tourism product providers should segment the market on the basis of the different reasons of spectators visiting Slovenia and pay attention on some of demographic variables, such as country of residence and travel companions. Sport event spectators attracted by the major sporting events plays important role bringing revenues to local businesses (e.g., food and accommodation sector) and significantly increasing the number of tourist arrivals therefore they need to be investigated. The knowledge of characteristics of the sport tourists spectators also enable tourism organizations to be more effective when identifying the target market and developing strategic plans to attract and offer other tourism products for sport tourists spectators when being at the particular destination. Finally, this study enable destination tourism suppliers to take into account and be prepared for future organization of similar events to customized tourism offer for different reasons and segments of sport tourists’ spectators.

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"MONDIAL DU VENT": A RESPONSIBLE AND CARING SPORTS AND TOURIST EVENT IN LEUCATE, IN THE SOUTH OF FRANCE

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Abstract

In the past, wind was a source of despair, but today, with the emergence of water sports in particular, it has become popular with kitesurf, a means of wealth for seaside resorts particularly in the Languedoc-Roussillon and, more especially in Leucate. In recent decades, this sport has seen major changes transforming this region into a political leader in economic and social development. Leucate hosts an annual international event, "Le Mondial du vent", where competitions take place between well-known experts in the sports. This is an event of crucial importance which has gained popularity among tourists for the pleasure to be found in windsurf sports. The purpose of this study is to show that this competition constitutes a major advantage in the promotion of sports tourism. The research methodology is based on the study of the French federation for free flight statistical data, tourism economic results of CCI (The Chamber of Commerce and Industry) and DRIRE (The Regional Industry, Research and Environmental Department), Tourist Office archives, politicians' testimony and specific articles in regional newspapers.

Keywords: Fun; Kitesurf; Seaside resort; Tourism; Wind.

1. Introduction

In his major work, *The Phenomenology of Mind*, Hegel, argues that thinking means freedom, to look death in the face with courage: "It is solely by risking one's life that freedom can be obtained [...]" (Hegel, 1967, p. 88). Sport is a part of our major challenges because it contributes to our wellbeing. For some people it has become a lifestyle, for others it is a way of keeping in good health. These two concepts, together with a spirit of discovery, are part of the development of tourist zones. The amazing success of tourist and sports activities in natural surroundings and also the excitement felt when gliding between sky and sea, perhaps come from our ancestral animal genetic sources; Our desire to go back to our roots, to learn awareness in the face of danger, to recognize ourselves in the quest for freedom.

Today, in our modern society, these sensations of defense and protection fade if no desire for risk-taking is present (Faggini & Vinci, 2010). Man, the sportsman, confronts the natural elements as if to return to his origins, a basic need in his struggle in the face of adversity and to recall his slow conquest of freedom. Man, when confronting the natural elements opposing him is attempting to regain autonomy and break away from the traditional rules and standards imposed on him by others (Spracklen, 2013).

The practice of Windsurf sports, in particular Kitesurf, awakens this sensation of individual freedom. Since his origins, man has dreamed of being on the move, out of necessity for survival or for competition, and to go faster, further and higher. Although this activity does not fulfill the dream of flying, it allows man to flirt with the third dimension. The ability to break from the earth's attraction for a few seconds gives an exhilarating sensation of freedom absent in our everyday lives where stress and violence dominate (Wheaton, 2010).

In France, in the Languedoc-Roussillon, the small seaside town of Leucate offers tourists the opportunity to practise windsurf in natural surroundings (Northcutt, 1996) and in an atmosphere of culture, (Museum of Tautavel, Fortress of Salses, Castles of the Cathar country, Romane Abbeys...). In terms of the economy from leisure activities, the Languedoc-Roussillon is the fourth French tourist destination after the regions Ile-de-France, Provence-Alpes-côte-d'Azur and Rhône-Alpes, with 15 million tourists (foreign tourists in third place). In 2013, 5.3 million tourists stayed in the region's hotels and campsites, with a total of 27 million nights accommodation. 2012 was a mixed year, tourist accommodation increasing by + 3.1 % for overnight stays. While the French clientele tends to turn away slightly from hotel accommodation, down by 2.5 % compared to last year, it is the foreign clientele which supports the hotel occupancy in the region (Annex 1. GSTAT, 2014).

It is interesting to note that the population growth in Languedoc-Roussillon is the highest in France, after Corsica. Since 1999, the region's population has increased by more than 33.000 inhabitants every year. The population influx has had the effect of revitalizing employment and strengthening the residential nature of the regional economy. The appeal of the region for tourism has added to its residential appeal. For this reason Languedoc-Roussillon is the second region in France for second/or country homes and the first region for the number of campsites. The economic dynamism of the region is also seen in the rate of new business start-ups in the French regional metropolis although essentially in very small units. However, the Gross Domestic Product per capita is the lowest of all French regions. The weakness is not linked to a lack of productivity but to a deficit in the number of jobs with regard to the resident population (Annex 1. CCI, 2013).

Kitesurf, invented between 1994 and 1996 in Palavas and La Grande-Motte, has reached all the world's beaches (Belliard & Legrand, 2010). The coastline of Languedoc-Roussillon offers all the space that the sportsman needs, with its particular natural sites which the windsurfers have taken over. It has the best sites on the coast for practicing windsurf sports. The many favorable features include: the particular orientation of the beach and the size, power and swell of the waves. Tarifa in Southern Spain is without doubt the capital for Kitesurf in Europe. But Montpellier, with its region, is part of the world's ten best spots. Among them: Essaouira, Rhodes, Hurghuda, Cape town, Perth, Sydney, the island of Maui, Cabarete, Margarita island, Jericoacoara.

In France there are 13.774 license holders, FFVI, 794 competitors, 305 federal instructors, 133 schools and 194 sites for Kitesurf. Among those with licenses, 85% are men, whose average age is 38, and 30 for women. There are only five places which are equipped centers for kiteboarding. Beyond Languedoc, kitesurfing is practised in the North (Dunkirk) in Charente-Maritime (Palmyre), in Morbihan (Quiberon, which hosts an instructor training center, via the National Sailing School) and Normandy (near Caen and Franceville) Lan.

Water sports have been practiced for a long time in Languedoc-Roussillon and all the coast from Perpignan to Saintes-Maries-de-la-mer, is used for this sport: that is, more than 220 kms open to amateurs in 70 different spots (Cadoret, 2009). Lakes, canals and the Mediterranean sea form a great network for water sports. As well as practice sites, more specifically Languedoc-Roussillon, where there are 15.000 followers, among whom 2.000 hold FFVL licenses, 2.000 to 3.000 regular non license holders, 4.000 to 5.000 non license holders in season and 20 schools. Figures are thus still modest, but nevertheless, allow the possibility of development, which would generate economic activity and involve more than 100 players in the region.

Besides the pleasure of windsurf, kitesurfing plays an important role in the economic development of Languedoc-Roussillon. The geographical, climatic assets and the local economic players give this region the potential to become the main world center for kitesurf, like surfing in the Aquitaine region and more particularly in the Landes. Languedoc has more than a dozen regional champions totaling twenty world titles in all disciplines practiced. In this region kitesurfing has definite assets but needs to make them better known: the weather, the sites, the champions, the largest concentration of manufacturers of wings and boards and national and international competitions. The coast is perfectly adapted to Kitesurfing. This probably explains this combination of assets (Annex 1. DRIRE, 2008).

2. The purpose of this study: the wind tourist economy

While explaining the development of the practice of windsurf (in particular, kitesurf) the objective of this study is to show that this competition presents not only a promotional advantage for sports tourism but also for green cultural leisure activities in both the city and the region. The research methodology is based on archives from the Tourist Information Office, the analysis by political leaders and the study of specific items from regional newspapers (Midi Libre, Indépendant). The statistical data analysis of the FFVL (Fédération Française de vol Libre, the French Federation for Free Flight) associated with studies by the CRCI (La Chambre Régionale de Commerce et d'Industrie, the Regional Chamber of Commerce and Industry) and the DRIRE (La Direction Régionale de l'Industrie de la Recherche et de l'Environnement, the Regional Office for Industry, Research and Environment, on the subject "the Economic Development of Kitesurf in Languedoc-Roussillon" explains the arguments in favor of the tourist transformation in Leucate. In fact, the two previous studies carried out by the DRIRE (Annex 1. 2008) and the CRCI (Annex 1. 2009) showed that the Languedoc-Roussillon had been a hub or centre for the economic activity of Kitesurf for the past 10 years (Annex 1. CCI, 2014). These studies have led to the creation of the KLR (Association of Professional Kitesurfers in Languedoc Roussillon) an association which includes nearly 95% of professional kitesurfers in that region. The objective is the promotion and development of kitesurfing in this region. This association has the particularity of combining all aspects of the professional fields: design, manufacture, marketing, instruction, repairs, media and distribution.

3. The assets of an international sport competition: "Le Mondial du vent"

Kitesurfing can still be considered as a water sport in this booming area, with 15% of all national licenses; that means approximately 2.000 license holders practicing the sport. That is, almost 50% of French Kitesurfers practice this sport in this region. We have estimated that in 2014 there are more than 120 economic players involved, including, manufacturers, distributors, schools, international events organizers, the specialized press, clubs and competitors, of whom 58% are located in the Hérault (Annex 1. FFVL, 2014) 100 direct jobs have been created and more than 250 jobs during the summer season. Altogether there are over 980 jobs directly linked to the economic players holding jobs indirectly related to tourism (hosting, catering, transport) over 220 kms of coast and 70 sites (Annex 1. CCI, 2014). As from 2010, 12 out of 29 planned actions will be carried out for the 2009 project, "The Kite, a unique potential in Languedoc-Roussillon", with a view to identifying strategic areas of economic development and proposing a plan of collective actions intended for

Kitesurf players/partners around certain priority measures: the creation of new areas and the development of a regional label, "Kite zone". Today there are various sites where you can practice all water sports with lighter or stronger winds for speed, sites with waves and lighter wind for the foil.

As favorable winds are almost always present in this region, the seaside resort Leucate is a destination which is much appreciated by windsurfers and kitesurfers from all over the world. Its location, at the exit of Corbières, is exceptional and the sea wind and the Tramontana (the name given to several winds blowing towards the Gulf of Lions) make it a perfect place for lovers of wind sports. Sand, yachts, Kite, kitesurfing, windsurfing and sailing regularly lighten up the azure sky of the Leucate coast. Due to its favorable position, Leucate is a site where the wind blows 300 days a year. There are sandy beaches, and all the necessary conditions for the practice and organization of competitions, including windsurfing and kitesurfing, which are to be found here at La Franqui. Every year, since 1996, during the Easter holidays, this city has hosted various competitions, for windsurf in particular – "Le Mondial du Vent".

Gard, Herault, Aude and Pyrénées-Orientales, all departments of the Languedoc coast, birthplace of kitesurf, have their windsurf sites. Languedoc-Rousillon hosts the most important national, European and World competitions. The "Mondial du Vent" (Leucate) Trophy Saint Clair (Sète) le Defi Wind (Gruissan) and a bigger event, the FLSE (Montpellier) are competitions that give the region a world-class reputation in terms of windsurf and more particularly, kitesurf. More specifically, the World Wind competition is an international reference in kitesurfing and windsurfing, which takes place every year during the Easter holidays in the seaside resort of Leucate-La Franqui. This event spotlights the kite industry in the region, which is still a fragile sector in spite of an important number of companies present.

This event brings together more than 150.000 spectators every year at Easter. This major windsurf event launches the summer season. The "Mondial du Vent" was created in 1996 and has become a major event over the years in the international competition of kitesurfing and windsurfing. Its popular success is the result of many years investment. The competition takes place every year in April and lasts for a period of one week. The concept was simple and unique: to bring together kitesurf and windsurf professionals, competitors and equipment manufacturers, all concerned with wind and sea sports. In 1999 Kitesurf made its first appearance at this competition.

Since 2007 the city of Leucate and the "Mondial du Vent" have hosted the only French round of the World Cup circuit in freestyle kitesurfing (PKRA) and have welcomed all the world's elite in this sport. The event brings an audience of several thousand people, gathered around biggest champions. Everyone throngs to the water's edge to participate, or admire the different competitions such as freestyle kitesurf, the SOSH Cup (Speed between windsurfing and kitesurfing) SOSH Cup Pro-Am (Long distance kitesurfing between professionals and amateurs, and Stand Up Paddle Days (15 kms course with the wind from behind). As well as professional competitions, there are exciting events and activities for all the family, in particular: initiation to stand up paddle, sand yachting and kite traction, many workshops for children (kite making, educational and awareness workshops on water and the environment) trampoline and slackline, free trials at windsurfing but also festive evenings organized throughout the event. It is the opportunity for the big manufacturers of material to exhibit their latest products.

The “Mondial du Vent” is a nine day competition with the world’s best competitors. But it is also, and above all, an event which requires excellent security measures and management of the competition areas. Finally, and of utmost importance, a team of enthusiastic and motivated volunteers is needed to ensure the sustainable development of the competition.

La Franqui is a well-known site for speed when practicing kitesurf and windsurf. The special feature of this spot is that the wind blows from the land, so sports addicts can really skim across the beach and fly up into the air. A place for strong sensations, and the pleasure of gliding between sea and sky. All the conditions needed to make Leucate a real stadium of Kitesurf at the foot of the cliffs can generally be relied on.

The CNN International site has retained Leucate and, in particular La Franqui and its magnificent beach of Coussoules, as part of the 12 best European sites for practicing surf, kitesurf, windsurf and stand up paddle.

It is on these sites, exposed to full wind when the Tramontane blows, that certain sportsmen have held records, such as the American Rob Douglas with the record of 43.32 knots (78.38 km/h) on Coussoules beach. Rob Douglas is also a holder of the world speed record over 500m with 55.65 knots (103.06 km/h) and still with a kite. Alex Caizergues is his greatest rival. He is the first man to have reached 50 knots on water. The organization of the Sosh Speed competition which combines kitesurfers and windsurfers adds to the excitement. This competition indirectly creates followers and imitators by promoting kitesurf for the young and the not so young.

4. Discussion: The consequences of kitesurfing and the practice of kitesurf in Leucate

Although the wind was considered for a long time as a “calamity” by some and as a delight by the poets, it is now considered as a “vector for the economy”. And with this idea in mind, kitesurfing is attracting more and more fans. The wind, again once thought of as a handicap, is now an asset, due to the explosion of kitesurfing with 12% more licenses every year and a dynamic local economy (Ratten, 2011). Fourteen kilometres of beach, buffeted by a powerful wind for 300 days of the year, the Tramontana was for a long time a brake on the economic development of Leucate and the region. In the past this coast was ignored by holiday makers, but now it attracts large numbers of visitors and windsurf fans worldwide. The coastal municipalities are currently conducting a study to promote leisure sports, and windsurf as an international competition and as part of the local economy. The region, the home of kitesurf is already a world leader for the design of wings (the kite “sails”) and is beginning to attract wealthy family customers who are only too keen to visit the surrounding country.

In fact, Leucate is on the edge of the Narbonne Mediterranean Regional National Park (PNR). The Narbonne area extends over 100.000 hectares and benefits from an exceptional variety of sites, landscapes and is the home of a very varied fauna and flora. The commune of Leucate possesses all these attractions. It is situated at the crossing of water and land, an exceptional place, where sea, lakes, plateau and mountains meet. The Mediterranean Sea, Leucate’s lake, the Corbières mountain ranges and the peak of Canigou in the Pyrenees are part of this immense wealth. Once an island now a peninsula, Leucate is at the center of a marine environment, situated between 16 km of Mediterranean coast and 31 km of lakes, channels, islands and harbours. Leucate is made up of four distinct urban entities of great

interest, separated by three vast “green” protected areas: village, mountain, Leucate beach and La Franqui.

The most important sign of economic development are the specialized stores. In fact, ten years ago, there were only 2 stores in Leucate, today there are about ten businesses which are thriving thanks to the passion for kitesurf. In some shops the number of staff has increased from two to ten, to multiply the annual turnover by 7 or 8. Today, almost 270 jobs – more than 30% of jobs in the municipality – are directly or indirectly related to windsurfing in Leucate. As the wind blows in a favorable direction for windsurf, Leucate has become the capital of windsurf sports where enthusiasts from all over Europe gather. There are structures adapted to accommodate enthusiasts, as well as a specially designed hotel. The only accommodation available to the commune throughout the year is through the windsurf clientele, the kitesurfer. Without them, the site would not exist. The wind is now the driving force of the local economy. For example, to meet international demand, the manufacture of handmade kiteboards has become more automated while still preserving its original quality. As Leucate serves the whole region for windsurf, the local authorities are investing in this sector which generates hundreds of thousands of euros every year.

Kitesurf now attracts all generations as the combination of surfing and kites, contrary to what we may think, is not reserved for trained sportsmen. In fact, it can be enjoyed at almost any age. The sensation of gliding between sky and sea creates a feeling for fantasy and inspires spectacular jumps, impressive speed, but, above all, a sense of freedom not just reserved for champions. In fact, whether it be top level sportsmen or the simple surfer, the number of license holders has increased from 500 in 1998 to almost 14.000 today. Kitesurf is the sport which has progressed the most in recent years.

Kitesurfing benefited from the decrease in sales of the windsurf board and “the kite” is now solidly installed among windsurf sports. Particularly in Languedoc-Rousillon, with its 280 kilometers of coast, not to mention its inland lakes. The figures are evidence of the economic metamorphosis of this sport. The sales of wings increased from 100 in 1997 to 500 in 1998, 2.000 in 1999, 6.000 in 2000, 15.000 in 2001, approximately 100.000 in 2010. If it is difficult to calculate the exact number of followers, we know that 15.000 wings were sold in France in 2011. We also know that there are about 13.700 license holders in France. Some hold licenses from the French Federation of Free Flight, and it should not be forgotten that certain schools have set up their own trade unions. Many people also practice kitesurfing independently. We note that the number of federal licenses remains stable, while more and more sportsmen are taking up this sport (Annex 1. FFVL, 2014).

During the last few years, the organizational structures and the development of material have undergone spectacular changes, making the practice of Kitesurf one of safety, affordable and accessible to a larger number of people (Boutroy, Soule & Vignal, 2014). Wings, boards and accessories have improved through the development of aeronautics and industry using composite materials to make lightweight, high-performance models, capable of producing considerable forces of traction. Different types of kites can be used for various activities combining both the pleasure of windsurfing and piloting. They open the way to new dimensions of windsurf, creating the opportunity to replace material which is very often cumbersome (windsurf boards). However, financially, the kitesurf remains a sport which is still not really accessible to everybody, (equipment costs approximately 2.000 euros) while the only requirement for practice is to be in good physical condition and to be motivated. Kitesurfing is an easy sport because it is not too strenuous in itself. It adapts well to both women and children. All you have to do is to adapt the surface of the wing to the size of the

surfer. However, to make kitesurf accessible to the public in general, its economic and touristic development must progress from the artisanal stage to an industrial approach, thus giving the professionals the chance to have their say.

Windsurf, as other sports, contributes to the economic and touristic development of the territory and is a powerful tool for awakening public opinion to the environment as well as making the natural surroundings of beach and sea accessible to a greater number of people (Geenen, 2013). The practice of kitesurf for people of all ages brings with it the discovery of air, wind, aerodynamic and the elements to be found on beach and sea. Windsurf is a 3 dimensional sport, as the surfer can glide smoothly over or above the water as well as performing acrobatics in the air.

But, in the opinion of the general public, kitesurfing is still a sport restricted to the few. However, according to the businesses and enthusiasts practicing the sport, different activities are beginning to develop. Languedoc-Roussillon can be considered as THE region for this sport for its enthusiasts, its schools, but also for the manufacturers and organizers of events. However, there are many difficulties to be faced in the efforts to boost the economy. Particularly, if we are to change the elitist image the sport has and if we are to make it accessible to the general public. The number of windsurfers is, however, increasing, and schools are starting to discover the sport not just as a by-product of other water sports.

However, behind this image of a sports activity in a state of growth, are the difficulties of managing the influx of mass tourism over a momentary period of only some months. The local tourist authorities of the coast have to face expenses which are not in proportion to the number of their permanent resident population, but they do, however, benefit from a considerable number of resources. Already in 2008, a study by the Ministry of Tourism showed that the current charges of tourist municipalities with less than 10.000 inhabitants were more than 70% higher than those of other local communities. All items of expenditure are concerned, particularly personnel charges, the highways and public lighting. The same can be said for capital expenditure which is 63% higher than that of other municipalities. Tourist resorts have to face the massive influx of tourists in high season, which leads to underestimating the cost of community facilities: the water and sanitation network, parking lots, the collection and treatment of household waste, and sports and cultural facilities in particular.

5. Conclusions and perspectives: a new sports and economic area

With the competition "Mondial du vent", professional kitesurfing is projected by the media as an « extreme » sport, but it can be appreciated and practiced without fear by a wide public of all ages, when basic safety guidelines are followed. During recent years, manufacturers considered the sea as a kind of playground and the wind as an engine, but now they have diversified the practice of kitesurf, to include the new disciplines such as wave, long distance and speed. The efforts of research and development have made this a sport for pleasure, available to a greater number of people. It is hoped that designers will not only be concerned with performance but also with simplicity and safety (Higham, 2005).

The profile of the kitesurfer is encouraging for future growth and new perspectives in Languedoc-Roussillon, its place of origin. Today this region is the most important in terms of the number of manufacturers of boards and sails for kitesurfing. Following the wave of young "dare devils", the windsurfer today is generally an executive, company director or a member of the liberal professions (lawyer, doctor, notary) with a budget to cover the cost of

his passion. Generally aged between 30 to 40, the Languedoc kitesurfer is “comfortably-off” economically, his purchasing power is high and he doesn’t hesitate to spend more to improve his performance. He moves freely from place to place along the coast according to weather conditions and demands quality conditions not always up to his expectations in spite of the progress made (Mariani, 2013).

However, there are reasons for these shortcomings. Kitesurf is a relatively new sport, which does not have the same seniority as traditional sports, including surfing, skateboarding and snowboarding. This new water sport coming from the regional coasts is rapidly expanding in all five continents. It will still take time to reach a prominent place among water sports, but there is no reason why it should not do so. Kitesurf, in recent years, has gained unexpected success across the globe. Since the appearance of surfing on the Californian coast in the 1950s until the invention of kitesurf, water sports have been considered as different from other sports because of their individual character. The new winter sports are part of a movement which took shape in the 1980s. A movement to prove oneself in the face of adversity, to go beyond biophysical and biotechnological limits, in the quest to conquer ever wider spaces by understanding and mastering the natural forces. So the pioneers of kitesurfing like their predecessors are looking for places with conditions where the winds are strong, regular and frequent, together with favorable temperatures and waves. These adventurers are ready to take over or even invade certain coastal areas.

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SPORT EVENTS' POTENTIATION PROCESS AT PORTIMÃO TOURISM RESORT

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Abstract

This research aimed to contribute to the understanding of the sport events' potentiation process. The economic and social leveraging models (Chalip 2004, 2006) were the conceptual framework that supported this study. The theory of complex responsive processes (Stacey, 2011) also contributed to the understanding of the sport events' potentiation process. We adopted a qualitative-interpretative perspective, supported by a deductive-inductive reasoning and the evolutionary case study method (during three years of fieldwork). The data verified the application of the leverage models in real contexts, namely reinforcing the destination image. Results showed six strategic goals in the management of the events studied not comprised in the leverage theoretic models, namely: i) to innovate sports products and tourism; ii) to develop sport dynamics; iii) to integrate and retain partners/sponsors; iv) to strengthen political advantage; v) to encourage environmental commitment; vi) to increase social capital and networks of cooperation. We concluded that the strategic management of the nautical events portfolio was not based on strategic planning. The strategic management of the events portfolio was co-evolving in the interaction of multiple intentions and dynamics that led to innovation. The nautical events created a platform for connectivity and diversity, facilitating a transformative causality.

Keywords: Complex responsive processes; Evolutionary case study; Qualitative research; Sports events management; Strategic leveraging models.

1. Introduction

Tourism is the greatest industry worldwide, producing ever growing benefits. On the other hand, sport became the most generalized cultural phenomenon of this century. Therefore, sport is an added value when we talk of tourist offer, its quality and diversity, or when we talk about tourists' needs and motivations, attracting their attention and establishing their fidelity (Pereira, 2007). Several studies have showed that sports events have been used as a strategy to attract tourists, taking an increasing role in the strategic plans of cities, regions and countries (Pereira, Mascarenhas, & Pires, 2012).

Chalip (2004) started a new line of research, focusing on a pre-event strategic approach of sport events, for which he created an economic and a social leverage model (Chalip, 2004, 2006). These models defined opportunities for host communities to realize both immediate and longer-term benefits throughout the portfolio of sport events. The economic model targets two strategic objectives: "to optimize total trade and revenue" (p. 229) in order to maximize short-term benefits, and "to enhance host destination's image" (p. 229). The social model (Chalip, 2006) is focused in the amplification of the liminality and communitas dimensions of sports events. In order to enable and amplify that, the objectives for event planners are "to foster social interaction" and "to prompt a feeling of celebration". The emphasis on the way that sports events could be leverage is the key to achieve benefits to the communities.

The leverage concept, one of the pillar concepts of the systems thinking movement and its systemic approach (Senge, 1990), was used applying it to the organizations as the human competence to identify actions and changes in structures leading to significant and enduring improvements. For him the organisations are a whole function as systems, in which all the agents are in interactions between them and with their environment.

Several studies have been developed in this area: Chalip and Costa (2005), Chalip and Leyens (2002), Green, Costa, and Fitzgerald (2003), Jago, Chalip, Brown, Mules, and Ali (2003), Kellet, Hede and Chalip (2008), O'Brien (2006, 2007), Ziakas (2010), Ziakas and Costa (2010, 2011) and Parent (2008). Ziakas (2010) concluded that to leverage the events to the community the following factors are very important: the relationship between the events, the actors evolved and a global strategic approach. Nonetheless, Ziakas and Costa (2010) reinforced the importance of focusing in the multifaceted roles of events, assuming that events could foster several goals. Later, the same authors (2011) strengthened four items to manage an event portfolio: 1) the informal relationships; 2) a network; 3) the dynamic of the process; 4) the meanings and conflicts during the process. In this systemic approach, the works of Leopkey and Parent (2009), Parent (2008) and Parent and Séguin (2007) are also focused in the system as a whole but centred their analysis in specific actions in terms of the temporal flow. In their research about the events strategic management, Parent, Rouillard and Leopkey (2011) introduced the theme of actors' coordination in local interaction.

We realized that new insights have been introduced in recent research about events management such as, the multiple roles and several goals of the events or the focus in coordination and local interaction. These topics have been the basis of social complexity and this perspective is being used in strategic management (Goldstein, 1994; Stacey, 1992; Wheatley, 1994). The theory of the complex responsive processes (CRP) (Stacey, 2006) as one of the theories about strategic management in complex organizations and could be a useful conceptual framework to the comprehension of sports events strategic management. This approach is theoretically different from the systemic perspective since it does not think through individuals and organizations as systems but as self-organizing processes of relating (Stacey, 2006). In this perspective, attention is focused on the fact that human beings create meaningfulness patterns in their "iterated interaction" without the existence of external standpoints or a system. The strategy emerges unpredictably from the interaction of many different intentions in which everyone is involved, as members of the organization and as members of other organizations with which they interact (Stacey, Griffin, & Shaw, 2000). The CRP analyzes how the human agents learn in the organizational life, how they deal with the unknown, while jointly create the strategy (Stacey & Griffin, 2006). Stacey (2011) advocates that the strategy - and therefore, goals, plans and activities - are continuously designed and adjusted, by interaction. The meanings are repeated in the interaction, but also have a potential transformer, and the emergency is not a matter of chance. Stacey et al. (2000) call for transformative causality, in contrast to the circular causality of the systemic approach. Ideology, power relations, group formation (inclusion/exclusion) and the processes of intrigue are part of the local interaction of strategic doing (Stacey, 2011).

Although some studies identify the events management as a complex phenomenon often occur in complex environments we realized that few studies have been developed taking the complex perspective in to account. This research aimed to contribute to the understanding of the sports events' potentiation process in the strategic management of a nautical sports events portfolio. The objectives were: (1) to identify the strategic goals and to examine the implementation process, according to economic and social leveraging

models (Chalip 2004, 2006); (2) to identify and analyse the emergent strategic goals and their implementation, beyond the strategic goals already defined in the economic and social frameworks (Chalip, 2004, 2006); and (3) to analyse the co-evolution of this potentiation process, regarding the interaction between goals, actions and actors, problems, facilitators and constraints and their inter-relationships, among other topics adduced over time in the context of the process under study.

2. Methodology

In order to integrate a deductive-inductive perspective, and simultaneously ensuring the nexus of the investigation an evolutionary case study (Dawson, 2008) was used in the research. This type of case study allowed us to refine the instruments in the procedure of data collection and selection of the respondents, from one event to another, during the investigation cycle. Eisenhardt (2002) qualified this procedure as fundamental whenever the investigation aspires to create theory from case studies.

2.1. Context

Portimão is a tourist resort in Portugal's major tourism region: Algarve. Policymakers decided to invest in hosting and sponsoring a set of diversified nautical events. One of the aims of this event-based strategy was to change Portimão's image from a mass tourism destination and a typical sun and beach product to that of a nautical destination by the sea. In order to implement it, a Municipal Public Undertaking was created - Expo Arade. The events were organized by specialized events' and tourism sectors of this public company in co-operation with other divisions of the municipality. In the course of our article, we will refer to this set of actors as the local public event organization committee (LEOC). The Public Undertaking appears most of the time with a double role - as the main sponsor and as the LEOC, and always in coordination with the external private organization holding the rights of the events (external event organization committee - EEOC).

2.2. Data collection

For this study we selected a specific international nautical sports events' portfolio established throughout a year's term: Kite Masters Portimão World Tour (KM, 8 - 13 July 2008); Formula Windsurfing World Championship (FW, 9 - 14 September 2008); Sailing Audi MedCup (AM, 15 - 20 September 2008); P1 Power Boats World Championship (P1 PB, 26 - 28 September 2008); Portimão Global Ocean Race (PGOR, 12 October 2008 to 20 June 2009); F1 H2O World Championship (F1 H2O, 4 - 5 April 2009).

Fieldwork was conducted from February of 2008 until April of 2010 based on qualitative interviewing (before, during and after the events), direct observation and documental research of the events. The interviews were carried in person lasting one hour in average and were tape-recorded. We made 106 interviews and the interviewees were carefully chosen among external event organization committee actors (EEOC, 16 actors), local event organization committee actors (LEOC, 9 actors), political actors (PA, 4 actors), local actors (LA, 30 actors: local trade, tourism, and sport) and partners/sponsors (23 actors). We observed all the events, which lasted 6 days in average, focusing on the implementation of actions related to the strategic goals previously announced in the interviews using an observation protocol (Spradley, 1980). Information was gathered in the form of strategic

documents, press releases, flyers, contracts, websites of the events, resulting in 105 collected documents.

2.3. Data analysis

The deductive-inductive perspective of this research required us to use different types of data analysis: (1) a deductive one, based on the economic and social framework created by Chalip (2004, 2006), using the qualitative content analysis approach (Mayring, 2000); (2) an inductive one, exploring the emergent concepts based on the general principles of grounded theory (Strauss & Corbin, 1990). The references related to new strategic objectives and their implementation process were coded in open concepts. The software - NVivo 9 by QSR International - was a helpful tool used during the analysis and the interpretation of the information.

3. Results and discussion

3.1. Strategic goals and actions according to leveraging models

Leveraging the events to “enhance the host destination image” was the strategic goal with more references. Secondly, the references were made to “optimize total trade and revenue”. The social goals were the less mentioned. The data showed that it was systematically found in all the events (Table 1).

Table 1. Strategic goals: references by event.

Strategic goals	Kite Masters	Formula Wind Surfing	Sailing Audi MedCup	P1Power Boats	Sailing PGOR	F1 H2O
Enhance host destination image	7	11	11	9	15	5
Optimize total trade and revenue	5	4	5	10	1	2
Generate and cultivate liminality	3	2	0	4	6	1

We also verified that the major number of actions was related to the category “enhance host destination’s image” (162 actions), followed by the categories “optimize total trade” (121 actions) and “generate and cultivate liminality” (104 actions) (Table 2).

Table 2. Actions implemented according to strategic goals per event.

	Enhance host destination’s image	Optimize total trade and revenue	Generate and Cultivate liminality
Kite Masters	22	16	19
Formula Windsurfing Total	24	15	12
Sailing AM Total	34	26	22
P1 Power Boats	30	25	25
Sailing PGOR	23	18	17
F1 H2O	29	21	26
Overall total	162	121	104

As Jago et al. (2003) advocates the sustainability of the brand depends on the systematic promotions messages and the events portfolio could support an extension of the destination brand (Chalip & Costa, 2005).

3.2. Strategic goals and actions emerged from the empirical data

Apart from the results above, it was possible to identify six strategic goals in the management of the events studied not comprised in the leverage theoretic models, namely: i) to innovate sports products and tourism; ii) to develop sport dynamics; iii) to integrate and retain partners/sponsors; iv) to strengthen political advantage; v) to encourage environmental commitment; vi) to increase social capital and networks of cooperation. Table 3 aims to highlight these categories according to the number of sources and coded references.

Table 3. Emerged strategic goals according to the number of sources, main respondents groups, references and related actions.

Strategic goals	Sources	Main Respondents Groups	References	Actions
Innovate sports tourism products	22	EEOC+LEOC	33	32
Develop sport dynamics	16	EEOC+LEOC	24	28
Integrate and retain partners/sponsor	15	EEOC	24	41
Strengthen political advantage	13	PA+LEOC	28	62
Encourage environmental commitment	0		0	9
Increase social capital and networks of cooperation	12	LEOC+SP	17	20

The multidimensional role of events has been reinforced by Ziakas and Costa (2010) and Ziakas (2013, 2014). Whitson and Macintosh (1996) have emphasized the political influence in sporting events. Despite the development of sport had been already focused on previous articles (e.g., Weed et al., 2009), there hadn't been empirical data to prove these relations. Misener and Mason (2006) highlighted that events present opportunities to build social capital and social networks, and underlined the need to increase research in this area.

3.3. Comprehension of sports events potentiation process

3.3.1. Problems, constraints and facilitators associated with events potentiation

The "centralized management trio" (i.e., LEOC, PA and EEOC) was identified as the main problem associated with potentiation of events (77 references). Namely, the trade, tourism and sport actors didn't feel involved in the potentiation of events. Two more categories were found, specifically "unplanned management" (61 references) and "operational and one-dimensional management" (54 references). In fact, studies have shown that

partnerships between local businesses and events' organizers are exceptional rather than a common practice (Chalip & Leyens, 2002). Hence, the massiveness of events in a short period of time promotes a frenzied atmosphere, which isn't ideal for the sharing of visions and perceptions (Jones, 2005).

The most referenced constrains were the "EEOC management" (51 references), the "political power in the decision making process" (31 references) and the "strategic vision of the political actors and LEOC" (24 references). Paradoxically, the most referenced facilitators were "EEOC dynamics" (30 references), the "LEOC team" (28 references) and the "political actors" (28 references). We emphasize that despite the studies developed by Parent (2008) and Ziakas (2010) pore over the various actors associated with sporting events managing, they didn't mentioned the role of the EEOC in the dynamics of the same. This seems to us to be an important contribution of this research.

3.3.2. Strategic management: evolution from the interaction

The results showed that the strategic objectives and actions of events' portfolio maximization were being developed due to interactions of different actors, their visions and actions, which facilitated and constrained the strategic management of events, in a paradoxical dynamic. In this sense, the contribution provided by the theory of complex responsive processes, led us to analyze: the context and their variability, insofar as the intentions and actions emerge from the interaction of individuals in contexts; the connectivity in the interaction between the actors of the event, its diversity and deviations from installed themes, in co-production of new meanings; the topics of conversation that showed a change in their meanings, and according to a logic of transformative causality, were giving rise to the co-evolution of strategic intent, without having previously been a plan for the whole. The following table indicates the encoded number of sources and references.

Table 4. Encoded number of sources and references by category through the CRP perspective.

Categories	Sources	References
Variability of the context	11	35
Connectivity and diversity	26	62
Conversation themes	21	121

The variability of the context could be analyzed by the ExpoArade's initial mission. Although the areas of the ExpoArade were the management of tourist infrastructure and the organization and management of events, the new municipal company (Portimao Urbis - SGRU) presents a wider object, namely, the territorial development policies of the municipality, looking for cover a number of areas of broader and diverse intervention. As the documents showed, during the year of 2008 there were two organizational restructuring of ExpoArade, and in 2010, the Portimão Urbis – SGRU was founded to replace the former company.

Regarding vector connectivity and diversity, the data showed that the nautical events' portfolio constituted as a platform for interaction; noteworthy that during 2008 and 2009 a total of 40 sporting events in Portimão was held, 24 of which were international. The events provided the existence of places and periods of connectivity intra-event (such as prize giving ceremonies and press conferences); and also extra-event (for example the occurrence of the municipal executive dinners and LEOC with a set of opinion leaders, and even visits to prime

locations with tour operators). The events also led to the interaction between different elements of EEOC (the events were organized by distinct external promoters), and meanings attributed to these events, allowing deviations from usual themes, including the central theme of promoting the image of the destination. And the events yet made it possible the establishment of connections with numerous actors, including: (1) athletes of top level international and respective technical teams; (2) members of the federations; (3) national and international television producers; (4) invited tour operators; (5) national and international journalists accompanying events; (6) partners/sponsors of the EEOC and their guests; (7) partners / sponsors and guests of the city; (8) suppliers; and (9) operational components to support the events.

The conversation themes changed during the three years of the research process. At the level of potentiation of the events' portfolio, it was apparent how meaning standards have changed, namely: (1) the strategic management of the events' portfolio: from the initial triad to the integration of local actors; (2) the strategic management of the events' portfolio: from sponsor to sponsored; and finally, (3) the nautical intention: the previous strategy based on the events and destination's positioning was transformed in a global strategy based on local development through the sea economy. The table below reflects the sources and coded references.

Table 5. Number of sources and references coded by themes of conversation.

Themes of conversation	Sources	References
Integration of local actors	14	49
Sponsorships	11	23
Nautical intention	14	51

The data showed that iteration of the various interactions – as a whole and over time - helped to promote changes, which were amplified and constituted themselves as changes in the topics of conversation, not only with respect to events, as in regard to relations of power that took a standard inclusion of local stakeholders in decision making. In fact, as referred by Stacey and Griffin (2006), power is one of the key variables, once it is a structural feature in all human relationships. The results support the theory of Stacey et al. (2000), which advocates that strategic change does not result from activation of a leverage point in the system, but the transformation of communicative interaction. Agents in a complex system can evolve when agents that constitute it are diversified (Stacey, 2011). Moreover, the author argues that we can arbitrarily identify a point in time where the decision is legitimate, however not being illustrative of the process, insofar as it is inseparable from all forms of action and interaction that followed it.

4. Conclusions

We concluded that the reinforcement of the destination's image was the main goal. Apart from this, it was possible to identify six strategic goals in the management of the events studied not comprised in the leverage theoretic models, namely: i) to innovate sports products and tourism; ii) to develop sport dynamics; iii) to integrate and retain partners/sponsors; iv) to strengthen political advantage; v) to encourage environmental commitment; vi) to increase social capital and networks of cooperation. The centralized management trio (i.e., the local organizing committee of the event, the municipal executive, and the external organizing committee of the event) was identified as the main problem

associated with potentiation of events. Paradoxically, this trio played both a facilitating and constraining role of the management dynamics. We concluded that the strategic management of the nautical events portfolio was neither based on strategic planning, as recommended by the models of strategic leverage, nor on a plan for the system, as advocated by the systemic perspective. This empirical research confirms the application of the theory of complex responsive processes in the strategic management of a nautical events portfolio. This theory provided us new lens since it induced us to analyze the potentiation process as an interaction system which influenced both the events strategy and the destination strategy. According to the theory of complex responsive processes we found that: the strategic management of this portfolio of events was co-evolving in the interaction of multiple intentions and dynamics that led to innovative strategic goals; the nautical events were also constituted as a platform for connectivity and diversity, offering a space and time for local communicative interaction, facilitating the evolution dynamics in the Municipality of Portimão, on the ground of transformative causality. The contribution of this findings to sports event management is related to the reinforcement of the role of the different stakeholders in the strategic direction, namely the LEOC, EEOC and the community actors, in order to achieve sport events' potentiation.

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HOSPITALITY AT SPORT EVENTS

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Abstract

The present article approaches the hospitality in sport events. As empirical object of study, it was chosen Jornalista Mário Filho football stadium, known as Maracanã, where 2014 World Cup Final took place. The stadium is located in Rio de Janeiro, Brazil. It was sought to analyze, as per Grinover (2007) hospitality studies proposal, the hospitality at the Maracanã Stadium. The categories of analysis presented by the author are accessibility, legibility and identity and are usually referred to places, mainly in cities. In this present study, however, they were adapted to a single urban equipment and its surroundings. Contrary to what is expected from a city that hosts important sports mega events, Maracanã can't be considered a space of hospitality to Cariocas, neither to tourists. The government and entrepreneurs from tourist trade must pay attention to accessibility, legibility and identity of places, in order to qualify the hospitality experience and, consequently, strengthen fortify the local, regional, national and, lastly, international tourism.

Keywords: Brasil; Hospitality; Maracanã; Rio de Janeiro; Sport tourism.

1. Introduction

The city of Rio de Janeiro placed itself on the international circuit of mega events when it hosted the Pan American and Parapan American Games in 2007; the CISM World Military Games, in 2011; the Confederation Cup and the World Youth Day, both in 2013; the FIFA World Cup, in 2014; and will host the Olympic Games in 2016. From the events mentioned above, only one is not sport related-wise. It is assumed that a place that has conditions to hold such events presents well-structured tourist attractions and it is fully capable of receiving sport tourists them well.

The country received approximately 600 thousand foreign tourists between June 12th and July 13th, 2014, besides 3 million Brazilians who participated at the World Cup, event organized by FIFA - The Fédération Internationale de Football Association - creating expenditures in the estimated total amount of R\$ 6.7 billion (EUR 2.15 billion). According to the Rio de Janeiro City Hall (2014), from this total of tourists, approximately 886 thousand have been in the city of Rio de Janeiro.

Also according to the Rio de Janeiro City Hall (2014), along the seven matches played in the city, about 518 thousand spectators have been at the Maracanã Stadium.

Contemporary events are relevant motivators for the tourism phenomenon and they figure with prominence in the development and commercialization of products of most destinations. The role and the impacts of events planned in the ambit of tourism have been well documented, and play an increasing and important role to the competitiveness of destinations around the world (Getz, 2007).

More specifically, sport and tourism are two cultural phenomena that intervene of the countless opportunities created by their relations, especially in the context of events (Getz, 1998; Higham, 2005; Hinch & Higham, 2003).

The field of hospitality must consider the objective aspects of the commercial contract, set out in the provision of services and, also, the subjective aspects present of the premise of

the giving-receiving-repaying triad, so it can provide positive tourist experiences, whether in leisure tourism, in business tourism or sporting events tourism (Camargo, 2006).

Hospitality is understood as "one of the superior laws of humanity and a universal law. It is to allow, under certain conditions, the inclusion of others in its own space" (Grinover, 2007, p. 32).

Thus, it is assumed the tourist intention to enjoy fruitfully the space and the social relations that occur in it (Crouch, 2004; Urry 2002), as well as the concern of managers in promoting the hospitality in the spaces. (Camargo, 2006)

Grinover (2007, p. 2) extends the notion of hospitality to the relationship accomplished between the physical space of cities and their inhabitants understanding that "the hospitality by gift of knowledge is a way of ensuring the principle of heterogeneity of the city, and, above all, the richness of its social diversity". The accessibility can be perceived by two aspects: the first one refers to the physical aspects of accessibility, including the road network, the provision of transport etc.; the second one is related to socioeconomic factors, that allude to access at different public services in the right of citizen, such as health, education, information, security, basic sanitation, living spaces, entertainment, among others.

The legibility is related to the visual quality of a city, it is the quality of a place to be transposed to a mental map and be easily understood. In reference to semiotics, is the way to perceive, read and interpret a place. The way how the local is interpreted makes the orientation of individual in the space easier. The notion of Grinover's (2007) legibility can be supplemented by the understanding of the behavioral setting as a simplification that the tourist makes of the space that it is foreign so it can be better understood.

The identity is built from raw materials, processed by individuals, social groups and societies that reorganize their meanings in their social structure, such as their view of time and space. The raw materials are made up by history, geography, political regimes, events etc. The national identities, or even regionals, represent links to places, events, symbols, history and belonging.

The present article aims to analyze the Mário Filho Football Stadium - better known as Maracanã -, local of the final match of the 2014 World Cup, as a space of hospitality in the touristic scenario.

2. Methodology

In this qualitative research it is used different data collection procedures. Besides the bibliographic review and survey of primary and secondary data on the sporting event analysed, we used a field diary to record the participant observation, photographic records and content analysis. It was also researched official data on the event, available at Rio de Janeiro City Hall, FIFA and the Military Police of Rio de Janeiro.

In the qualitative research, the focus is some research techniques which assist the discovery of latent phenomena, such as participant observation, the history and analysis of content, for example, that unite a qualitative corpus of information that is based on communicative rationality.

Participant observation is obtained by direct contact of the researcher with the element observed, to collect the actions of the actors in their natural context, from their perspective and their point of view (Chizzotti, 2001).

In qualitative analysis of content, according to Bardin (2010), it must be considered "the presence or absence of a particular feature of content or a set of features in a specific fragment of message that is taken into account" (p.21).

To Guran, mentioned by Achutti (1998) the contribution of photography lies in the capacity to make a selection of significant moments of the reality studied, "which can put in evidence information that could not be obtained by other means" (p. 89).

According to Chizzotti (2001), the researcher is the fundamental key of qualitative research.

To carry out the present study, an analytical model was created, contemplating the categories of analysis of hospitality proposed by Grinover (2007).

For accessibility, it was considered the physical access by public and particular transportation, access signpost and socioeconomic access measured by ticket prices and food sold at the stadium, publicizing information, security, lighting, cleaning and health.

For legibility, it was observed the internal signpost and elements that could make the localization easier.

For the assessment of identity, the event was observed as a resigificant element of it from the value endorse of the local tourist offer, which can be verified in dissemination and promotion of tourist attractions and city history (Lemos, 2005).

The data *in situ* was collected from May to June 2014, in local visits one week before the event, on match days, and in one last time after the end of World Cup, where the researcher observed and photographed the relevant elements to the categories of analysis proposed. The information regarding to the quantitative data of the event were collected in the months of July and August of 2014.

3. Accessibility, legibility and identity at Maracanã Stadium

For the study of the accessibility at the Maracanã, the analysis was adapted to localization, physical and socioeconomic access, signpost, security, cleaning, health and lighting, besides the access to people with disabilities and information. Considering the meaning of accessibility for hospitality given to a city as being focused on wellness of the citizen and tourist, some categories of analysis were adapted to understand the well-being of the fans at the stadium.

The Mário Filho Stadium is located on Presidente Castelo Branco Avenue, in a central area of the city of Rio de Janeiro, in the neighborhood which takes the popular name of it: Maracanã.

As for the physical access, in match days, 10 streets around the stadium were prohibited for the transit of vehicles, and, at the day of the final match, the number ascended to 20 streets prohibited. Beyond these streets, 23 more were prohibited for parking. The average of time of reopening the streets was about two hours after the end of each match.

The parking of personal vehicles on these streets happened in legal and illegal parking lots in the neighborhood. 631 vehicles were towed and 697 fines were charged. There was action of "flanelinhas" (the "flannel man", it is the demure name given to the "workers" who non-legally look after the street parking spaces) with abusive charges in exchange a parking space for the vehicle. About 105 "flanelinhas" were arrested. The price charged varied from R\$ 100.00 (EUR 32.00) to R\$ 200.00 (EUR 64.00).

The Rio de Janeiro City Hall provided a special parking area for buses and motorhomes, from where fans could go by BRT (Bus Rapid Transit) to a subway station and then go to the

stadium. However, because of lack of publicity, in the two first matches, none vehicle used these special parking space.

Because the connection between BRT and the subway station was not advertised, many fans went by taxi from the Antônio Carlos Jobim International Airport to Maracanã, intensifying the vehicle traffic around the stadium.

The City Hall gave priority to access by subway and trains during the World Cup, which operated for free for those who had the game ticket within four hours before and until two hours after the games, in order to accelerate the public entry and exit. Even so, the fans had to wait about one hour to access the subway.

The bus and taxis available were not in enough number either, causing long queues. Fans that chose to use the public transport bus service had a range of 53 lines leading to the stadium. The bus stops were situated 1.5 km far away from the stadium, from where the fans had to continue on foot.

There were 1,650 traffic officers and municipal guards. Despite the efforts of the City Council to improve the access on match days, either by subway, bus, private car, BRT or chartered vehicles, the flow of entry and exit was slow and disorderly.

It is worth noting that the Rio de Janeiro City Hall decreed holiday for the days of matches.

The signaling access was poor and insufficient. On Linha Vermelha Highway, was found only a temporary sign at the beginning of the road.

From the other neighbourhoods, including downtown, only four signs indicating the Maracanã were found. There were also temporary signs on poles indicating the direction to the stadium (one with the arrow turned to left, and it should be the arrow pointing straight). In Francisco Bicalho Avenue, way to Maracanã, there is only one sign along the way indicating the stadium and another early in the overpass indicating that the driver should take this way.

To find a solution for the precariousness of signpost during the World Cup, 200 traffic signposts, 240 posting signs and 110 flags were placed in the city, in different locations. In addition, 77 electronic signs were also temporarily placed to broadcast several messages about the best accesses, travel time, among others.

At the exit of Maracanã and São Cristóvão subway stations, there were signs indicating the way to stadium.

Accessibility also considers the socioeconomic access, which can be analyzed based on the tickets prices and the food sold at the stadium.

The value of the official tickets sold by FIFA ranged from R\$ 30.00 (EUR 10.00) to R\$ 1980.00 (EUR 637.00) and the average price was R\$ 439.00 (EUR 142.00). It is noteworthy that the lowest price charged regards to "the half price law" in Brazil. It was the first time in history FIFA World Cups that half price tickets were sold.

Outside Maracanã, many unofficial *ticket dealers* were selling tickets freely, despite the Police presence in the area. The prices charged were equal or superior to U\$ 1,000.00. It was also possible to observe the contrary movement: tourists offering more than U\$ 1,000.00 to fans who were with their tickets heading to the game.

Food and drinks stalls had huge queues, and it used to take at least 20 minutes to be served. The delay for buying any product was more than 20 minutes.

The snacks offered were cheeseburger (R\$ 10.00/EUR 3.20), hot dog (R\$ 10.00/EUR 3.20), peanuts and chips, *polvilho* biscuit (R\$ 5.00/EUR 1.60) and chocolates (R\$ 8.00/EUR 2.60). The drinks offered were water (R\$ 6.00/EUR 2.00), soda (R\$ 8.00/EUR 2.60) and beers

Budweiser (R\$ 13.00/EUR 4.20 a can) and Brahma (R\$ 10.00/EUR 3.20). Not all items were available in the 60 stalls. Official hawker sellers were selling popcorn (R\$ 10.00/EUR 3.20) and ice lolly (varied price).

The stadium offers water fountains, but not all of them were working. Also there was no water in some of the 292 washrooms of the stadium, as well as toilet paper.

As for the access for people with disabilities, the stadium has 3174 reserved seats for wheelchair users, tactile flooring and signage in braille. Also, there are 67 washrooms with access for these people.

The information available is another item understood as an element of the accessibility for hospitality. The major communication channel used by Maracanã is its official website, presented in Portuguese, English and Spanish.

Regarding the World Cup event, there were information at FIFA's website about tickets purchase, tickets delivery points and general orientation about how to get to the stadium.

At Maracanã's website, there is information about where to disembark at the subway station, however, there is not a direct link to the city's subway map, neither information about schedules and prices; there is instruction of disembark by SuperVia, which is the name of the company that manages the surface train but without any explanation to the user about which kind of transportation is SuperVia. It also has an indication "click here" to supposedly have access to information on how to get to the stadium by bus, but this button does not work - it cannot be clicked. There isn't any information about parking for private cars.

Historical information about Maracanã is concise, favoring the dissemination of data after the stadium renovation and the new management. The new visual identity also alludes to this change and emphasizes the dates of 1950-2014.

Still on the dissemination of information, the press work totalized 221 hours of footage to 41 broadcasters from 19 countries. Altogether, about 22 thousand hours of press credentials (accredited and unaccredited) were emitted.

The security in the event was not only a concern of the country and the world, but it is also one of the accessibility elements for the analysis of hospitality. During the World Cup, Rio de Janeiro had the highest security structure of the city's history.

In total, about 25,000 agents of various defense and security forces were mobilized. The Command and Control integrated Center (CICCR) gathered 37 agencies working in an integrated way on it, with more than a thousand people accredited.

Military Police served at the Maracanã Stadium and its access; training locations, protocol routes (routes used for delegations and authorities); hotels, airports, tourist attractions; public transport terminals, subway and train stations and places where had a massive number of fans. Inside the stadium, the Local Organizing Committee (LOC) hired security officers (steward) to make the security at the stadium. The number of these agents hired varied between 900 and 1,200 per game.

In the first game at Maracanã, on June 15th, between Argentina and Bosnia, about 20 Argentine fans invaded the stadium by one of the gates of access, making the security lock to start earlier and cover a larger area for the next games. With that, fans who could not get tickets but who would like to go to the stadium to see other fans accessing it, or even to watch the match in any of the numerous traditional bars on surroundings, could not approach the area.

Among the incidents recorded in police stations, the thefts accounted for 74 percent of cases, followed by cases of unofficial tickets sellers, which accounted for 5.2 percent of the

records. Combating illegal tickets sale to the event culminated in operation Jules Rimet, made by Civil Police, which had made 138 occurrences of unofficial tickets sellers registered in police stations.

The neighbourhoods that recorded the highest number of occurrences were Copacabana with 57.8%; Maracanã with 13.7% and Lapa with 5.5%. The victims of the incidents were mostly residents of Rio de Janeiro (19.7%), followed by Argentines (12.6%), English (6.1%) and Chileans (5.2 percent). Also, more than 60 foreign visitors had problems with unofficial tickets sellers. The occurrence which brought together the highest number of criminals was the attempted of invasion by 85 Chilean fans, at the match between Chile and Spain (06/18). The Military Firefighters Corps attended 752 cases, rescuing 155 people, from May 18th to July 16th, with none record of deaths.

Around Maracanã, 5,040 items sold by with irregular street salesman were confiscated, 47 unofficial ticket sellers were arrested; 21 people were fined for urinating on streets; 274 items were seized in actions against "ambush marketing" (marketing that delude people) and some commercial establishments were temporarily restricted for violating Decree No. 30,417, dated January 23rd, 2009, that prohibit the consumption and sale of alcohol around the stadium on game days, two hours before and two hours after the event.

The team in charge of cleaning was composed by seventy-six dustmen, six cleaning agents and three managers, with support of two garbage trucks, three street dust machines and three street washing equipment per game. According to the City Hall (2014), 6,234 people were fined for throwing trash on the floor, wherein 1,249 being applied to foreign tourists. There were 200 trash containers of 240 liters available around the stadium and in the area of Special Secretariat of *Public Order (SEOP)*, to enhance the options for garbage separation. 10.4 tons of trash were collected on match days at the Maracanã, which infers an average of 1.5 ton per game day.

There were 150 health professionals, among doctors, nurses, practical nurses and first responders, attending on match days at Maracanã. The average number of attendances was the same: 150 per game. Eleven ambulances were available at the stadium and there were 10 removals to hospitals.

Municipal hospitals Miguel Couto and Souza Aguiar and The Regional Coordination of Emergency of Leblon and Downtown received, during the event, about 330 tourists from more than 35 different countries. Most tourists were Americans, Chileans, Argentines and Colombians.

Maracanã's lighting system was renovation to better serve FIFA's requirements. Before that, there were 120 reflectors at the stadium against 396.

As for the surroundings of the stadium, Rio Luz - public lighting company of Rio - reported to have placed five teams in the area. Approximately 30 employees were working on-call system. Five bucket trucks that reach up 12 meters and two Volkswagen Kombi supported the operations.

The legibility of a city is understood as how the mental image about a place is done, so that the fragments can be recognized and mentally organized in a coherent model. In the present study, legibility was adapted for the understanding of space of Maracanã (Grinover, 2006).

As for internal signaling and possible elements to make localization easier elements that help in hospitality for allowing tourists, visitors or residents to feel oriented in the space where they are -, it was observed some difficulty due to the use of different signs resources. Outside the stadium, all access signs indicates the gates East, West, North and South and

the access sectors by the letters A, B, C, D, E and F. Inside, however, these indicators are no longer used. The signs change for numbers, which are used internally to indicate the location.

Outside the stadium, there are full maps indicating the direction of the sectors. The maps available assist in the formation of the mental image of the stadium, although internally there aren't any elements to correlate the internal to the external space. According to Walmsley (2004) "the influence of the mind map is so strong that the expression 'seeing is believing' can be reversed to 'believing is seeing'" (p. 77). It means the map has more influence than the real and unknown space in the formation of cognitive images, which adapts to the map.

All signaling is bilingual, in Portuguese and English. In the visitors' area, the signaling that shows the way to the Tribune of Honor and to the 107 cabins is made of glass, with writings in the front and in the back, damaging the visibility.

The Mário Filho Stadium, although it was opened in 1950, had its construction finished only in 1965 and was fully funded by the Government. Throughout its history, it became an icon of world football, having, in 1969, the largest audience in the history of football, with 200 thousand fans in a game between Brazil and Paraguay.

After the renovation for the 2014 FIFA World Cup, to suit the Fédérations specifications, the stadium has reduced its capacity to 78 thousand seats. The renovation, budgeted at R\$ 705 million (EUR 227 million), cost R\$ 1.235 billion (EUR 397.1 billion), not to mention the reconstruction of the sidewalks around the stadium, paid by the City Hall, as well as other works in the surrounding area.

The partial demolition of the old Maracanã for the construction of the new structure has generated great national commotion. Part of society and the stadium-goers were opposed to the renovation. For these people, the symbol of football and the city of Rio de Janeiro and Brazil would be shaken up with the reconstruction. Thus, it is possible to find in Grinover (2013), the reflection that "This urban space and time articulates and put into conflict the new and the old" (p.17).

For hospitality, Grinover (2006) wrote that "identity is gained by the relationship between spatial, temporal and social systems of the city, or cultural factors, such as the organization of communication and the places systems" (p. 47). Also, the Maracanã may be understood as a place of use-building-landscape, which form a symbolic image, composed from all or a portion. "The demand for that image gives visibility to the host city, the hospitality city" (p. 47).

However, even considering the ongoing construction and the change of identity, the author considers that the original one should not be forgotten.

Another approach that can be related to the identity, especially when it is related to sport events tourism, is how much an element of the place can build recognition of the entire city and its other parts.

Thus, it is possible to see part of the creation of tourist value (Lemos, 2005), in this study also understood as strengthening of a city's identity, during the World Cup in Brazil, from the set of spaces used by the tourists.

Christ the Redeemer, the main tourist attraction of the city, received 295,917 visitors during the World Cup. The annual balance of Corcovado has an average of 5 thousand visitors per day, but during the World Cup were recorded peaks of 12 thousand visitors per day. The Sugar Loaf (Pão de Açúcar), which usually receives 3,000 people per day, had peaks

of 8,000 passengers on the cable car per day, having received 174,830 tourists during the World Cup.

According to Riotur, public-private Company responsible for managing tourism in Rio de Janeiro, during the event, were held 212,722 attendances of tourist information. The most requested item was the city map.

The Rio Walking Tour Project, free guided tours on foot through the Downtown, Ipanema and Copacabana areas was used by 689 people from 35 different countries, especially Israel, Singapore, Bolivia, Sweden, Kazakhstan, Ukraine, Austria, Scotland, United Arab Emirates, Peru, Puerto Rico and Nicaragua, countries that not even had a team playing at World Cup.

The press tours attended 583 press professionals through the tours or sport workshops offered by Riotur during the whole competition.

4. Conclusions

The present research indicates a low hospitality at Jornalista Mário Filho Stadium. Even with the access improvement planning, the external and internal signaling, cleaning, lightning, security and promotion of local tourist attractions, there were many flaws and problems on match days. In addition, one of the worst signs of low hospitality was the fact that most of the actions of ordination of space for the World Cup, except the reform in the stadium, were temporary.

It is understood that the tourist's experience at each location of the city will make part of his assessment of the hospitality perceived during his trip. So, for them, probably the temporary actions were effective. It may have occurred because, according to a survey asked by Rio Secretary of Tourism/Riotur, during World Cup, carioca hospitality had numbers of 97.1% between good and great.

Physical accessibility had many problems despite the efforts to avoid them. As for the socioeconomic access, it is possible to assay the exclusion of many social groups to the event by the tickets price, the tickets sales channel, the prices of products and the blockage of surroundings of the stadium. The access to bars and other services available at Maracanã's surroundings was only allowed to fans that had tickets for the game.

The legibility is confusing, because there are no references, neither internal signaling, enough to make possible the goers to understand it satisfactorily. As favorable aspects, there is the bilingual signaling in Portuguese and English and the local maps affixed at the outside of the stadium.

The identity of the stadium would be the most positive category of analysis in reference to hospitality, because it's a national and worldwide icon of football. However, Maracanã underwent a renovation that demolished the previous building and built a new totally different one, which caused outrage among the local population. The "new" Maracanã insists emphasize its current reform, without any reference to the "old" and historical Maracanã. The lots of visits to the city's tourist attractions during the event are a positive element to its identity value.

It is concluded that hospitality is not yet understood, especially from tourism public managers, as an element of the city and its spaces that needs to be planned.

Unfortunately, the legacy of hospitality to the city did not occur according to the potential that the World Cup should bring on promoting local infrastructure and services improvement. However, it can't deny the existence of the legacy of this event, not even in

the hospitality area, but certainly it could and should be improved. Hospitality, in cities and in spaces, is always welcome.

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MODELLING OF SPORT EVENTS AND THEIR USE TO INCREASE TOURISM AND ECONOMIC IMPACT

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Abstract

The introduction of sports activities in the tourist sector has expanded and diversified touristic offers and has given these offers a distinct character. Among all the activities that make up sports tourism, sports events have been increasingly used to promote the venues where they take place. Sports events offer the opportunity to promote the destination. Even more, they represent an opportunity to build, improve or change the image of the host destination. This paper aims to identify the elements of sports events that are capable of generating profits and optimizing tourism. A typology is created with these elements to classify sports events according to their touristic impact. This typology aims to help manage sports events so that they impact positively on the economy and attract tourism.

Keywords: Development; Economic impact; Events; Sport tourism.

1. Introduction

Sport and tourism are two activities that were originated in ancient times. Prehistoric humans travelled outside of their environment and have done physical activities even though these activities were not considered tourism or sport. However, despite the existing historic parallels for both activities, they have only recently been interrelated and studied. Thus, according to Latiesa et al. (2000), the first winter sports event associated with tourism occurred in the Alps in the early twentieth century. The term sport tourism appeared, as such, in 1970 in France.

Scientific studies began in the nineties with the publication of the *Journal of Sport Tourism* in 1993 and numerous previous articles on the subject in journals like *The Journal of Tourism Recreation* or *Annals of Tourism Research*. The publication in 1999 of the book "*Sports Tourism*" by Standeven and De Knop represented a landmark.

Authors like Gammon & Robinson (1997) or Ritchie and Adair (2004) point out that the concept of sport-related tourism has evolved in recent years. Both fields have become relevant research fields for numerous scholars. In fact, the immense growth in demand coupled with the wish to experience new sensations through sport whilst on holiday is a constant that has evolved even further. For this reason the tourism industry seems to have unearthed an option that is more than just valid and different institutions, governments and private interest are jumping on the bandwagon (Puertas, 2007).

Notwithstanding growing interest on this matter, studies often "present limitations in their approaches and developments" (Weed, 2006). Moreover, numerous authors differ in their views on the phase at which sports tourism currently stands. These views range from Morgan's (2007) "initial phase" to Weed's (2008) "mature phase". It therefore may appear that there is no consensus on the conceptualization of sports tourism. In any case, it is possible to point out something which literature always attempts to define: the sporting events that play an outstanding role in motivating sports tourists.

In line with this, authors like Kurtzman and Zauhar (1997) point out that sport events are a very specific type of sports tourism. This is the most passive form of sport because the purpose of tourists is to merely be spectators. However, when the economic impact is considered other types of "tourists" must also be taken into account such as the athletes themselves and all the personnel involved in organizing the movement to the venue of the sports event.

Different territories have different types of sporting events that in turn generate different economic and social effects. A great number of studies (Fernández Alles, 2014, Peeters, et al, 2014; O'Brien and Ponting, 2013 and Gibson et al. 2012) reflect growing interest in analyzing the impact of touristic sporting events.

On the other hand, Crompton (2006) and Matheson (2006) remark that often events do not bring the expected economic, social or touristic impact and, on the contrary, they create expenses and debts. For that reason, it is important to take under consideration the sustainability of each event. As Taks (2013) assert, mega-events have a higher global repercussion but that implies a higher risk. Meanwhile small and medium size events have a limited influence but their social impact is easier that be positive and that allows to create long-lasting benefits.

The aim of this paper is two-fold. First it attempts to identify the elements of the events capable of generating profits and optimizing tourism. From the defined elements a typology is created to classify these elements according to their touristic impact. This way, sports events may be better managed to obtain a positive economic impact and attract tourism to the territories hosting them.

2. Methodology

A wide and detailed analysis of the literature has been carried out in order to identify the key elements in sports events. Empirical and theoretical papers as well as those on bibliometric analysis have been studied systematically. Considering the theoretical models and contribution and the description of the variables employed in the literature, the relevant elements for sports events has been compiled in group of aspects that influence in the economic repercussion of events.

On the other hand, the proposed typology of events in this paper is based on the one by Cratton et al (2000) that later was revised by Wilson (2006). This paper just includes some additional features and, with them, some subdivisions in the original typologies appear.

Finally, the join consideration of elements and typology presented are proposed as a tool in order to improve the decision making process in the organization of sports events.

3. Relevant elements in sports events

This section identifies the main elements that generate economic impact and optimize tourism.

The identified elements differ according to sports and tourism. The former have a direct impact on tourism, i.e., they are the reason spectators and non-resident participants attend and generate spending in the towns hosting the events. Tourism participates in generating a greater economic impact and a greater touristic attraction to the area and maintaining it over time.

Table 1. Sport elements of the events.

Determining factors	Characteristics
Type of competition	League
	Championship
	Event
Geographic field	Local
	Regional
	National
	International
Duration and regularity of the event	Irregular
	Regular
	Regular with change of venue
Participants	Age
	Sex
	Category
	Number of participants
Spectators	Spectators
	No spectators
Space	Open
	Enclosed
Infrastructure	Infrastructure is built
	Infrastructure is being built
	Alteration

Source: Self elaboration.

3.1. Type of competition

League competition matches extend throughout the season. This can generate long-term employment and income during the year on behalf of the organizer and the local economy. As Barajas et al. (2012) point out: events throughout the year are also beneficial to government agencies because "they recover their investments faster."

Championships last less than leagues do. Chances are that the contracts are temporary and direct revenues come in a timely manner during the event rather than spreading out along the season. If it is a one-time championship at a location, all the spending power that could be generated is not taken advantage of due to the lack of experience in the event. Finally, a try-out usually lasts less than a championship does so a great influx of visitors is more unlikely.

3.2. Geographic scope

The economic impact on the locality, community or country hosting the event will only occur if spectators and competitors from other geographical regions attend. Generally the wider the geographic scope is, the more likely it is that foreign competitors and spectators will attend.

3.3. Duration and frequency of the event

The duration of the event is a crucial factor because the longer it is, the greater the chances that attendees will generate spending in the city or host country.

As for the frequency of the celebration, it is important to distinguish between irregular and regular events and regular events with changes in venue. Regular events allow mistakes to be remedied so that a greater economic impact is created in future editions.

3.4. Participants

Concerning participants, characteristics like age and sex can provide an indication of the level of spectator attendance. When it comes to adult participants competing at a professional level, the likelihood of viewer interest is often higher. On the other hand, when it comes to an event where the competitors are children, the attendance of their families is assured. They will need to stay in the town, pay for the ticket to the event and they may additionally incur in other expenses in the area.

Sex is another factor to be taken into account at high level competitions. In two events where the only difference is the sex of the competitors, the men's event will usually attract more media attention and more viewers than a women's event will (Sanchez and Barajas, 2012).

The category of participants in the event also influences the flow of attendance. Events of a higher category have fewer competitors, but they are participants that everyone wants to see and they therefore attract more viewers. Also, sportsmen, professional or high-level teams are accompanied by a team of people (coaches, physiotherapists, doctors, etc.) that will also generate spending in the host city or country.

3.5. Spectators

Sports of huge media interest and attendance are expected to generate higher spending/income. In sports with low spectator attendance, competitors generate spending/income. Not all events attract viewers from the same geographic area where the competition is held. This is because not all events generate the geographical mobility of the fans. Fan movement is more common in major events like the Olympics or World Championships.

In terms of the number of viewers, it is necessary to make an estimate. To calculate the income produced by the viewers, it is necessary to know how many there have been (directly or by estimation). Spectators, athletes, officials and other accompanying sports staff for the respective teams or athletes must be taken into account. A correct analysis cannot include the spending by all attendees. Autonomous spending is all that is significant for the local economy, i.e., spending that would not have been made in the region if the event had not taken place. Preuss et al. (2010), citing the work of Cobb and Weinberg (1993) and Cobb and Olberding (2007), present a comprehensive analysis of the different groups of attendees and the considerations that generate cash flows. Different groups are classified as residents, spectators who stay for the event, sports fans for events held out of the locality of the event, visitors, time-switchers and casuals.

As Preuss et al. (2010) explain, spending produced by viewers that stay in a town for the event and visitor spending shall be taken into account positively in the analysis; and when

resident spectators attend events outside the region the cash flow to other regions shall be considered negative.

3.6. Space

The space where the event takes place limits the number of spectators. The limitation is greater when it comes to closed spaces. Yet, closed spaces make it easier to estimate of the number of spectators in the audience. Open spaces are more problematic since adverse weather conditions can retract people from attending, and this can become even more entangling when the number of spectators is estimated.

3.7. Infrastructures

As Baade et al (2008) and Matheson and Baade (2004) claim, the problem comes when significant investments in infrastructure are required and the event does not amortize the disbursement. When the infrastructure is built, the cost of organizing the event is lower and it is simpler to organize the event.

Authors such as Essex and Chalkley (2004) speak of the need to consider the using the infrastructure for future events (for the same sport or others). There are cases where the density of sports facilities is low. In this case the yields of a new infrastructure could be higher (and Maennig Allmers, 2009). However, facilities may also happen to be highly specialized and not be reused once the championship or event is over.

At times, once the event is over, host cities or regions are left with huge construction projects that require high investments for their maintenance and up-keeping (Gaffney, 2010).

Table 2. Tourist elements of the events.

Determining factors	Characteristics
Hotel capacity	Sufficient
	Insufficient
Leisure and complementary activities	Varied/Full
	Limited
Tourism seasonality	High
	Low
Transport	Efficient
	Inefficient
Institutional and social support	Unlimited
	Limited/Insufficient

Source: Self elaboration.

3.8. Hotel capacity

If the hotel capacity is less than the estimated number of attendees who stay overnight, the real economic impact of the event cannot be accounted for. If the region has limited hotel capacity, some of the attendees will have to travel to other regions, so their spending will move with them to these areas. As Scott and Turco (2009) argue, insufficient capacity may result in the displacement of tourists. These authors analyze tourist displacement by

comparing hotel occupancy rates in the two years prior to the event with the expected occupation data for event. Therefore we can say that the hotel capacity is the main constraint to hosting a mega-event (and therefore in generating economic impact).

3.9. Provided leisure and complementary activities

Tourists and athletes participating in an event can occupy their free time and generate higher spending in host regions providing a wide range of leisure and complementary activities. The existence of a range of leisure and cultural activities may attract tourists who have solely traveled for the event to repeat their visit at other points in time.

3.10. Touristic seasons

Holding sports events on certain dates may deter tourists from traveling to the region on those dates. Fourie & Santana-Gallego (2011) argue that the events that take place in peak-season tend to displace a greater number of "regular" tourists than do the sports events held off season. Matheson and Baade (2004) point out that during the 2002 World Cup, the number of European visitors to South Korea was higher than usual, but this increase was offset by the decrease in "regular" and "business" Japanese tourists that avoided travelling to this Asian country due to the overcrowding associated with a World Cup Championship.

3.11. Transports

Efficient communication networks help to improve connections between the venues and points of interest in the city or host region. Integrating the various modes of transport (urban buses, subway/underground, bicycle, etc.) correctly provides greater mobility to tourists. This results in increased spending in the area. To this respect, actions that promote responsible mobility (Pernas, 2009) to facilitate access by public transport and allow assistants to be communicated with other parts of the city are worth mentioning. The celebration of the World Cup in Brazil prompted improvements in urban transport in order to provide simple means of mobility to residents and tourists at host cities, and improve communications and access to stadiums, hotels, ports, airports, cultural and shopping areas, train and bus stations (Collins, 2012).

3.12. Institutional support

The support of local, regional or national, public and private institutions may be essential in enhancing a sport event. Sports events that count on the support of government agencies are most likely to generate a positive economic impact.

Popular support and awareness are also crucial to the importance and wider dissemination of the sports event. Walton et al. (2008) reported in their study that the inhabitants of the vicinity of London were willing to pay to host the 2012 Olympics despite the high costs associated to the event because they considered they could attain significant intangible benefits.

4. Type of sports event

Below is a typology of sporting events based on their impact on tourism. It is based on the classification developed by Gratton et al (2000). These authors propose four types of events. Table 3 summarizes the classification.

Table 3. Typology of the sport events.

Type of event	General and economic characteristics
Type A	Irregular, unique, great international events which generate a significant economic activity and the media interest (for example, the Olympic Games, the Football World Cup or the European Championship)
Type B	Great amount of spectators, generation of a significant economic activity, the media interest and a part of the annual domestic cycle of sports events (for example, FA Cup Final, Six Nations Rugby Union Internationals, Test Match Cricket, Open Golf and Wimbledon)
Type C	Irregular, unique, great amount of international spectators and competitors, generation of a low economic impact (for example, European Junior Boxing Championship, world Badminton Championship and IAAF Grand Prix athletics events)
Type D	Great attendance of competitors, generation of a limited economic activity and a part of the annual cycle of sports events (for example, national championship in most sports)

Source: Gratton et al. (2000).

Wilson (2006) extended this classification by adding Type E. This author remarks that certain types of events fall outside of this classification and including these events in type D could be misleading given that there are significant differences.

Table 4. Extension of the sport events typology.

Type of event	General and economic characteristics
Type E	Minor attendance of competitors and spectators, generation of a limited economic activity, no media interest and a part of the annual cycle of sports events (for example, local and regional events in most sports).

Source: Wilson (2006).

Based on the type of sporting events defined in both studies, a modification is proposed for types C and D (Table 5). The proposed typology is based on the one developed by Gratton et al. (2000), and includes type E added by Wilson (2006). Furthermore, types C and D are subdivided in terms of the regular and irregular nature of the event. This extension is due to the fact that type C refers to unique and irregular events alone. However, events are held that whilst being regular at the same time meet the other features of type C. Something like this happens, inversely, with type D which only refers to regular events: However type D events may be irregular whilst meeting/complying with the other features of type D.

Table 5. Typology of the sport events: Proposal.

Type of event	General characteristics	Touristic and economic characteristics
Type A	Irregular	One-off
	More international spectators and competitors	Less frequency of celebration
	Media interest	Dominant in terms of economic development
		Great competitiveness among countries and cities in order to win the candidacy More institutional support More attraction to non-resident spectators
Type B	Regular	Less frequency of celebration
	More spectator attendance	Dominant in terms of economic development
	Media interest	Easily predictable demand of spectators
		Little competitiveness among countries and cities in order to win the candidacy More institutional support More attraction to non-resident spectators
Type C1	Irregular or regular that change their venues every time the event is hold	One-off
	International spectators and competitors	More frequency of celebration
		Limited economic activity
		Uncertain in terms of economic impact Less institutional support Less attraction to non-resident spectators
Type C2	Regular	More frequency of celebration
	International competitors and spectators	Limited economic activity
		Uncertain in terms of economic impact Less institutional support Less attraction to non-resident spectators
Type D1	Irregular or regular that change their venues every time the event is hold	More frequency of celebration
	No international spectators	Limited economic activity
		Non-economic reasons for authorization Less attraction to non-resident spectators
Type D2	Regular	More frequency of celebration
	More competitor attendance	Limited economic activity
	No international spectators	Non-economic reason for authorization Less attraction to non-resident spectators
Type E	Regular	Less frequency of celebration
	Less spectators and competitors	Limited economic activity Less attraction to non-resident spectators
	No media interest	Non-economic reasons for authorization

Source: Self elaboration based on Gratton et al. (2000) and Wilson (2006).

5. Conclusions

Sports events as a new means of developing and promoting tourism constitute the starting point of this work. The elements and typology proposed in this paper can be a tool in order to improve the decision making process in the organization of sports events. The consideration of elements and typology could help decision makers in territories to rightly select the sports events suitable to the needs and strategic goals in each particular territory. Firstly and previously to decide to organize an event, the responsible persons should analyze the different elements taking into account the features of the territory and its strategy (tourism attraction, adjusting seasonally tourism, improve the image of the city, job creation, urban regeneration, etc.). Lately, the event should be selected considering the analyzed elements in the context of the features of the proposed typology.

It is therefore necessary to consider aspects like spectator attendance, the type of competition, the scope, and the duration, the area where the sports event takes place and the infrastructure required to optimize the economic performance of the sports event. The wrong choice of any of these factors may condition the economic success of a sports event.

Other point to be highlighted is the indispensable involvement of institutional actors and the surrounding population. Economic and touristic objectives could hardly be met without them.

The combination of these components leads to a typology of sports events that facilitates the choice of the most appropriate event in function of the proposed objectives (Types A, B, C1, C2, D1, D2 and E).

Entities should consider the reason for granting events with a limited capacity to generate profits outside the purely economic realm, as Gratton et al. (2000) suggest for D-type events. This would also apply to type E events.

Type A or B events assure a greater generation of profit. However, the effort required to achieve hosting these events may be so great that it may ultimately not be worth attempting (especially if hosting is not achieved). For that reason, considering the organization of type C and D events can be more adequate in order to develop economically the territories and be sustainable from a social and economic viewpoint.

It is a common practice that territories select first the event that are going to organized attributing it the consecution of economic and social effects that at the end never happen. This paper proposes to perform previously an analysis to choose rightly the event considering the strategic goals and the economic and touristic limitations of the area. The economic and social sustainability of events have to be a key element in the decision process. This kind of analysis can contribute to avoid investments that finally do not bring socioeconomic development.

It is therefore very important to choose the best type of event at each moment according to the objectives pursued and the economic and touristic constraints of the area where it is intended to take place.

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THE ESTORIL-CASCAIS RESORTS & SPORTS IN THE 1930S: GOLF, CAR RACES, AND REGATTAS

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Abstract

The 1930s were a pivotal decade for the physical improvement of every western nation, and Portugal was no exception with its *New State/New Man* philosophy. While the less-fortunate dedicated themselves to free-of-charge activities close to home, the moneyed-classes favoured international resorts like Estoril. Golf, car races and regattas started as clear signs of the practitioners' status (from clothing pieces to materials/technology required), but the outbreak of the Spanish Civil War led Lisbon's regime to see the latter as essential to its safeguard. Estoril's course was planned as an attraction meant to please British tourists. Close by, the park near the beach served as the stage for racing competitions, and by 1937 the *1st International Circuit* was disputed. As far as the Cascais Bay was concerned, August of 1936 witnessed the *1st International Nautical Week* and victory fell upon the French team's lap; two years later it were the German youngsters who claimed the cup. This empirical study aims at recalling the political and social connections between Tourism & Sports in the Estoril-Cascais resorts, back in the 1930s. Bearing that goal in mind, one shall focus on three activities that were then (and are still now) key elements for the *Sunny Coast's* image before both national and international visitors. The theoretical reflexion ahead shall be mostly based on data collected from 1930s newspapers, besides contemporary theoretical approaches on that decade's cultural atmosphere, in the fields of History, Tourism, Sport, and Leisure.

Key words: Car races; Estoril; Golf; Regattas; 1930s.

1. Introduction

The 1930s were a pivotal decade for the physical improvement of every European nation. Each state strived to improve the health and fitness conditions of its members, should there be another call-for-arms as the decade's sunset would prove. Much like it happened in other authoritarian-like regimes, Portugal was no stranger to those ideas and the philosophy of *New State/New Man* promoted the notions that healthy women bore the finest children, while the fit male counterpart served as a role model of manhood; the *New Man* was meant to be the provider for the regime's and the household's stability. While the less-fortunate layers of society dedicated themselves to inexpensive/free-of-charge sporting practices close to home like athletics, football and cycling, the moneyed-classes favoured cosmopolitan resorts like Estoril and Cascais, at the then dubbed *Sunny Coast*. Three were the main activities favoured by national and international visitors: Golf and car races in Estoril, besides the regattas across the Cascais Bay's Atlantic waters.

This analysis is based on the author's PhD thesis in the History of Tourism in the Estoril-Monte Estoril-Cascais resorts from 1929 to 1939, whose research was conducted in national, regional and local archives, libraries and research centres. Not a practical/experimental paper, this empirical study on the connection between Tourism and Sport at a specific timeline aims at recalling a generation's perception on both topics at a then favourite playground for the world's leisured-classes. Divided into four sections, after a brief theoretical approach to sport and tourism in the 1930s, one shall focus on Golf, then on car

regattas, and finally on the regattas disputed at the Cascais Bay. After the conclusion, the main references the author resorted to in order to craft this document shall be listed.

2. Theoretical approach to Sport & Tourism in the 1930s

Elias & Dunning (1992 [1985]) remind us most sports practiced in the 20th century appeared in England and the word was soon adapted by other nations to encompass disparate activities (p. 118). As for Bouet (apud Umbelino, 1996), he stressed the availability of spare time and money, and the improvement of mobility and health conditions as social factors that permitted the expansion of modern sports (p. 216). These motifs derived from the Industrial Revolution and are easily associated to the rise of both Sport and Tourism. One may even add the recovery of the Olympic Games' ideal in 1896 as a means to strengthen the typology dubbed as *Sports Tourism*, which allows the contact between host community and visitors.

In 1935, Hébert (apud Nunes, 2006) defined *Sport* as the physical activity based on a distance, a time, an obstacle, an animal, an opponent, and on the sportsman *per se* (p. 49). By 1970, MacIntosh (apud *Idem*) spoke of a primal need, a compulsion (p. 51) that Elias & Dunning (1992 [1985]) classified as *excitement*; the authors defended that during the 20th century, sport served as a polished set for the transference of political rivalries between nations, since sport was (and is) seen as an acceptable display of latent urges (p. 70).

Bordieu & Pociello (apud Marivoet, 2002) focused on the body as a socio-economical communication object, stating that physical contact and confrontation tend to be more dissimulated by the upper classes, and the elites seek activities that ensure the social divide (p. 21): one sets golf, equestrian shows, tennis, car races and regattas as examples. By 2010, Gustavo wrote on the contemporary concerns towards individual fitness and aesthetics for hedonistic reasons (p. 117), but in the 1930s the pressure imposed on physical discipline derived from a new political order. The improvement of the Portuguese led to a 1932 law-decree that included Physical Education in the high school *Curricula* for military, disciplinary, and utilitarian purposes linked to a body fit for greater labour productivity. The diversity of the sporting activities offered at the 1930s Estoril resort to all walks of life and nationalities explains why in 1932 Rogério Cavaca (apud Pinto & Mangorrinha, 2009) suggested the creation of a *Physical Culture and Education Park* there (p. 86), and even newspapers defended fit women bore healthy children, an essential condition for the upgrade of the Portuguese *race*, a word quite common in the literature of the epoch.

Tourism & Sport may join hands for the development and promotion of a destination, whether through the amount of activities and purposely-built venues or through the complementary tourist offer they may represent, as it happened in Estoril. Tourism & Sport are also practices affected by constraints such as war, insurrection, catastrophe and economic crisis (Nunes, 2006, p. 57), and the Spanish Civil War took its toll on the *Sunny Coast's* attractions, as one shall recall.

3. Estoril's golf course: aiming at the British

In 2014, Tourism in Estoril celebrates its 1st centennial, for it was on the 22nd May 1914 that the entrepreneur Fausto Figueiredo projected an international resort whose attributes contemplated natural and man-made features, focusing on seaside location, microclimate, thermal springs, and sporting activities/facilities, hence the full name of his project: *Estoril – Estação Marítima, Climaterica, Thermal e Sportiva*. The dream-like resort included one of

Portugal's 1st Golf courses, aiming at pampering British visitors who since the late-1800s spent the soft winter months in neighbouring Monte Estoril (uphill). Time proved Mr. Figueiredo right and years later on a letter addressed to the dictator Salazar he considered Estoril's course as an *indispensable* tourist attraction (ANTT/AOS/CO/FI-5, pt.18 [561]). Inaugurated on the 30th March 1929 by the President of the Republic, General Carmona, the press wrote on the leisure importance and technical quality of the green: *Ilustração* praised it as one of the finest in Europe that suited all foreigners' needs (16-4-1929, p. 15), while *O Século* applauded it since Estoril's English and French tourists craved for such attraction (31-3-1929, p. 5). The social distinction set by this leisure activity explains why one finds advertisements of Chiado *Couture* shops on bits and pieces to be worn either attending or practicing specific sports at Estoril. In April 1932 *A Parisiense* published one of the many advertisements available (*ABC*, 25-4-1932, p. 14), and as Hill (2002) recalls,

Golf was a game in which class and status were a major consideration in every aspect of its organization, from the appointment of the right kind of person as the club secretary, to the administration of the new members... right down to the proper dress code (p. 143).

Throughout the 1930s Estoril's course seduced names like the Prince of Wales (future Edward VIII), Admiral Jellicoe (English hero of the Jutland Battle), European and American delegates to conferences in Lisbon, and probably the most brilliant moment was the stay of Britain's former Prime-minister Lloyd George (Carvalho, 2014, p. 278). Lodged in January 1934 at the Palace Hotel with the purpose of writing his *Mémoires*, George imposed on himself a strict daily agenda of literary production, whose only break was the *canonical* golf hour alongside his son (*Diário de Lisboa*, 15-1-1934, p. 4). The private initiative that implemented the course would soon bet on its expansion and on the 16th May 1937 the 18-hole perimeter was inaugurated; its author was Mackenzie Ross, one of the best landscape architects ever (Pedro, 1993, p. 36). Of the several clients that enjoyed the improved course one detaches the invitation its promoter, the Estoril-*Plage* Society, addressed to the English naval fleet that visited Lisbon in February 1939.

4. Car races - speed, fashion and *finesse*

In 1937, a newspaper article wondered whether car racing was a *real* physical activity or not, since sportsmen like the Dutch K. H. Van Schagen refused the idea (*Diário de Lisboa*, 4-5-1937, p. 1). Either sport or leisure activity, the truth of the matter is that car races propelled visitors to the *Sunny Coast*, promoted the Estoril-Cascais resorts through media articles, and conveyed a cosmopolitan image by the presence of renowned competitors of several nationalities. Either organised by the Portuguese Automobile Association (ACP), the local Sunny Coast Propaganda Society (SPCS), newspapers like *O Volante* or other entities, the designation included three main categories: (1) the *Gymkhana*, a brief competition with couples overcoming obstacles; (2) the *Puzzle*, similar to the previous one, aiming at collecting the letters that composed the resort's name (Estoril); (3) and the *Rallye* or actual car race.

In 1932, a *Gymkhana* was organised across the Estoril Park and a magazine praised the SPCS for organising a sporting programme fit for a resort that matched any international counterpart (ACP, October 1932, p. 31). By 1935, the 1st *Concurso de Elegância Feminina em Automóvel* (for ladies) emulated the example set by Nice, Monte Carlo and Paris, and the fusion between Speed-Tourism-Fashion was perceived when a women's magazine detailed the garments worn by the competitors and cheered the lesson of taste set by Madame

Cordier, since the winner wore a dress whose shade of green matched that of her Buick, as Paris recently imposed (*Modas & Bordados*, 14-8-1935, p. 9). On that same year, the *Circuito Automobilístico do Estoril* was organised as an endurance competition for both men and machines: of the 9 pilots enrolled, Ribeiro Ferreira completed the 60 laps in less than 2 hours, at the (then) incredible average speed of 92.810 km/per hour behind the wheel of a Bugatti, and the race was attended by over 20,000 participants scattered along the circuit (*ACP*, October 1935, pp. 24-26).

The 1937 calendar included events such as the display of vehicles on the 4th of April, in order to advertise the latest Austin, Chrysler, Lancia, Buick, and Oldsmobile models, recalling Baldini's (2006) theory on the divinity of the *New* and the apotheosis of the *Ephemeral* as part of Fashion's dictatorial guidelines (p. 41). On the 15th of August the State's male organisation *Legião Portuguesa* and the *ACP* organised the *Circuito Internacional do Estoril*, welcoming competitors like the Brazilian Benedito Lopes, the English E. K. Rayson, and the Portuguese Vasco Sameiro (latest winner at the Vila Real Circuit), Jorge Monte Real (son of a Cascais' aristocratic family), and Manuel de Oliveira (from Oporto). Attended by President Carmona, national and local authorities, besides thousands of tourists and day-trippers, Oliveira was the pilot to take the trophy home, driving a Ford (*O Século*, 7-8-1937, p.1). Manuel de Oliveira is currently known as the world's oldest film director still active on the job with over 100 years of age.

5. Regattas - competition & political power play

The 1st regatta disputed at Cascais' Atlantic waters occurred on the 31st August 1871 and was sponsored by the royal family while vacationing by the seaside. By 1910, the Republic led the practice to decay, but it was soon recovered after the 1926 *Coup d'État* that imposed a military dictatorship, and one of its goals was the revival of the national fleet. While visitors printed their remarks on journals or guides describing the breath-taking seascapes beheld along the Estoril-Cascais-Guincho strip, Telo (apud Duarte, 2010) listed the three factors for the Armada's revival as being: (1) the late-1920s/early-1930s state propaganda; (2) the country's race-for-arms after decades of decadence; (3) the threats constantly posed on the dictatorship(s) by its opponents (p. 41).

In 1929, the September regattas included many participants and categories (such as sailing, rowing, swimming, among others), and by October the official visit of the delegate of the *Yacht Club de France*, *Madame* Virginie Hériot, explained the tea-party offered by the Lisbon Nautical Association (ANL) in Monte Estoril. The tea was such a success that the 1929 *Management Report* of the Portugal Nautical Club mentioned that French newspapers praised and thanked for *Madame* Hériot's hosting in Portugal (AHMC/AASS/ANL-CNP/B-A/002/003 – Cx.004 Pt.004, pp.14-17). The summer of 1930 was pivotal for the firming of nautical sports: (1) in July, a law-decree defined the Navy's reconstruction programme in two phases; (2) in August, the inauguration of the majestic Palace Hotel was preceded by a guided tour led by Mr. Figueiredo to journalists, who announced the celebrations were to continue down to September, (3) when the annual regattas were to present cups named after Lisbon's newspapers (Anjos, 2012, p. 107).

Attended by President Carmona, ministers, (the then living hero) Admiral Gago Coutinho, and thousands of visitors lodged at the destination, it were again the Media that praised the events, referring the recently-created Portuguese sailing model called *Star* that soon started collecting victories in international competitions. In August 1935, the *Portugal*

Cup was disputed at the 1st *Semana Náutica Internacional*, by teams from England, France, Belgium and Portugal; victory was claimed by the Parisian *Société d'Encouragement aux Sports Nautiques* that encompassed Olympic oarsmen (*Os Sports*, 21-8-1936, p. 1). In the aftermath of the event, the newspaper *O Estoril* reminded its readers the recent Spanish armed conflict prevented the arrival of more athletes, an element that could have raised the standards of the competition and of the destination's image (6-9-1936, p. 1). Indeed, if the 1936 Olympic Games in Berlin boosted Europe for the practice of physical activities, the political turmoil in Spain, rumours on the lack of safety conditions across the Peninsula, and the suspicion over Portugal's territorial stability did cast visitors away from the *Sunny Coast's* delights. On the other hand, it also led to the regime's creation of paramilitary civilian forces like the male organisations *Legião* and *Mocidade portuguesas* (for adults and youngsters, respectively).

In Cascais, the 1938 foundation of the *Afonso Sanches Nautical Section*, not only praised a local 16th-century seafarer and recalled the bloodlines linked to those glorious days gone by, but also aimed at training Portuguese boys and teenagers (from 6 to 18 years old). Soon, a small and fast model called *Lusito* would be produced by the combined efforts of the ANL and the *Mocidade*, competing in the *Regatas Internacionais* disputed across the Bay by the only participating teams: the Portuguese and German youth organisations. Despite the invitations addressed to the English, Italian, Spanish, Danish and French counterparts, only the *Reischjugend Gührung* landed in Sintra. Both teams were lodged at the Bafureira School, in Parede, comprising six elements with ages ranging from 12 to 15 years: victory fell on the German side (*Diário de Lisboa*, 28-8-1938, p. 2).

By the 5th September, a law-decree forced the enrolment of leisure boats in the nautical sections of the *Legião* and *Mocidade*, the sole institutions now allowed to issue sailing permits, casting aside the authority of other governmental branches (Carvalho, 2007, p.140). The regime *tamed* a sport previously accepted as a posh leisure activity, but now managed as a tool of the State-oriented ideals. By August 1939, the physical excellence of Portugal's young men led to the inauguration of the *Centro de Medicina Desportiva da Mocidade*, at the Camões High school, inspired in the German national-socialist model (for sanitary reasons, not racial ones).

6. Conclusion

Across Europe, the 1930s were a decade when authoritarian regimes tightened their grip over each population's physical and health conditions, and Portugal's *New State* was no exception. Elected as Prime-minister in 1932, António de Oliveira Salazar, a former Economy Professor at Coimbra University, is defined by historians as a rather peculiar dictator within the European framework, mostly for lacking the charisma of Mussolini and Hitler, and for conveying an image of sobriety as a monk-like scholar, unlike the manly gestures and sex-appeal displayed by other dictators. However, Salazar's regime did not lack nationalist, conservative, patriarchal, Catholic, and paranoid features alike. The outbreak of the Spanish Civil War in July 1936 arose the awareness of territorial frailty should the left-wing ideals win the skirmish, leading to the organisation of Portuguese civilians, militarily trained for the safeguarding of *Homeland*. Besides the physical improvement of its citizens aiming at having them working longer and harder (men) or bearing healthier children (women), by the mid-1930s the promotion of sporting activities also hid military concerns, and procedures connected to the country's territorial integrity and the regime's survival. While the *Legião*

Portuguesa trained male adults to be pilots by organising seemingly *innocent* competitions like the 1937 *Circuito Internacional do Estoril* (a car race), the *Mocidade* prepared youngsters through water sports and the 1938 *Regatas Internacionais* were disputed.

This brief study focused on the Estoril-Cascais resorts during the 1930s, and on three sporting activities. While Golf preserved its aristocratic features and sense of *Britishness* linked to the *Sunny Coast's* main niche market, car races and regattas were soon State-influenced as preparatory responses to the unofficial threats posed by the Spanish Civil War. Eight decades later, by 2014 not only one celebrates the 100 years over the *birth* of Estoril's tourist project, but one also realises these are *still* destination image-making activities. Indeed, the Estoril Golf course preceded others one may now enjoy in Cascais and Sintra's municipalities. As for car races, the fascination for speed led to the 1972 inauguration of the *Fernanda Pires da Silva Race Track*: located in the green outskirts of the Sintra-Cascais Nature Park, in the 1980s and 1990s the venue hosted Portugal's Formula 1 *Grand Prix*, fuelling the local and regional economy in the course of the 3-day weekend of practices and official race. It still hosts several racing events involving disparate sorts of vehicles, such as a stage of the 2014 European Le Mans Series. Cascais Bay remains one of Europe's loveliest nautical playgrounds, not only for the (national and world-wide) competitive calendar, but also for the late-20th century addition of a marina that allows visitors to come and go as they please, regardless of the time length of the regattas planned.

As Paulo Nunes (2006) states, Sport and Tourism contribute to human development within the scope of its manifold dimensions: either fundamental or accessory, captivating or obliterating the harshness of reality, they are both give-aways of a society's *status quo*, a group's civility rules, and an individual's latent urges (p. 44). Huizinga & Mumford defended that the action of the *Homo Ludens* has been more significant to the evolution of Mankind, rather than that of the *Homo Faber* (apud Rojek, 2005, p. 46), and one hopes this empirical analysis on the 1930s enjoyment of the three aforementioned sports that served as part of the Estoril-Cascais resorts' menu of attractions may contribute to a wider understanding of their role within national and international Sport Tourism (not only then, but also now).

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ROMANIAN WINTER SPORTS TOURISM – PAST, PRESENT AND FUTURE

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Abstract

The aim of this study is to present a historical approach of Romanian winter sports tourism focused on the importance and the future-oriented development of the skiing activity and ski resorts, having as landmarks: the end of the 19th century, the beginning of the communist regime (1948) and the fall of the communism (the Revolution of 1989). Based on a bibliographic documentation and statistical data, the study underlines mainly the development particularities of winter sports tourism for each period of time, no matter whether we speak about infrastructure, ski resorts, winter sports competitions, legislation, government or European policies. Located in the South-Eastern part of the Central Europe, Romania is a country with a very varied and diverse tourism potential, where the mountains represent 27.91% of its total area. Winter sports have been practised in Romania since the end of 19th century. Many sports associations and clubs from different regions of the country having as objective to promote winter sports appeared at that time. During the communist period ski areas were not a priority. A series of investments was made in order to increase the accommodation capacity. However, a number of ski resorts are open in different mountain regions. The intense political, social and economic transformation experienced by Romania during the first years following the Revolution of 1989 led to a lower demand of tourism services which affected the development of winter tourism. Because of the old infrastructure, low quality of services and non-competitive prices, Romania lost an important part of its winter sport market. Although after 1995 the tourism accommodation capacity increased, diversified and modernized, the tourism arrivals continued to decrease until 2000 when the economy experienced revitalization. The rehabilitation of the ski slopes, the development of new ski areas according to the international standards, and the development of mountain tourism were necessary and became possible thanks to the State investments, the local budget, the private sources and, above all, the European funds. Concluding the study, Romania is not an important winter sport destination yet. The highest rate of tourism arrivals and tourist nights in Romanian mountain resorts is reached during the summer months, no matter whether we are talking about domestic or foreign tourists. The lack of diversification of the tourism infrastructure and ski facilities which are inferior to the international standard and the lack of tourism service performance are probably some of the main reasons that determine the tourists to choose other destinations. It takes time to change it but, despite the various events that have decided the history of this country, Romania does huge efforts to develop the ski activity which will positively influence the evolution of winter sports tourism.

Keywords: Romania; Ski domains; Ski resorts; Sports tourism; Winter tourism.

1. Introduction

Located in the south-eastern part of Central Europe, Romania is a country with a very varied and diverse tourism potential and a landscape consists of 27.91% mountains of total country area, with altitudes between 600 - 2500m and 10% of the country's territory above 1500m (Posea, 2005).

The development of ski resorts in Romania experienced several stages, each of this having different political, economic and social context. Harnessing tourism potential that

this country possesses has not been a priority because of different conjunctures, more or less favourable during the time.

The aim of this study is to present a historical approach of Romanian winter sports tourism focused on emergence and development of skiing and ski resorts over the years, having as landmarks: the end of the 19th century, the beginning of communist regime (1948) and the fall of communism (the Revolution in 1989).

Based on a bibliographic documentation (articles, books, Internet sources) and statistical data provided by Romanian National Institute of Statistics and other sources, the study underlines especially the development particularities of winter sports tourism for each period of time, either we speak about infrastructure, ski resorts, winter sports competitions, legislation, government or European policies. In what follows we will provide a predominantly descriptive evolution of Romanian winter sport tourism over the years from the end of 19th century until now.

2. Winter sports tourism before 1948

The economic and social development of Romania in the second half of the 19th century had a positive impact on tourism evolution. Winter sports began to develop since the end of 19th century, an important contribution having, on the one hand the royal family and, on the other hand, the tourism associations and clubs founded in different regions of the country.

Prahova Valley, located at about 100 km from Bucharest, rapidly developed thanks to the presence of the transport infrastructure (the road Sinaia – Brasov, 1847, and railway Bucharest – Sinaia, 1879) and the development of some industries in the sub-Carpathian.

Several solitary settlements of this valley turned in localities with villas, hotels and restaurants where aristocracy from Bucharest (which had visited the mountain resorts in Switzerland) came to ski, thus contributed to the popularization of this sport.

Once the construction of the royal summer residence started in Sinaia (Peles Castle – 1873) a series of buildings with special architecture raised in the vicinity, turning into a privileged residential area. The royal family, whose members were not only practitioners but also developers of winter sports, had an important role in popularizing them.

The first Romanian touristic association was founded in 1893. Named *The Carpathian Society – Sinaia*, it represented the oldest form of organized tourism in Romania. During the 20 years of activity this society has made an important contribution to the development of mountain tourism infrastructure (construction of mountain shelters, delineating the hiking trails etc.).

In 1880 was founded at Sibiu *The Transylvanian Carpathian Association (Siebenbürgischer Karpatenverein - SKV)*, which followed its Western Europe tourism associations example with the main scope to build chalets, mountain shelter, trails and edit a magazine. Several branches were created in some cities of Transylvania, a province of Austro-Hungarian Empire at that time. This association had played an important role on the tourism development.

During its activity (1880-1944), the mountain infrastructure experienced a significant increase. The most important achievement were the foundation of Paltinis mountain resort (initially named *Hohe Rinne*) in 1894, where skiing were practiced for the first time in the winter 1915/1916.

In 1912 was founded in Bucharest *The Federation of Sports Societies*, where an important role to promote winter sports was played by the Prince Carol, its president. In the

same year, the first official sleigh competition designated to the children were organized in Sinaia, on a slope in front of the Peles Castle, the royal residence. After the 1st World War the royal family continued to practice winter sports, skiing, sledging and skating being the most popular. Carol the 2nd perpetuated to his children the passion to practice them.



Figure 1. King Carol the 2nd of Romania and his family – 1931.
Source: www.vacantierul.ro

The organization of different ski and ski jump competitions during this period helped to popularize this sport by increasing from year to year the number of participants, as well as promoting tourism areas. An international competition was held in 1929, in Predeal and Poiana Brasov, with the participation of skiers from Yugoslavia, Poland and Czechoslovakia (A. Nicu et al., 2002).

3. Winter sports tourism from 1948 to 1989

Since 1948 the tourist units existing at that time passed in state ownership, only a part of them being used for tourism. A national network of state and cooperative property was created, which covered hotels, restaurants, villas etc. These were used only by certain categories of people like peasants and their families, clerks and workers.

During the communist period ski areas were not a priority. A series of investments were made in order to increase the accommodation capacity. Also, it notices an augmentation of interest to develop especially the domestic mass tourism which recorded the highest growth at that time (from 1 million tourists in 1965 to 12,000,000 in 1987) (M. Constantinescu, 2013). However, a number of ski resorts were open in different mountain regions.

Nevertheless, a number of important winter sports events were organized at that time, among which were the first edition of the “Balkan Ski Sports” in 1949 and the “World University Winter Sports” in 1951. On this occasion was built a modern hotel for the athletes and the first chair lift in Romania, with a total length of 2150 m (Poiana Brasov – Postavarul).

4. Winter sports tourism after 1990

The intense political, social and economic transformation experienced by Romania during the first years following the Revolution of 1989 led to a lower demand of tourism services which affected the development of winter tourism. Because of the old infrastructure, low quality of services and non-competitive prices, Romania lost an important part of its winter sport market. Although after 1995 the tourism accommodation capacity

increased, diversified and modernized, the tourism arrivals continued to decrease until 2000 when the economy experienced some revitalization.

4.1. Infrastructure

Romania's landscape is divided as follows: 27.91% mountains and depressions, 42.44% hills and plateaus and 29.65% plains. Concerning the mountains 90% of their area is less than 1500m (Posea, 2005). Due to low altitudes, 59.18% (29 resorts) from 49 ski resorts are equipped with snow cannons and 61.22% (30 resorts) of them have night lighting, which does not contribute to sustainable development. Only 12.24% of ski resorts (6 resorts) have more than 5 lifts (see Table 1). Currently Romania does not have interconnected ski areas.

Table 1. The number of lifts and ski resorts.

Number of lifts	Number of ski resorts	% from 49 ski resorts
1	23	46.94
2	9	18.37
3	4	8.16
4	2	4.08
5	5	10.2
>5	6	12.24

The majority of tourists (80%) which stay in a Romanian mountain resort during the winter practices alpine skiing. Sports activities like snowboard, skating, cross country skiing, sledge, rock climbing are practiced only by a small part of the tourists (Pisteur project, 2010).

If in 2012 the Ministry of Regional Development and Tourism certified 147 ski slopes, now there 22.44% more (180 ski slopes). This is due to completion of ski infrastructure development projects by Regional Operational Programme 2007-2013, investment financed by the state, local budgets, private sources and the European Regional Development Fund.

Based on data processed from "i-Tour Schi" (which is a national project to promote certified ski slopes across the country) and a website specialized in reports concerning ski slopes and snow conditions for all the Romanian winter resorts (www.ski-in-romania.com) we have developed a classification of ski slopes in function of their length and level (see Table 2).

In 2014 the total length was 182.44 km, compared to 125.975 km in 2012 (data provided by National Authority for Tourism). The majority of ski slopes (44.44%) has between 501-1000m (see Table 2), for all three levels of difficulty.

Table 2. The number and the length of ski slopes in 2014 (data processed from "i-tour" project and www.ski-in-romania.com)

Length (m)	Beginner		Intermediate		Advanced		Total	
	No.	%	No.	%	No.	%	No.	%
50 - 500	27	38.57	16	19.05	3	11.53	46	25.56
501-1000	29	41.43	37	44.05	14	53.84	80	44.44
1001 - 1500	8	11.42	16	19.05	5	19.23	29	16.11
1501 - 2000	3	4.29	4	4.76	1	3.85	8	4.44
2001 - 2500	2	2.86	7	8.33	1	3.85	10	5.56
2501 - 3000	-	-	1	1.19	1	3.85	2	1.11
3001 - 3500	-	-	1	1.19	1	3.85	2	1.11
3501 - 4000	-	-	-	-	-	-	0	0

Table 2. The number and the length of ski slopes in 2014 (data processed from “i-tour” project and www.ski-in-romania.com)

Length (m)	Beginner		Intermediate		Advanced		Total	
4001 - 4500	-	-	-	-	-	-	0	0
4501 - 5000	1	1.43	-	-	-	-	1	0.56
> 5000	-	-	2	2.38	-	-	2	1.11
Total	70	100.00	84	100	26	100.00	180	100

The most ski slopes have an intermediate level (46.67%), and the fewest are for advanced (14.44%) (see Table 3).

Table 3. The level of ski slopes in 2014

Level	Number		Length (m)	
	N	%	N	%
Beginner	70	38.89	53,716	29.44
Intermediate	84	46.67	100,643	55.16
Advanced	26	14.44	28,081	15.4
Total	180	100	182,440	100

A small number of the slopes were disposed at less than 50 km from the cities, creating the opportunity for visitors to come back home in the same day, without accommodation costs (example: the slope near Iasi, Cluj-Napoca).

Also, in some mountain resorts the offer was diversified, including recreational facilities like: snow parks (5), toboggan, tubing and sled tracks, carousel for the children etc.

For the hosting of the 11th edition of European Youth Olympic Winter Festival on the Prahova Valley (2013), were spent 60 million euro to rehabilitate the ski and biathlon slopes, to build 4 ski jumps and 2 skating rinks.

4.2. The dynamics of tourists flow

Concerning *the arrivals in mountain resorts*, The Romanian National Institute of Statistics provides data starting with 1993. A continuous decrease was recorded after this year, with a minimum in 2002 (1,808,601 arrivals) and another one in 2010 (1,772,859 arrivals), followed by a fast increase till 2014 (see figure 2).

The minimum recorded in 2002 and 2010 reflect the changing of customer orientation, from the mountain resorts to other competing destinations, either in Romania (total number of arrivals recorded a small decrease in 2002 but did not reach the minimum, and an increase in 2010) either in other countries involved in the winter sports market like Bulgaria and Austria, which have a diversified offer and a better value for money.

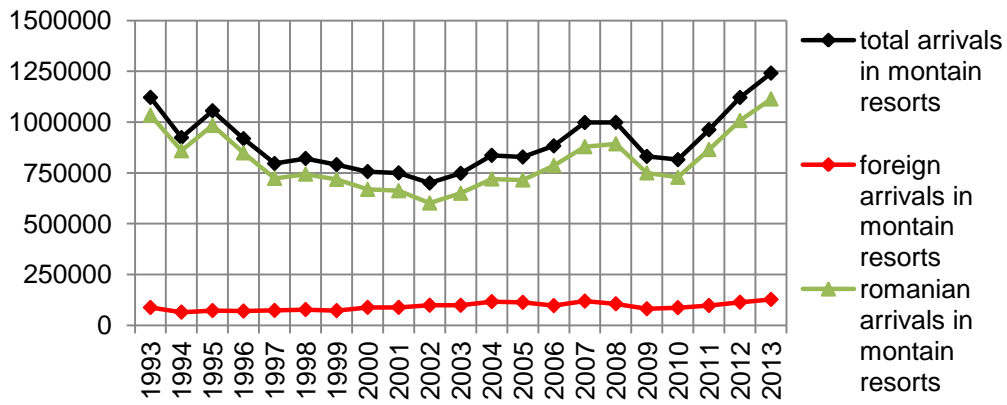


Figure 2. Evolution of *tourist arrivals* in mountain resorts.

During the winter months, the tourist arrivals in mountain resorts are lower than in the summer, the maximum being in August (see figure 2). Considering only 3 months when the weather and snow coverage are favourable to practice winter sports, we observe that it is in December that are registered the most arrivals, with a maximum in 2013 (106,926 arrivals). It should be taken into account that December is the month of winter holidays.

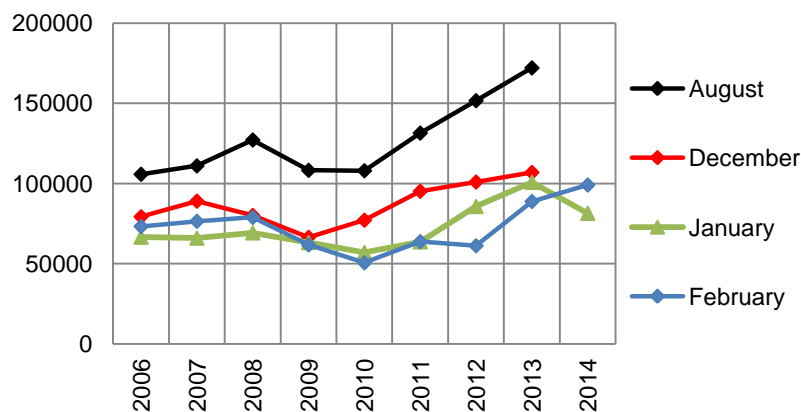


Figure 3. Evolution of *tourist arrivals* in mountain resorts, by winter months - comparison with maximum of tourist arrivals.

Concerning the ratio of tourist arrivals in mountain resorts divided by the total arrivals of tourists in the last 20 years, the figure 3 shows a maximum in 2013 (20.44%), the evolution following the same trend with the total arrivals of tourists after 2010.

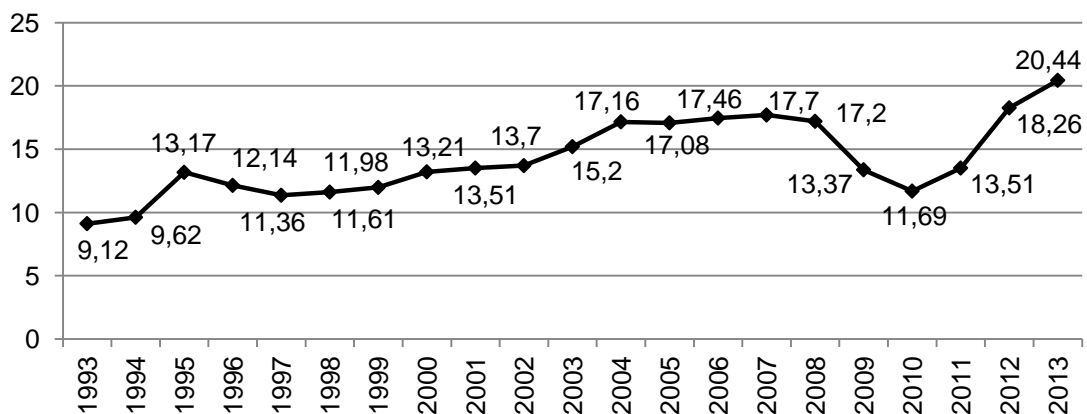


Figure 4. The ratio of tourist arrivals in mountain resort divided by the total arrivals of tourists.

If we compare the data of winter months with the previous year (see figures 5,6,7) the biggest decrease of tourist arrivals in mountain resorts was recorded in February 2009 (-21.76%) and the most important increase was in 2013 (45.16%). December is the winter month with less negative variations in the last years.

This growth is mainly due to the European Youth Olympic Winter Festival (17-22 February 2013, Brasov), the first Olympic European event held in Romania, which hosted more than 900 athletes from 45 countries.

There was an investment of more than 60 million euro for infrastructure development and organization, provided from the Ministry of Regional Development and Tourism of Romania, local communities and sponsorships.

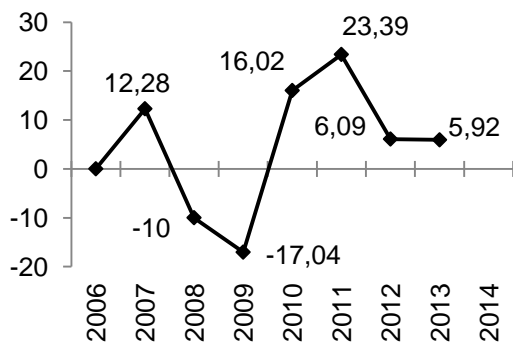


Figure 5. Evolution of tourist arrivals in December, in mountain resorts, in % compared to the previous year.

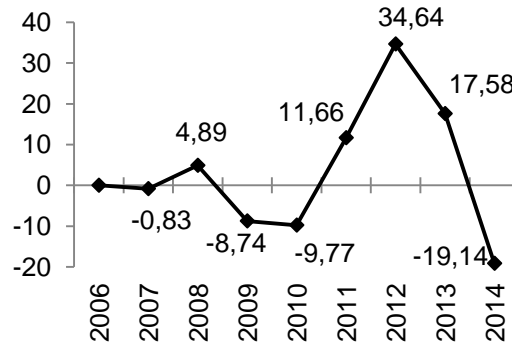


Figure 6. Evolution of tourist arrivals in January, in mountain resorts, in % compared to the previous year.

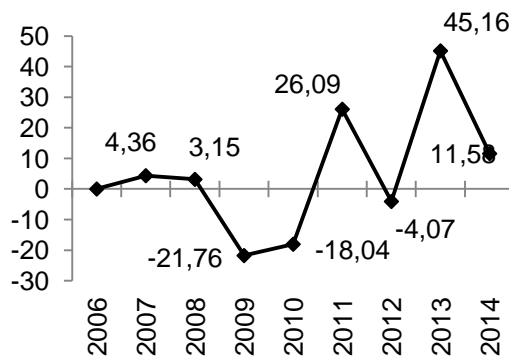


Figure 7. Evolution of tourist arrivals in February, in mountain resorts, in % compared to the previous year.

In 1995 was registered the most *overnight stays* in mountain resorts (3,418,673 overnight stays). The continuous decreasing covered the period till 2002 (see figure 8). Comparative analysis of tourist arrivals and overnight stays in mountain resorts shows a similar evolution with a minimum in 2002 and 2010 which is due to the same reason: the changing of customer orientation.

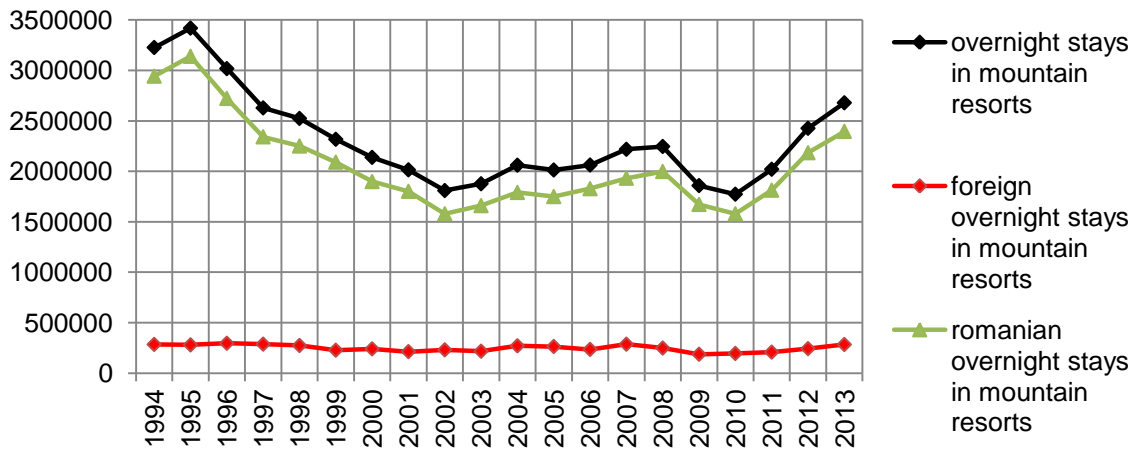


Figure 8. Evolution of overnight stays in mountain resorts.

Whereas the total overnight stays decreased in 2013 and in mountain resorts increased, follows that the tourists chose these touristic destinations, the ratio of *overnight stays in mountain resort* divided by the *total arrivals of tourists* being 16.69 compared to 2010 when was recorded a ratio of 8.71, the lowest in the last 20 years (see figure 9).

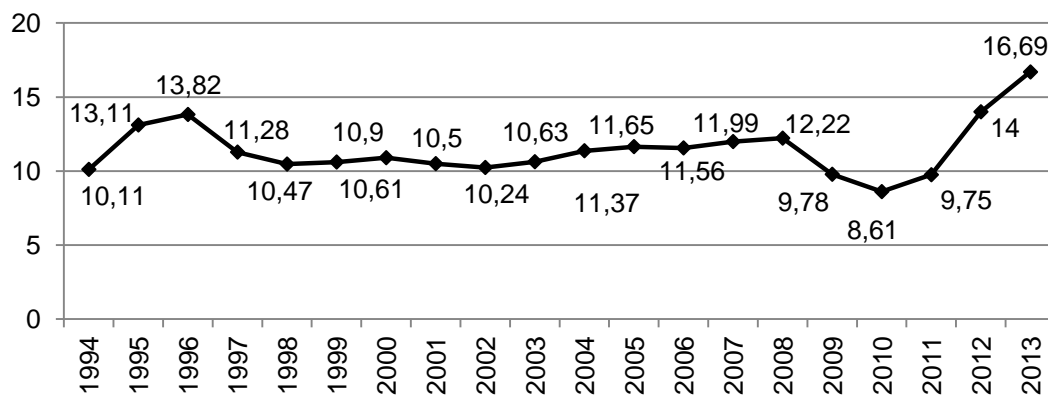


Figure 9. The ratio of overnight stays in mountain resort divided by the total arrivals of tourists.

Concerning the winter months, the evolution of overnight stays in mountain resorts has similarity with the tourist arrivals, with an increase in December 2007, followed by a decrease till 2009 and a maximum in 2013 (2,678,493 overnight stays). August is the month with the most overnight stays in the last 8 years (see figure 10).

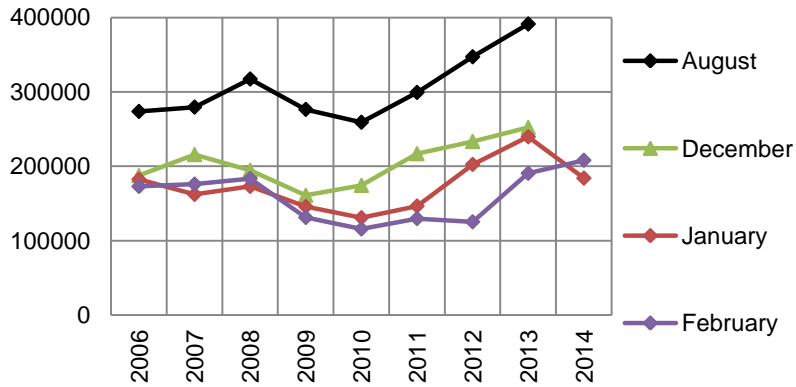


Figure 10. Evolution of overnight stays in mountain resorts, by winter months - comparison with maximum of overnight stays.

December is the winter month with less negative variations of overnight stays in the last years (see figure 11). The most decreases was recorded in January, especially in 2014 compared to 2013 (-23.18%) (see figure 12).

In February 2013 we observe the biggest increase (52.02%) compared to the same period of 2012 (see figure 13). This period was marked by the hosting of European Youth Olympic Winter Festival on the Prahova Valley, which is one of the most famous touristic areas in the country.

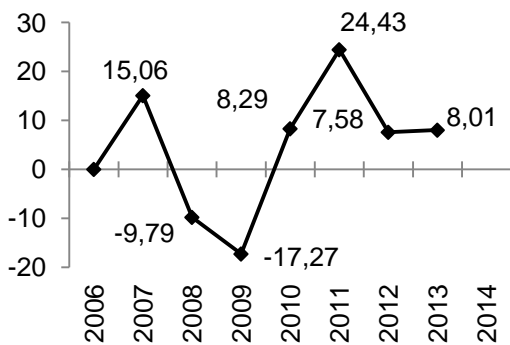


Figure 11. Evolution of overnight stays in December, in mountain resorts, in % compared to the previous year.

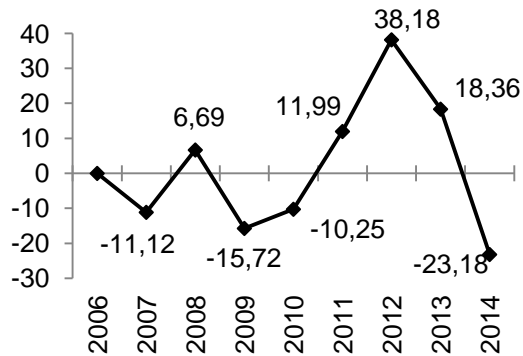


Figure 12. Evolution of overnight stays in January, in mountain resorts, in % compared to the previous year.

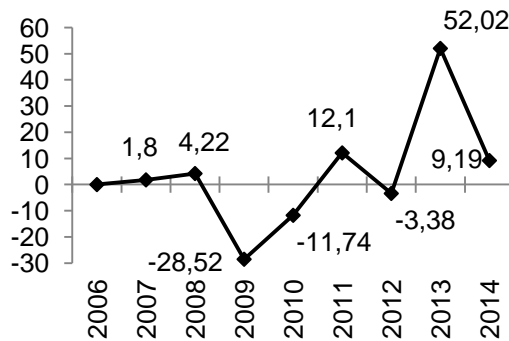


Figure 13. Evolution of overnight stays in February, in mountain resorts, in % compared to the previous year.

5. Conclusions

Skiing came in Romania at the end of the 19th century. A number of societies, clubs and associations founded at that time, through its objectives and activities have attracted more and more practitioners of winter sports, focusing on organized tourism. In addition, these institutions and organizations have contributed to the infrastructure development by building chalets and shelters, have developed winter tourism, have organized trainings for monitors and ski competitions, have created maps and have edited magazines. Thanks to them skiing became accessible not only to the bourgeoisie, but also for other social classes. The royal family also played an important role.

The relation with similar structures from Transylvania (part of Austro-Hungarian Empire until 1918) and from the western countries has contributed to the popularization and development of winter sports in this country.

During the communist period skiing and therefore the equipment of ski resorts were not a priority of the authorities although some high-level competitions were organized, but it was 65 years ago.

The 1989' Revolution was hard supported by the tourism sector. The lack of economic means and the low quality services for too high prices led to a decrease of number of tourists until 2000, when finally, an economic recovery began to be felt.

The investment plan developed by the Regional Operational Programme 2007-2013, supported by the state and by The European Union led to a revitalization of winter tourism in the Romanian mountains which now have interesting equipment. If the tourist arrivals is increased, we feel that the domestic flow is still fragile despite the investment efforts made to diversify the touristic offer and major efforts are still needed to convince foreign customers yet overcautious.

The rehabilitation of the ski slopes, the development of new ski areas according to the international standards, and the development of mountain tourism were necessary and became possible thanks to the State investments, the local budget, the private sources and, above all, the European funds.

Romania is not an important winter sport destination yet. The highest rate of tourism arrivals and tourist nights in Romanian mountain resorts is reached during the summer months, no matter whether we are talking about domestic or foreign tourists. The lack of diversification of the tourism infrastructure and ski facilities which are inferior to the international standard and the lack of tourism service performance are probably some of the main reasons that determine the tourists to choose other destinations. It takes time to change it but, despite the various events that have decided the history of this country, Romania does huge efforts to develop the ski activity which will positively influence the evolution of winter sports tourism.

Even if there is no substantial increases in terms of capacity accommodation, ski resorts found solutions to attract visitors just for a few hours, by building ski slopes nearby cities.

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SINCE WHEN IS SPORT A TOURIST DRAW: THE CASE OF CROATIA

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Abstract

By researching the types of sports represented in the Mediterranean part of Croatia, this paper aimed to find out since when, how much and which sport was a tourist draw at the beginning of tourism development. The research also included sports facilities used for tourism purposes. The aim was to determine how much sport and recreational activities influenced the development of tourism as well as how much tourism impacted the development of sport in the late 19th and early 20th centuries. The research is based on data collected from books, tourism and sports magazines, tourist guides, catalogues, sports posters and old postcards. The conclusion reveals how much of a draw for tourism sport was and what the interrelationship between sport, tourism and sport facilities was.

Keywords: Adriatic coast; Croatia; Sports facilities; Sport tourism history.

1. Introduction

To research the relationship between tourism and sport, especially in developed European countries, the works of authors such as Standeven (1994), Hinch and Higham (2001), Schwark (2007), Gammon (2014), among others are important.

However, there has been relatively little research on the mutual impact of tourism and sport in Croatia, more precisely in its Mediterranean part¹ at the time tourism began to develop (end of the 19th and beginning of the 20th centuries). The most significant works on the history of tourism in Croatia are by authors such as Antunac (1965), Hitrec, (1997), Vukonić (2005). Works on the history of tourism on the level of tourist destinations, such as Zadar, the Brijuni Islands, Opatija, Dubrovnik, etc., have also been published. Furthermore, there are papers on the history of individual sports or sports associations such as cycling, athletics, sailing, etc. Papers covering the history of tourism and sport in Croatia at the beginning of tourism development concern individual tourist destinations such as Opatija (Kos & Seršić, 2012; Sachslehner, 2011), the Brijuni Islands (Lenz Guttenberg, 2007) and others.

For these reasons, this research wants to contribute to a better understanding of the relationship between tourism, sport and sport facilities at that time.

Consequently, the research questions are:

- was sport used as a tourist draw in Adriatic Croatia before 1918?
- was sport included in tourism supply?
- which sport was represented at the beginning of tourism development?
- what facilities were specifically designed and built for sport at the beginning of tourism development?

The research started by examining books, sports and tourism magazines, tourist guides, exhibition catalogues, sports posters and old postcards related to sport and tourism. The next step was to make a record of tourist destinations which hosted sports and recreational activities, types of sports and recreational activities used in tourism and sports competitions

¹ From 1867 to 1918 the Croatian part of the Adriatic coast was part of the Austro-Hungarian Empire. The Austro-Hungarian Empire Riviera consisted mostly of the present-day Croatian coast of the Adriatic Sea.

and facilities designed and constructed for the needs of using sports in tourism. The collected and analyzed data was the foundation for drawing a conclusion on the role of sport as a tourism draw, their mutual impact and interrelationship.

Tourism, already well developed in Europe, slowly started to spread to the continent's southeast in the late 19th century. After the political situation settled (with the weakening of the Ottoman Empire), the Austro-Hungarian Empire wanted to make its Riviera competitive against the French and Italian Riviera (for economic reasons). With the opening of the railway line Trieste - Vienna in 1857, and Rijeka - Budapest in 1873,² the Adriatic area, or more precisely Istria and Kvarner, became more accessible to tourists from Central Europe. Traffic networking, favorable climate, attractiveness of the area, development of specific branches of medicine, rich architectural heritage and investments, all prompted the arrival of an ever increasing number of tourists and the construction of spas,³ and thus the development of tourism on the east coast of the Adriatic.⁴ Apart from rest and relaxation, tourists were looking for an additional offer such as: sports and recreational activities, learning about cultural heritage, getting to know the local way of life, customs, costumes, food and so on.

Tourism as a new social phenomenon was increasingly seen an indicator of social and economic development. Hence it was also more observed/analyzed from the theoretical point of view (Stradner, 1890). It should not be forgotten, furthermore, that the late 19th and early 20th centuries were certainly dynamic times in economic, social and cultural terms.

According to the records of *the Imperial and Royal Central Office of Statistics in Vienna* each year saw more tourists than the previous one in what was Austrian Riviera at the time. Thus the Austrian Riviera, excluding Trieste, recorded 8 964 tourists in 1890, 14 246 tourists in 1892, 19 601 tourists in 1895 and 24 960 tourists in 1897 (Prokop, 1900, p. 98).

Table 1. Number of tourists by settlement in the northern part of the Croatian Adriatic from 1890 to 1915.

Settlement	1890	1900	1905	1910	1913	1914	1915
Opatija	4009	14863	24495	-	49187	41992	7472
Lovran	-	767	2256	-	11915	7899	-
Mali i Veli Lošinj	-	1606	2601	-	8469	5816	-

Source: Blažević (1987, pp. 272-275).

It must be taken into account that at the time only a few hotels offering luxurious accommodation and service were built on the Adriatic coast (hotel Kvarner in Opatija in 1884, hotel Therapy in Crikvenica in 1885 and hotel Imperial in Dubrovnik in 1897, whereas the hotel complex on the Brijuni Islands opened its doors to the first guests only in 1906). Given that the indicators of social and economic impacts of tourism were largely positive, it is not unusual that tourist destinations on the Croatian Adriatic coast modelled their tourism development plans after the Mediterranean (French, Italian) and mountain (Swiss) destinations of Europe. In the tourist propaganda, some of the tourist destinations were nicknamed after internationally famous tourist destinations. For example, the town of Rab on the island of the same name was nicknamed "Austrian Venice" because of its

² Travelling by rail from Vienna to Trieste in the early 20th century lasted 13.30 hours. As of 1914, the journey was 10.30 hours. At that time, two day and two night trains operated the line. The journey from Budapest to Rijeka lasted 13.30 hour (Kojić, 1956, p. 211).

³ Already in 1889 Opatija, Split and Hvar were recorded as winter health resorts on the east coast of the Adriatic Sea (Reimer, 1889, p. 11).

⁴ For comparison, Switzerland had 3600 hotels and 170 000 beds in 1913. (Pfiester, 2005, p. 27).

architecture, the island of Hvar was nicknamed "Austrian Madeira" (ed. Rapp; Rapp-Wimberger, 2013) and, thanks to car and speed boat races, the exclusive tourist destination of Opatija was called "second Monte Carlo"⁵.

1.1. Tourism and sports facilities / fields

At the beginning of tourism development on the Croatian side of the Adriatic, the majority of sports and recreational activities were linked to the natural space (outdoor space), with the sea playing a dominant role (sailing, rowing, speed boating, swimming in the sea and fishing). Among other sports and recreational activities in the open on the land there were walks by the sea, hiking, cycling, hunting and driving a car.

Given the development of motorsport, a car race was planned along the eastern coast of the Adriatic from Trieste to Cetinje. However, since no roads were constructed, the idea never materialized. The test drive that did take place was a true adventure rather than a sporting competition (Regni d' Ur, 1910).

Certain sports and recreational outdoor activities required specially designed and equipped grounds such as beaches. These beaches, in addition to changing cabins, featured specially equipped areas for swimmers and non-swimmers, as well as for men and women. Some destinations wanted to have prestigious beaches and to that end equipped them with photo shops, jewelery shops and catering facilities. The most representative beaches were: Oštro beach in Kraljevica⁶, Čikat beach on the island of Lošinj, Slatina beach in Opatija, etc. (Kos & Lozzi Barković, 2009). These beaches were presented at various jubilee exhibitions and were designed by well-known architects of the time.

Lawn tennis courts (Opatija, the Brijuni Islands, Trsteno, etc.) and golf courts (the Brijuni Islands) likewise required specially equipped areas, regardless of the fact that they took place outdoors.

Hiking and walks along the sea (Lungo Mare) were offered as additional sports and tourist activities. To facilitate hiking, trails were marked (on the mainland and islands) and mountain lodges (sometimes in the form of a hotel) or mountain huts⁷ built along the coast (Učka). (Vasko-Juhász, 2006; Kranjčević & Kos, 2013).

For the needs of hunting (which was a sport then) small but lavishly decorated hunting lodges were built (Dubrovnik, Opatija) for socializing before and after the hunt.

With the development of sports and recreational activities and tourism ever more complex sports facilities were built in the Adriatic Croatia. Thus, even before the First World War, the Brijuni Islands saw the construction of an indoor heated swimming pool (Lenz Guttenberg, 2007). It is interesting to note that a fitness gym was constructed in Opatija (Glax, 1909; Cohn, Fodor, Gorski, et al. 1906).

In the beginnings of nautical tourism, marinas and sailing clubs were designed and built, the most famous being the one in Pula. There was a plan to build a nautical centre in Opatija (after a design by the architect August Belohlavek), but it was never built because of the outbreak of the First World War (Kranjčević & Kos, 2014).

Bicycle tours were organized in individual destinations, but the more daring tourists also went on longer tours.

⁵ The health resort Opatija in cooperation with the Automobile Club of Nice organized in 1902 a car race from Nice to Opatija, passing through Italy. The race aroused great public interest but the Italian authorities did not grant permission for the race to go through their territory. In the end, the race was changed into a promenade drive (Kos & Seršić, 2012; Rapp & Rapp-Wimberger, 2013).

⁶ The grandeur of the beach is evident from the fact that it was presented at jubilee exhibitions in Vienna in 1894 and Budapest in 1896.

⁷ Princess Stephanie mountain hut with catering facilities on Učka mountain above Opatija was built after a design by Friedrich Sigmundt in 1897. The idea to build a hotel on Učka after a 1909 design by Rudolf Melichar was not realized.

Chess did not require specially designed areas.

Athletic meetings, of which the most famous were those in Opatija, were held on the street (which would be closed for traffic until competitions ended) or on sports and school playgrounds.

Given that the majority of sports activities was held outdoors (nature), sports and recreational activities were mainly seasonal (swimming in the sea, sailing, hunting, fishing, hiking, etc.).

An interesting piece of history concerning Opatija is that, although Opatija was a Mediterranean destination, plans existed to develop recreational winter sports on Učka mountain (Kardos, 1913), including skiing and sledding.

2. Tourism and sports associations

Sports activities were linked with sports clubs or associations, among which particularly prominent were sailing clubs: Union Yacht Club Quarnero in Opatija (founded in 1887), Yacht Club Pula (founded in 1891), Yacht Club Mali Lošinj and so on. Members of these sports clubs were most often members of the highest political, public and economic strata of the society, not only from the Austro-Hungarian Empire but also from the United States, the United Kingdom, Germany and Italy (Piplović, 2010).

Although regattas were organized, sailing was popular among the highest social classes not only for competition but as a form of spending time exposed to sea air as well.

Other sports associations worthy of mentioning were cycling (Croatian Cycling Federation was founded in 1894), tennis and chess clubs.

To plan and organize hiking activities, a tourist and mountaineering society Liburnia was established in Zadar in 1899, whereas the Croatian Mountaineering Society was founded as early as 1874 (Golf, 1929).

During the stay of tourists, destinations organized rowing and sailing schools for children and adults.

Engagement in sports and recreational activities near the sea certainly had positive effects on health which is why tourist propaganda often emphasized the connection between sports and recreational activities and a stay by the sea, in the sun.

Sports associations emphasized the importance and the role of sports and recreational activities in the preservation and improvement of health (physical and mental).

3. Tourism and sports competitions

Since tourists in the late 19th and early 20th century belonged to the higher social strata, it was not unusual that destinations would offer certain types of sport more than others.

With the development of tourism, the number of sports fields and sporting events along the Adriatic Croatia increased. Sporting competitions increasingly became magnets for attracting tourists and athletes alike. Exclusive tourist destinations such as the Brijuni Islands and Opatija organized competitions local in character but international in importance: sailing, rowing, swimming, speed boat, lawn tennis and chess competitions, and even car races. Some of the competitions (sailing and lawn tennis) featured female competitors as well as male. The examples are the famous sailor from Vienna, Marianne Triebisch-Stein, who sailed the Adriatic in 1913 and the tennis star Baroness von Bornemisza who played in Opatija (Standeven, 1994).

The largest international competitions were organized under the patronage by the members of the imperial family and therefore great attention was paid to prizes (Opatija and the Brijuni Islands). For example, an imperial trophy was awarded for the international sports week in Opatija in 1912 (Anonymus, 1912).

Some sports and recreational activities were more recreational in nature, such as hunting, hiking or cycling, and for them no competitions were organized.

4. Conclusion⁸

Based on the research, it was found that sports and recreational activities were tourist draws in the Adriatic Croatia from the very beginning of tourism development, i.e. from the late 19th and early 20th centuries. Just as sports and recreational activities were not professional undertakings as they are today, so tourism did not have the features of today's travel industry. This primarily refers to the length of stay in a destination and to belonging to a specific social class.

At the beginning of the development of tourism, sports and recreational activities were not the primary objective of tourism development but were nevertheless an important element of the tourist offer in a destination. Sport in tourism was related to the symbol of a destination culture (Schwark, 2007) and the culture of tourists.

More developed tourist destinations devoted a greater role to sports and recreational activities (organization of sports courses, sporting events, and sport as part of what destination has to offer) and in the beginning had a more pronounced seasonal character.

Sports and recreational activities were mainly related to the natural environment (geographical dimension of space, Hinch & Higham, 2001) but had a role of filling up leisure time, improving health, improving social contacts and expanding the knowledge about sport (education). The economic role of sport in tourism should not be ignored either (Stradner, 1890; Band, 1913).

Numerous magazines, travel guides, posters, books and old postcards have certainly played a big role in linking sport and tourism. Numerous sports facilities have also contributed to improving the relationships between sport and tourism. Not to be forgotten are also numerous sports associations, athletes, tourists and service providers.

Despite the fact that tourism sport activities on the Croatian Adriatic coast did not compare with those in France, Italy or Switzerland at the same time, neither in terms of tourist arrivals nor in terms of the level of comfort, it can be concluded that sport played an important role in development tourism in the early 20th century.

Finally, we can ask how much the relationship between tourism and sport has changed in the last hundred years.

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⁸ This research is a part of the scientific project *Heritage Urbanism - Urban and Spatial Planning Models for Revival and Enhancement of Cultural Heritage* (2032) financed by Croatian Science Foundation, which is being carried out at the Faculty of Architecture, University of Zagreb, under the project leadership of Prof. Mladen Obad Ščitaroci, Ph.D.

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COMPARISON OF ACTIVE WINTER SPORT TOURISTS IN TWO GERMAN HIGHLANDS BY SEGMENTATION

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Abstract

Winter sport tourism plays an important role for the development of highland destinations. As a field of research it is, however, characterized by a knowledge deficit. This study targets active winter sport tourists of two German highlands (Erzgebirge & Schwarzwald) by destination choice criteria. Segmentation is a common method to divide costumers into homogenous groups in order to develop new marketing strategies. This study compares winter sport tourists of two different destinations in order to generalize the results. As a first step, fourteen destination choice criteria are reduced to four factors by using a factor analysis with varimax rotation. With the help of cluster analysis, five segments of winter sport tourists are afterwards defined which differ with regard to age and chosen destination. The findings of this study implicate that there are similarities between winter sport tourists in highlands of different destinations. Nonetheless, for the development of marketing strategies some destination-specific peculiarities must be taken into consideration.

Keywords: Active winter sports tourists; Destination choice criteria; Highlands; Segmentation.

1. Introduction

The economic importance of sport tourism has risen significantly during the last decades. This is why research is focusing more on the phenomenon as well, even though knowledge in this discipline is still insufficient (e.g. Schwark, 2007). As competition between providers of services in sport tourism has also increased not only theorists but also practitioners are interested in new findings. One major objective is to understand consumers' better. For this purpose, segmentation is a commonly used tool, as it helps to identify the heterogeneity of sport tourists (Konu et al, 2011). A number of research projects exist in the field of winter sport tourism, the majority of which with a focus on high mountains with peaks above 2000 metres (e.g. Dolnicar & Leisch, 2003; Perdue, 2004; Füller & Matzler, 2008; Won et al., 2008). There is a research gap regarding winter sport tourism in highlands (peaks between 500 and 2000 metres), although (winter) sport tourism plays an important role and has a long tradition in these destinations. Competitive changes within the tourism industry seem to be especially challenging for highlands (Hodeck & Hovemann, 2013, p.2) because of climate (Landauer et al, 2012) and demographic (Grimm et al., 2010) development. It is therefore obvious that these destinations are forced to develop new marketing strategies. Understanding current and future sport tourists through market segmentation, thus, seems to be especially useful for the Erzgebirge region as a structurally ambivalent (Nagel et al, 2008) highland destination but also for the Schwarzwald region as a market leader among German highlands. It is the main objective of this study to investigate whether there are typical segments or groups of highland winter sport tourists or not. If they do exist, a possible description of these segments is to be found. Additionally, data are collected to investigate and compare winter sport tourists of both regions (Erzgebirge & Schwarzwald) in order to give recommendations to management organizations. The findings

of this study will be useful for the development of new marketing strategies for these specific highland destinations.

1.1. Segmentation of winter sports tourists

The objective of segmentation is to divide customers into homogeneous subgroups based on different criteria. There are several reasons that speak for the application of this strategy (Tsiotsou, 2006, p. 16f.): It creates a basis for successful target marketing. It also helps in developing effective marketing strategies that meet costumers' needs. Additionally, segmenting a market can be a useful tool for identifying opportunities and risks in the concerned field. Most often demographic, geographic, behavioural or psychographic criteria serve as a basis for defining different groups of costumers. Two main approaches can be distinguished: a-priori and post-priori segmentation. When using an a-priori approach the underlying variables are known in advance (e.g. age or gender). Post-priori approaches are data based and mostly refer to a selection of variables that are collected by interviews. In winter sport tourism, segmentation based on different types of variables has been carried out in the past.

Donicar & Leish (2003) classified tourists in the Austrian part of the Alps according to their activities and their motivation. For this purpose, data were obtained from a general tourism survey. The research group identified five behavioural and seven psychographic subsets, which were then summarized to five combined segments. Perdue (2004) analysed winter sports tourists in the North American Rocky Mountains. In this study, sport tourists were divided into two groups with either high or low frequency of visit. Füller & Matzler (2008) investigated sport tourists in Alpine ski resorts in Austria, Switzerland, and Italy. They defined five segments based on the tourists' lifestyle. Won et al (2008) clustered North American students by relative importance of individual factors. This study led to five clusters with different significance of certain factors. Only one variable, namely "snow conditions", had top priority for all students. A comparison of all studies targeted on segmentation of winter sport tourism shows that most of them focus on destinations in high mountain regions (peaks higher than 2000 metres). There are only four studies available not relating to such destinations. One example is an analysis of Greek winter sports tourists and their of frequency of visit by Tsiotsou (2006). Konu et al (2011) classified Finnish winter sport tourists according to their destination choice criteria. Six segments were defined on the basis of age, gender, travelling behaviour, frequency of visit and companion of travel. Vassiliadis et al (2012) conducted research in 13 Greek ski resorts and distinguished different groups of winter sport tourists based on their behaviour within three time periods (prior to arrival, at arrival and during stay). Only one scientific study focused on a central European highland destination. Hodeck & Hovemann (2013) divided the market of active winter sport tourism of one highland into six segments on the basis of destination choice criteria.

1.2. Destination choice in winter sport tourism

Different models of the destination choice process are used in the field of sport tourism (e.g. Klenosky, Gengler & Mulvey, 1993; Papatheodorou, 2001; Pearce, 2005). These models relate to micro-economic theories and to the behavioral theory. The destination choice process as defined by Pearce (2005, p. 109) was adapted to different sport destinations in one country by Konu et al (2011, p. 1098). According to this theory, internal as well as external factors have an influence on the destination choice process. Internal factors refer to

persons, who will choose a destination for their vacation and their personal characteristics or motives. External factors refer to a set of destinations (characteristics and images) that can be chosen. Winter sport tourists are often segmented by external factors, as these can be influenced by destination management organizations. There are only few studies in addition to Konu et al. (2011) that focus on the destination choice process in winter sport tourism. Klenosky, Gengler & Mulvey (1993) applied the means-end approach. According to this study, variety and the challenging character of the hills and trails meet the tourists' desire for fun and action. Additional factors that influence the destination choice process are snow conditions, social atmosphere (friendly people and entertainment), low costs, local culture and familiarity. Factor analysis was used by Konu et al (2011) in order to identify important aspects for tourists' choice of a winter sport destination. This led to four factors: Alpine skiing services, Nordic skiing services, variety of restaurants, and additional services of social life such as spa and wellness offers. Based on these four factors six segments of winter sport tourists were defined. Hodeck & Hovemann (2013) analyzed winter sport tourists in a German highland. They extracted four factors (Nordic skiing, Alpine skiing, additional services & specific destination characteristics) out of 15 destination choice criteria.

2. Methodology

Data (n=450) were collected in two German highland regions (Erzgebirge & Schwarzwald) during the winter season of 2013/2014. For selection of the samples a multistep process was used. A cluster sampling (area sampling) method was chosen (Berekoven, Eckert & Ellenrieder, 2001, p. 54). Data were collected at four different dates in several locations within each destination, subjects were chosen randomly. Data were collected with the help of a standardized questionnaire by trained interviewers, all students of sports management programmes. Interviews were conducted next to relevant sport touristic places (ski slopes, ski tracks, hotels). Winter sport tourists of the two destinations were compared on the basis of socio-demographic variables. Afterwards a two-step cluster analysis based on a factor analysis of the importance of various destination choice criteria (Hodeck & Hovemann, p. 4f.) was used for classification of winter sport tourists of both destinations. Prior to the cluster analysis, fourteen destination choice criteria that derived from existing studies and that had been adapted by experts of the destinations were reduced by factor analysis (varimax rotation). The authors used two methods for clustering data. First, the single-linkage method was used for extraction of extreme values. Second, homogenous segments were created with the help of the Ward method (Bergs, 1981, p.97). This method had been applied in other studies targeted on segmentation of winter sport tourists (Hodeck & Hovemann, 2013). Finally, differences between clusters regarding various socio-demographic variables were analysed in order to accumulate information for marketing strategies. 48 out of the 450 subjects could not be considered due to incomplete questionnaires and another seven subjects were excluded as a result of single-linkage clustering. This means that a total of 395 subjects were analysed for this study.

3. Results

The number of male winter sport tourists in both destinations is higher than the number of female sport tourists. There are no significant differences between percentage of female winter sport tourists in the Erzgebirge (39.6%) and the Schwarzwald (39.8%). However, tourists in the Schwarzwald are in average younger (34.2 years) than tourists in the

Erzgebirge (40.7 years). Winter sport tourists choosing the Schwarzwald region travel longer distances (278.2 kilometers) than those visiting the Erzgebirge region (98.6 kilometers). Tourists of the Erzgebirge region spend less time within the destination (3.2 days) than those visiting the Schwarzwald region (5.3 days). When analyzing the destination choice criteria, it appeared that most data could be used for a factor analysis (KMO-Criteria: 0.831). Four factors explaining 71.1% of the variance were extracted. These factors can be described as "Cross-country skiing", "Alpine skiing", "Additional services", and "Basic characteristics".

Table 1. Factor analysis of 14 destination choice criteria.

	1 Cross-country skiing	2 Alpine skiing	3 Additional services	4 Basic Characteristics
Quality of ski tracks	0.947			
Variety of ski tracks	0.951			
Number of ski track kilometers	0.937			
Multi-destination ski tracks	0.829			
Variety of ski slopes		0.910		
Number of ski slopes		0.901		
Length of ski slopes		0.894		
Variety of restaurants			0.803	
Active nightlife			0.756	
Spa- & Wellness-Services			0.641	
Value for money				0.689
Short distance from home				0.600
Snow conditions				0.568
Family friendly services				0.549

KMO measure of sampling adequacy = 0.831 / $p < 0.001$ / Cumulative percentage of variance explained: 71.1

These four factors were used as basis for the cluster analysis. As there are no clear statistical rules for defining the most suitable number of clusters, the authors determined the number in two steps. By using the elbow-criteria (Backhaus, Erichson, Blink & Weiber, 2011, p. 436f.), a four or five-cluster solution seemed to be most suitable. The five-cluster solution was preferred after interpreting the data in a second step. The test of Mojena (1997, p. 359ff.) confirmed five clusters as best solution. Table 2 shows the five clusters and the importance of the specific factors within the segments. Interpreting these results leads to the following clusters: Alpine skiers, Non-specified sport tourists, Multi skiers, Want-it-all sport tourists and Cross-country skiers. While only the factor Cross-country skiing is important to Cross-country skiers, Alpine-skiers consider Alpine-skiing variables and Basic characteristics of the region when choosing a destination. Both Cross-country skiing and Alpine skiing are important to Multi skiers. All four factors are important to Want-it-all sport tourists, while no factor at all seems to be very important for Non-specified sport tourists. All four factors make a significant contribution to the clustering process ($p < 0.001$ with the Kruskal-Wallis H-Test, as there was no normal contribution within the clusters).

When analyzing the differences between the clusters by socio-demographic variables (table 3) it is obvious that there are no significant (H-Test) differences between the clusters regarding gender. In every cluster the number of male sport tourists is higher than the number of female sport tourists. The highest share of male tourists can be found among Want-it-all tourists (55%). Most female tourists belong to the cluster of Multi skiers (49%). There are significant differences ($p < 0.001$) regarding the average age in the clusters. Alpine skiers (34.78 years) are 20 years younger than Cross-country skiers are (55.81 years). Non-

specified sport tourists are also younger than average skiers. Multi-Skiers and Want-it-all tourists have an average age of 38 years. Although Cross-country skiers travel only 120.19 kilometers and Alpine skiers travel 275.17 kilometers to reach their chosen destinations, there is no significant difference between the clusters regarding this variable.

Table 2. Segments of winter sport tourists.

	(n= 395)	Cluster 1 (n=66) Alpine skiers	Cluster 2 (n=124) Non- specified sport tourists	Cluster 3 (n=78) Multi skiers	Cluster 4 (n=101) Want-it-all sport tourists	Cluster 5 (n=26) Cross- county skiers
Cross-country skiing***	1.32	0.02	0.10	1.76	3.00	2.66
Alpine skiing***	2.21	3.20	1.24	2.44	3.13	0.10
Additional services***	1.54	1.47	0.97	1.31	2.53	1.31
Basic Characteristics***	2.97	3.13	2.63	2.81	3.53	2.48

Table 3. Characteristics of segments.

	(n= 395)	Cluster 1 (n=66) Alpine skiers	Cluster 2 (n=124) Non- specified sport tourists	Cluster 3 (n=78) Multi skiers	Cluster 4 (n=101) Want-it-all sport tourists	Cluster 5 (n=26) Cross- county skiers
Gender	♀: 47% ♂: 53%	♀: 48% ♂: 52%	♀: 46% ♂: 54%	♀: 49% ♂: 51%	♀: 45% ♂: 55%	♀: 46% ♂: 54%
Age (years)***	38.16	34.78	34.80	39.60	38.51	55.81
Distance (kilometers)	168.95	275.17	151.48	169.77	132.93	120.19

Table 4 shows a crosstab of chosen destination and type of cluster. There is a significant correlation (Pearson's Chi Square: 51.12, $p < 0.001$) between chosen destination and type of cluster. The strength of this correlation is between moderate and high (Cramers-V: 0.360). There are more Alpine skiers in the Schwarzwald region than expected and fewer in the Erzgebirge region. Regarding Cross-country skiers there are more subjects than expected in the Erzgebirge area with less than expected in the Schwarzwald area. Finally, there are more Want-it-All tourists in the Erzgebirge region than expected and fewer than expected in the Schwarzwald region.

Table 4. Distribution of segments by destination (absolute numbers and expected numbers).

	(n= 395)	Cluster 1 (n=66) Alpine skiers	Cluster 2 (n=124) Non- specified tourists	Cluster 3 (n=78) Multi skiers	Cluster 4 (n=101) Want-it-all tourists	Cluster 5 (n=26) Cross- county skiers
Schwarzwald	139	41 (23.2)	54 (43.6)	25 (27.4)	19 (35.5)	0 (9.1)
Erzgebirge	256	25 (42.8)	70 (80.4)	53 (50.6)	82 (65.5)	26 (16.9)

4. Conclusions

The factor analysis led to four factors, which are almost similar to existing studies (Hodeck & Hovemann, 2013). Both Alpine skiing and Cross-country skiing seem to be relevant for active winter sport tourists in highlands, while winter sport tourists in high mountain regions consider only Alpine skiing important (Konu et al, 2011). This might be due to topographic conditions. There are significant differences between the various highland destinations. While the Schwarzwald region attracts mostly Alpine skiers and Non-Specified tourists, the Erzgebirge region attracts predominately Cross-country skiers.

Some of the identified segments among winter sport tourists in German highlands are unique for highland destinations (Multi-Skiers or Cross-Country skiers). Others, Want-it-all tourists, have been defined in other studies focusing on with summer and winter sport tourism (Park & Yoon, 2009; Konu et al, 2011), too.

Highland destinations attract tourists within a radius of 120 to 275 kilometer. This means that they travel shorter distances than tourists in high mountain destinations (Dolnicar & Leish, 2003). The differences between the individual destinations are not significant.

Considering different variables and gender, winter sport tourists in highland destinations are, on the one hand, comparable. On the other hand, there are significant differences regarding the average age of the segments. As a conclusion, winter sport tourists of highland destinations are obviously comparable in general. Nevertheless, there are destination-specific peculiarities, which should be taken into consideration when developing future marketing strategies. Further research should be carried out in order to compare summer and winter sport tourists as the development of destinations should not be reduced to the winter season only. Especially highlands are forced to introduce all-year strategies because of the effects global warming.

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USING BUSINESS PROCESS MANAGEMENT AS AN EFFECTIVE WAY OF MANAGEMENT IN SPORT TOURISM

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Abstract

Global travel industry is a sector that generates hundreds of billions of Euros per year, in a competitive environment with high growth rates. The adoption of active management approaches to increase effectiveness and efficiency is of extreme importance for sport tourism organizations. In order to facilitate the adoption of management actions with impact in the organization effectiveness and efficiency, this paper presents a proposal of an approach to applying Business Process Management (BPM) in Sport Tourism Organizations. The research method used is based in action-research aiming to analyze the initial context for developing organizational improvements, articulated with the real needs of the organization, materialized in their core capabilities. Semi structured interview to a CEO of a sport tourism organization was implemented to collect information for the diagnostic phase regarding information about mission and vision, strategic objective, stakeholders assessment business capabilities and stakeholder concerns and objectives. It was developed the initial assessment and action planning, identifying an approach, before conducting the action after the development of the initial problem and the clarification of the identified organizational competencies, with special focus on dynamic capabilities analysis.

Keywords: Business process management; Effectiveness; Sport tourism management.

1. Introduction

The tourism sector has recorded strong growth worldwide, where Portugal is not an exception. This growth enhances the contribution to the Gross Domestic Product of the country (European Union, 2012).

This paper seeks to integrate the concepts of dynamic capabilities to support the organization resilience using a Business Process Management approach. Enhancing adaptability creates better support to the organizational resilience in a competitive and changing environment. This is an important factor to ensure sustainability.

Our research is an ongoing study in an action research methodological approach, with the development of the initial assessment and action planning, before conducting the next steps leading to the action taking.

The paper is structured as follows: initially a theoretical framework will be focused giving an overall context to the problem; clarification of the importance of organizational adaptability, giving the organization ability to react to the changing environment; description of the alignment between the organizational adaptability and operations. Assuming the organization requirements is proposed an approach to facilitate the articulations of the capabilities with their operation. Finally is presented the research methodology and the results and conclusions of the study.

2. Theoretical framework

2.1. Sport tourism context

In a globalized world sport tourism has become more important because of its economic contribution, well-being and social impact. Tourism is considered a key driver of socio-economic progress and many destinations have invested in this industry, as it is associated to increasing export revenues, creation of jobs and infrastructure development (UNWTO, 2014). Deery, Jago, & Fredline (2005, p. 378) state:

Sport tourism makes an important potential to further to local and national economies and appears to have substantial potential to further build on this contribution.

As the largest and fastest-growing segment of tourism industry (Standeven & Knop, 1999), the sport events contribute significantly to economic development (Turco, Swart, Bob, & Moodley, 2003), because it represents a multi-billion dollar industry, within a trillion dollar tourism industry (Kurtzman, 2005), having positive effects on social, environmental and economic aspects (Hritz & Ross, 2010). Expansion and diversification of tourism has positioned this economic sector as one of the largest and fastest-growing in the world, and geographic areas such as Europe have experienced, in 2013, an impressive growth in international tourist arrivals summing a total of 368 billion euros in receipts, accounting for 42% of receipts worldwide (UNWTO, 2014).

Concerning Europe, in 2012, the sport-related value is 1.13% to 1.76%, whether is from narrow or broad definition of sport, which represents amounts of 112.18 bn Euro to 173.86 bn Euro (European Union, 2012). Portugal, located in the Southern and Mediterranean Europe, recorded 8% increase in arrivals last year (UNWTO, 2014) contributing to 9,2% gross domestic product (European Union, 2012).

According to data from 2006 (Turismo de Portugal, 2006), 22 million international travels are nature based, representing 9% of the total of leisure travels in Europe, with an estimated of 7% growth per year. This specific segment includes travelers that seek an adventure/nature based activity as their main motivation for traveling and those who aim to participate, but not exclusively in this kind of activities, projecting this touristic product as great potential.

Portugal has some of the basic requisites to be considered an important adventure/nature based destination: diversity of natural resources, existence of natural parks and other protected areas (21% of the territory is protected area), and good accessibilities (Turismo de Portugal, 2006).

Portugal could benefit from more investment in infrastructures and services, more legal permits to act in this sector, and more competitive enterprises and specialized human resources. However, the country is seen as an interesting, appealing and safe destination to this kind of travelers, placing Portugal as an emergent sector in the national tourism industry (Turismo de Portugal, 2006).

Since the role of sport tourism in every country has been growing, Portugal is not an exception. The operationalization of management actions is essential because allows the creation of mechanisms that improve the knowledge of customers and organization adaptability.

2.2. *Organizational adaptability*

The specific characteristic of sport tourism market, such as pulsating and flexible organizations, incurs in the need of an adaptable organization, dealing with how to bring about strategic change, renewal and adaption, with a particular eye to the competencies, processes and mechanisms for doing so.

The new business environment is characterized by constant changes and by an extremely dynamic context. Working on “successful new strategic tourism planning initiatives will require that decision makers not only understand historical and contemporary trends and movements in the business environment but will require the ability to predict new key emerging developments and shifts” (Moutinho, 2011: 1). This unstable environment of rapid transformations creates a need for managers to recognize and manage existing competencies in a firm and also acquire new ones (Prahalad & Hamel, 1994) in order to adapt to new realities.

Several authors emphasize the importance of the internal process management, as how they are deployed and how they will evolve (Teece, Pisano, & Shuen, 1997; Peteraf & Bergen, 2003; Helfat & Peteraf, 2003; Teece, 2007; Peteraf, Di Stefano, & Verona, 2013), focusing the sustainability of a competitive advantage of a firm in their “dynamic capabilities”.

Teece et al. (1997) define dynamic capabilities as “the firm’s ability to integrate, build, and reconfigure internal and external competences to address rapidly changing environments” (p. 509) going beyond traditional approaches, emphasizing the “traits and processes needed to achieve good positioning in a favorable ecosystem, but it also endeavors to explicate new strategic considerations and the decision-making disciplines needed to ensure that opportunities, once sensed, can be seized; and how the business can be reconfigured when the market and/or the technology inevitably is transformed once again” (Teece, 2007 : 1347).

A dynamic resource-based view of competitive advantage (and disadvantage) over time, based on capabilities and resources, benefit from incorporating the concept of dynamic evolution (Helfat & Peteraf, 2003, p. 1008). For these authors, competency, core competencies and organizational capability need to be dynamic and change and evolve to remain a source of competitive advantage.

Kor and Mesko (2013) also highlights the importance of dynamic managerial capabilities as the key mechanism to achieve congruence between the firm’s competencies and changing environmental conditions (Peteraf & Bergen, 2003) and emphasize that CEO’s dynamic managerial capabilities in concerto with senior executive managerial capabilities will drive top management’s ability to revitalize the firm’s dominant logic and to achieve evolutionary fit.

The model of the resource management process by Sirmon et al (2007) – Figure 1 – shows that managers should also have the skills necessary to bundle resources to create effective capabilities. Firms especially need to be able to develop new capabilities, in that discontinuous environmental changes can greatly reduce the value of their current capabilities.

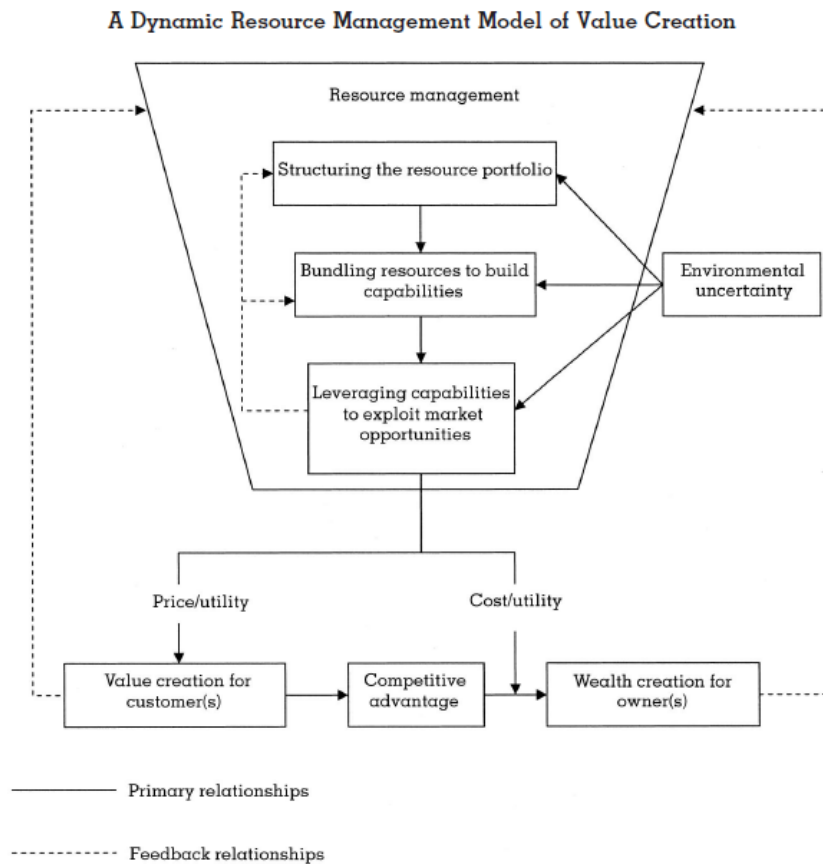


Figure 1. A dynamic resource management model of value creation.

The model developed by Sirmon et al (2007) is based on processes and incorporates a temporal dimension. However, “because the firm must have resources to bundle into capabilities and because capabilities must exist for leveraging to occur, the resource management process is at least partially sequential in nature” Sirmon et al (2007: 275).

The model also incorporates feedback relationships permitting continuous adaptation for synchronization and fit with the environment. In consequence, the management of resources is essentially dynamic, with change resulting from adapting to environmental contingencies and from exploiting opportunities created by those contingencies (Sirmon et al., 2007).

Helfat and Peteraf argue that “it is difficult to fully explain how firms use resources and capabilities to create a competitive advantage” (2003 : 997). Although, Sirmon et al (2007) presented a model in the attempt to fill this void, providing an important value-added contribution to knowledge of managing resources in dynamic and uncertain environments. This model has multiple implications for managers, that need to be able to acquire, accumulate (develop), and divest (when necessary) resources to have the most effective resource portfolio at any given time (Makadok, 2001).

2.3. Capability alignment

Business Process Management (BPM) requires an alignment with the organizational strategy. The strategy needs proper business capabilities necessary to developed rapid adjustments to the changing environment. This assumes the clarification how to define the organization operations articulated to the business needs. To achieve the operationalization of the strategy can be used several approaches. In our research were analyzed several BPM approaches proposed by BPM practitioners, the selection criteria was based in the availability of approach information (Table 1).

Table 1. BPM approaches.

Authors	Approach	Brief Description
(Ramias & Rummeler, 2009)	<i>Effective Process Framework</i>	Organization as a system, from outside to inside (super system) and decomposing the organization by levels, proposing the Value Creation Architecture composed of Business Architecture, Architecture Management, System Architecture and Technological Performance System Human Performance
(Tregear, Alkharashi, Leandro, & Macieira, 2010)	<i>Office of BPM</i>	BPM adoption using a BPM center of excellence based in three accelerators: (1) <i>OBPM reference model</i> ; (2) <i>staged implementation</i> and (3) <i>BPM capability development program</i> .
(Jeston & Nelis, 2008)	<i>Project Framework 7FE</i>	Starts with the formulation of strategic objectives and ends their fulfillment. Proposes an alignment between strategy, process execution and implementation of projects with a process governance and suggest its application supported on the Balanced Scorecard (Kaplan & Norton, 1996).
(Sharp, 2009)	<i>Tools for process improvement</i>	Identifies a set of guidelines, beginning with a contextualization of the processes supported by its goals framed in the organization's strategy. Involving the establishment of the process context, scope and goals, understanding the workflow (as-is) and its enablers and define the characteristics of the intended process (to-be) and requirements.
(Miers, 2006)	<i>BPM Project Delivery Framework</i>	Ensures that the projects are approached in the proper sequence, linked to business goals and supported by BPM technology. Supported in eight steps starting with the establishment of a coordination group and ends with the implementation of organizational change.
(Harmon, 2007)	<i>BPTrends</i>	BPTrends provides an approach for the strategic level and process level. At the strategic level, the goal is to create and organize the tools and resources that managers need to coordinate the process across the organization. At the process level, are developed projects with the greatest impact on processes improvement, through a systematic approach to the underlying business model, inputs and outputs, activities and flows, process management, process control and support processes.
(Coelho, 2005)	<i>MLearn</i>	Identify key factors for a successful implementation based in a model of continuous improvement directed to an effective strategy execution. Uses a top-down approach executed in two cycles, the first cycle is designed for interactive sessions capturing the strategy, while the second corresponds to the characterization of the as-is, which reflects how activities are performed in the organization. The goal is to discover existing processes.

BPM has become a holistic management discipline that requires several facets to be addressed for a successful implementation (Rosemann & Brocke, 2010). The identification of critical aspects helps the understanding of what needs to be addressed more carefully. Rosemann and Brocke (2010) identify six core elements: strategic alignment; governance; methods; information; technology; people and a culture. Bucher e Winter (Bucher & Winter, 2010) identify four factors to successful BPM development: degree of performance measurement; professionalism of process management; impact of process managers and usage of methodology and standards.

The critical factors to BPM implementation give us the identification of aspects to consider in an overall approach, articulated with the BPM approaches in a suitable way for the adoption in the sport organizations.

2.4. Proposed approach

The proposed approach is based in eight steps: (1) organization mission and vision; (2) identification of strategic objectives; (3) stakeholders assessment; (4) identification of business capabilities; (5) assessment of stakeholder concerns and objectives; (6) clarification of operational objectives aligned with stakeholders, business capabilities and strategy objectives; (7) prioritization of improvement areas and (8) definition of an action plan, based in the improvement needs to be identified and materialized in projects. The main goal is to get an initial context for developing organizational improvements, articulated with the real needs of the organization, materialized in their core capabilities. The improvement should be developed in the main or priority capability, clarified and prioritized in the initial assessment of the organization.

3. Research methodology

The research method is based in action-research. Lewin (1946) considered the founder of action research, relates as a research that helps to generate knowledge about the social system and at the same time attempt to change it. As methodology as two objectives: (1) action to achieve change in an organization, community or program and (2) research to increase the comprehension of the researcher (Dick, 1993). Baskerville (1999) identify five phases: (1) diagnosing; (2) action planning; (3) action taking; (4) evaluating and (5) specifying learning. The action research phases can be conducted in two action research cycles (Susman & Evered, 1978), framed in a cyclical nature, considering a cycle before the action and after.

Our research is an ongoing project. We develop the initial assessment and action planning, identifying an approach, before conducting the action taking.

The diagnostic phase was developed based in the interview script that incorporates the research approach proposed. The script was implemented as semi-structured interview to a CEO of a Sport Tourism Organization. The Small Medium Enterprise (SME) develops customized active vacations over the world, such mountain biking in Patagonia, hiking in Turkey, trekking in Himalayas. Develops consulting services like: improvement of Nature Tourism; Nature Sport Activities; Conception and implementation of walking trails; implementation of mountain bike centers and signage for biking trails, to name few services. Is a SME, with an annual revenue of approximately 500.000€ and with 10 collaborators.

In the interview the assessment of the mission led us to the business areas being developed by the organization ensuring the client satisfaction. The Vision reflected that concerns to maintain the organization activity and its sustainability, suggesting that if the organization continues a sustained growth could origin a spin-off of major activities areas being developed.

The clarification of strategic objectives was centered in the customer satisfaction, financial sustainability and organic growth. Main stakeholders identified were: customers; partners; travel agencies; hotels and government. The identification of business capabilities clarified: evaluate customer's needs; select employees with adequate skills; activity design and manage equipment's. The articulation of strategic objectives, stakeholders and business capabilities allowed the assessment of stakeholders concerns and objectives. Was identified two major concerns. The first is related to the development of bigger notoriety for Portugal increasing customer flow, which assumes two stakeholders (clients and government) and two issues (more clients and more initiatives), supported by the increase of the notoriety by

the government operationalized in internal tourist services, presences in the biggest thematic fairs and less bureaucracy. The second concern is related to partners for activities and the service quality and its recognition.

4. Results and conclusions

It's an ongoing study that developed a diagnostic phase. The approach used allows the development of the initial problem and the clarification of the identified organizational competencies. These are fundamental to the organization survival and should be carefully operationalized and contextualized in its objectives. The proposed approach simplifies the identification of priority areas, facilitating the organizational insight without too much time.

The sport tourism market is exposed to the global one, however as its significance grows, due to its major contribution to tourism industries and GDP of a country, a new approach to competences is necessary. In fact, dynamic competences, operationalized with BPM strategies, allows organizations to achieve efficiency and effectiveness. The BPM, as a tool to promote active management, encompasses an integrated and top-down approach to define business strategy and bottom-up to its operationalization. As a result of sport tourism market dynamics, the organizations can benefit from the use of BPM to manage the adaptability, flexibility, efficiency and effectiveness of the decisions, adapted to the constraints and to the market needs.

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NATURE SPORT TOURISM IN SMALL ISLANDS: AZORES PICO MOUNTAIN CLIMB CASE STUDY

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Abstract

In many small island states with relatively uncompetitive economies and unspoiled natural environments tourism is often assumed as an important development opportunity. In islands located in temperate and cold regions tourism attractiveness needs to be sustained by niche products associated with “outdoor, adventure or cultural tourism, and direct encounters with nature” (Baldacchino, 2006a). Nature-based tourism can lead to a strategic position but quality and differentiation are key aspects to ensure competitiveness. A reference product in the Azores Archipelago, the Pico mountain climbing, is analysed in this paper within the regional context. The study is grounded in an empirical investigation based on statistics of visitors climbing the mountain, in a survey applied to several tourism stakeholders, and interviews to licensed Pico mountain guides and other local tourism players. Results show considerable consensus amongst stakeholders on the strategic importance of nature-based tourism to the region and on the need to ground the tourism development model in sustainability. Some dissatisfaction on the planning and management model currently adopted was found. Evidence confirms regional relevance of the Pico mountain climb, with conditions and potential for growth in number of visitors despite weaknesses which should be adequately dealt with to strengthen this product.

Keywords: Azores; Mountaineering; Nature-based tourism; Pico Mountain; Sport tourism.

1. Introduction

1.1. Geography of tourism in small island territories

Small Island states are territories that since the 1990s, began to receive special attention by the United Nations and the World Bank: “*Their small size, limited resources, geographic dispersion and isolation from markets, place them at a disadvantage economically and prevent economies of scale*” (UN, 1992). In a context of increasing globalization, although development options for small islands are dependent both on specific external and internal factors, they are always conditioned by common factors that have expression in increased dependency and vulnerability.

These weaknesses and limited economic development options, have led many small island economies (SIE) to invest in the export of services, particularly in the financial and tourism. According to Weaver (2001) tourism has the engine of many islands economies.

The fascination of islands is closely related with images of paradise, only found in warm water islands with idyllic beaches. But, in other regions many islands can be important destinations, particularly those located in temperate regions, being special places particularly attractive to tourists, largely because representations of island territories are closely associated with nature, isolation, authenticity and destination exotic character (Butler, 2006; Baldacchino, 2006b; Silva, 2013).

As such the tourism development of these territories should be directed to niche markets, enhancing products based on nature, adventure and sport tourism, providing highly rewarding experiences and emotions to visitors (Silva, 2013). However, these efforts need to

be framed by a holistic approach applied to the destination, anchored in principles increasingly valued by tourists, namely authenticity, quality of service and sustainability (Buckley, 2003; Silva, 2013).

If, as mentioned, the economic and resource constraints affect the tourism development of SIE, is not to belittle the capacity of their societies to organize and establish conditions to promote it. Within this context, planning is critical to the long-term development of these destinations (Hall, 2008).

In this paper one reference product in the Azores Archipelago is analysed, the Pico mountain climbing, within the context of the archipelago and on the above mentioned desirable differentiation based on the strengths of the destination.

1.2. Tourism, a strategic sector for the Azores

The Azores archipelago is a Portuguese autonomous region, situated in the North Atlantic Ocean. The remoteness is striking in the Azorean territory due to the distance from the mainland, about 1,570 km from the European continent and 3,900 km from North America, and to its dispersion in nine islands (2,346 km²), which are divided in the Eastern, Central and Western group. Located in the mid-latitudes, the Azores archipelago lies in the contact zone of the tropical and polar air masses, resulting in a temperate climate with strong maritime influence, a transition between the oceanic and the Mediterranean climate (Figure 2).

The islands are the result of internal geodynamic forces and rise of magma to the surface through volcanic activity. Consequently landscapes are dominated by volcanic features, rural sceneries and extensive coastlines, bordered by the blue of the ocean. The unspoiled natural environments provide an important opportunity for tourism development.

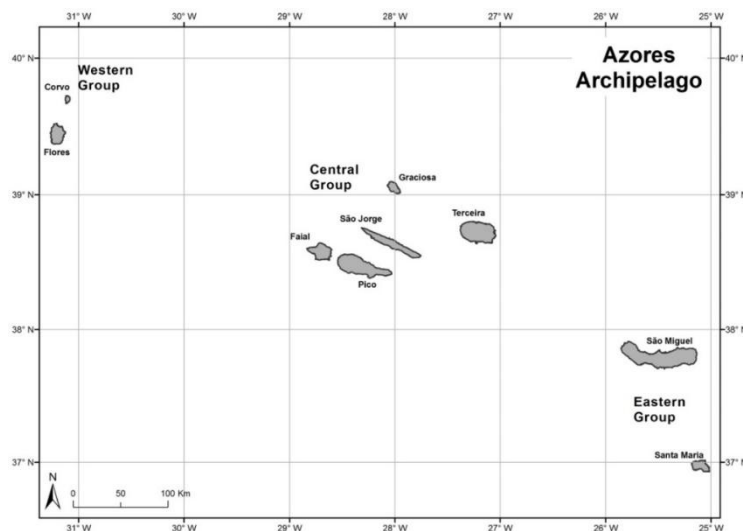


Figure 2. The Azores archipelago.

As tourism destination, relatively stable after a period of growth (1999-2006), the sector only recently has been considered as strategic for the region. Despite the small size of the territory and of the relatively small destination at country scale, tourism has a significant dimension to the local economy, with a relative value regionally similar to the national average, with a tourist demand density of 148.4 tourists per km² and a tourist saturation

index of 139.6. These values for Madeira archipelago, the third most important touristic region in Portugal, are nine fold higher.

The Azores are a tourism destination with a strong positive image associated with nature, authenticity, sustainability, exoticism, tranquillity and remoteness. Some limitations, especially the climate, size, accessibility and remoteness of the islands, explain the limited tourism demand. Among the weaknesses of this new destination, important factors include a strong seasonality, the largest in the country (45.6%, in 2013), high dependence on the domestic market (49.5 % of guests in 2013) and strong concentration of tourism in the island of São Miguel (57.2 % of total guests; 64.8% of overnight stays in the region, in 2013) (SREA, 2014). High expectations expressed in strategic plans resulted in investments not in line with needs, enhancing the weaknesses of applying a traditional tourism development model to the region.

Situated between the "idyllic" tropical islands and cold water, with climates and territories providing authentic adventures, the Azores correspond to a complementary mix of these two realities. The mild climate with an inviting nature and sea, as well as good conditions to travel, ensure a mystique associated with open spaces, escape, adventure, exotic, natural beauty and authenticity. This destination character provides wide possibilities in terms of markets, particularly for mesocentric and adventure tourists (Silva and Simões, 2014, p. 344). Nature represents the central element of territory attractiveness, gaining momentum both for being the base of a tourism product with multiple segments, as for the strong association with the concepts of sustainability and authenticity (Moniz, 2009; Silva, 2013).

Some of the archipelago touristic highlights include the high potential for nature-based tourism, the extensive protected areas divided by the 9 islands natural parks and marine areas, three UNESCO Biosphere reserves (Graciosa, Corvo and Flores) and an extensive coast. Adding to the natural heritage, the rich cultural and built heritage are recognitions of the existing values including the two UNESCO World Heritage sites, one the *central zone of the town of Angra do Heroísmo* and the other the *landscape of the Pico Island Vineyard Culture*.

The importance of nature tourism in the Azores is echoed in the supply. Currently, several adventure and ecotourism activities can be experienced in the region and there are more than a hundred companies specialized in land or maritime tourism services. Amongst the most emblematic are whale watching, hiking and walking, geotourism, boat tours, scuba diving, surfing, canyoning and Pico mountain climbing. Although many activities can be carried out in all islands, each one has its particular niches. The requirements for participating in each activity are different, though most activities are accessible to anyone who wishes to have a new and unforgettable experience. For those more experienced, there are also numerous opportunities.

1.3. *The Pico Mountain climbing*

Mountains are particularly attractive destinations for adventure tourism, little humanized spaces offering a range of activity options in an environment with a large potential for real and symbolic representations of adventure. "At the same time, mountain mythology is embedded with romantic notions of exploration, journey, and searching. Such ideas become attractive in the modern social world where fragmentation and complexity are the norm" (Beedie & Hudson, 2003).

The challenge and symbolism associated with climbing a mountain is reinforced when it stands as the highest in a region or country, as is the case of Pico Mountain. With 2351 metres, Pico is the highest point in Portugal and the third largest volcano in the Atlantic Ocean. As such, the Pico Mountain is one of the main symbols of the Azores, strongly contributing to the brand image of this island destination. This mountain is localised in the island of Pico, one of the five islands of Central Group, and has many tourist attractions in addition to the mountain, including whale watching, the Gruta das Torres, the largest lava tube in Portugal, and the Landscape of the UNESCO World Heritage site Pico Island Vineyard Culture, recognising the uniqueness of the landscape.

The Pico mountain climb can be considered a consolidated product and a differentiating factor for both the Azores and Pico Island, but its potential as tourism product is not fully achieved. Like many mountains, Pico is an attractive tourist resource but is simultaneously fragile, being essential to achieve an acceptable balance between conservation and the enjoyment by visitors as well as the economic contribution of the resulting tourism use. This balance represents Pico Island Natural Park (PINP) management challenge and an essential base for its work.

Pico Mountain can be climbed all year round by anyone who has the determination and stamina to climb a very steep trail and overcome an 1150 meter difference in level. The trail can be climbed independently, “but use of a local guide, certified by the park, is recommended to ensure a higher level of safety and to benefit from the knowledge of local guides about local geology and ecosystems, the volcanic activity and formation of the island, as well as local culture” (Silva and Almeida, 2013, p. 11).

There is only one trail to climb the mountain, approximately 3.5 km, beginning next to the visitors’ centre (Casa da Montanha), located on the western side of the mountain at an altitude of 1231 metres (Figure 3). The difficulty is moderate to hard as a hiking trail but easy as a mountain route. To climb the mountain a permit and the payment of a fee is required (10 € for independent visitors; 2,5 € for visitors with an official guide (2014 prices). The registration can be obtained directly at the visitors’ centre or PINP headquarters at Santa Luzia.

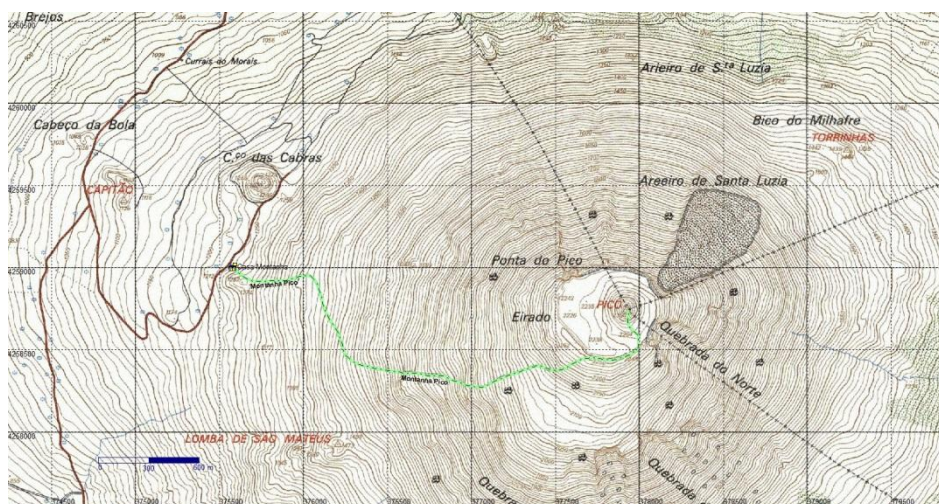


Figure 3. Pico Mountain climbing route.

Pico Mountain climb is limited to 160 visitors at the same time, and the climb to the top of Pico (known as Piquinho) is limited to 40 people simultaneously, with a maximum stay of thirty minutes (Governo dos Açores, 2012).

The visitor centre is open continuously from June 1st to September 15th, daily (8 am to 8 pm) in May and in the last two weeks of September and at weekends (8:30 am to 6:30 pm), between October 1st and April 30th. During the high season (June to September 15th) tracking equipment is provided to visitors to facilitate the ascent and the rescue if necessary.

Although, in a clear day, the climb is relatively straightforward following the trail signposts, in foggy weather or at night, missing the trail is likely. Clouds can set in quite fast, often completely surrounding the mountain. Better weather conditions are more likely in the morning and in the evening. During winter snowing occurs on the upper slopes and the snow may last for some days.

The climb to the edge of the main crater (2250m) takes about two and a half to three hours. From there, after another 125 meters on a steep trail, the summit is reached, a small volcanic cone that tops the crater, the Piquinho. The total time to ascent is quite variable and visitors should count on 3 to 4 hours each way. It is possible to spend the night in the crater using a tent or a bivouac sack, and appreciate the sunset on the way up and the sunrise on the summit.

The visitors' centre opened in 2008 and significantly improved the conditions for registration and control of visitors. Previously, from 2003 to 2007 the control of visitors was done by the firefighter brigades but with limited resources and effectiveness. Control failures were recognised, especially because it was not always possible to ensure staff at the start of the trail (Medeiros, 2013, p. 6).

2. Methodology

A strong connection between the theoretical approaches, the planning tools, and an appropriate perception of the potential as well as of demand preferences by tourism stakeholders is essential to ensure success. Issues such as the three levels of sustainability (environmental, economic and social-cultural) and operationalization model, including management of safety are addressed. This study is grounded on an empirical investigation based on:

(i) statistics of visitors climbing the mountain (2003 to 2014). Information and data was obtained from reports and data from the Pico Island Natural Park Offices (PINP) and Azorina management agency;

(ii) survey applied to evaluate the perception of stakeholders related to management of the territory and operation of tourist activity including the licensed Pico mountain guides; The survey was applied by Silva (2013), in the period 2011 and 2012, to 8 groups of stakeholders in tourism, including companies of tourism recreation, regional and local government representatives, licensed Pico mountain guides and Destination Management Companies (DMC). The sample of 302 respondents represents 55% of the operational universe, with a confidence level of 95% and a maximum error of 3.8%. Aspects questioned included the relevance of tourism as strategic activity for the region, potential for nature tourism and products, and satisfaction with regional resources and structures to support these activities. The survey included questions using a 5-point Likert scale and respondents were asked to select the option that best represented their views;

(iii) interviews to licensed Pico mountain guides and managers of the park and the Azores Tourism. The interviews (n=15) were applied to Pico mountain guides (n=11), to the PINP director (n=1), PINP technical staff (n=1) and a DMC at Pico island (n=1). The guides

interviewed are the most active being responsible for guiding about 90% of visitors using these service providers in 2014.

3. Results

3.1. Visitors climbing the mountain

Data on visitors is available since 2003 but, given that records are incomplete, interpretation of statistics needs to take into consideration the less efficient control until 2008. Furthermore, even nowadays, during the periods when visitors' centre is closed the control is not carried out. However, the number of non-registered visitors is estimated to be low since it coincides with low seasons or periods of lower demand. The number of registered visitors climbing the mountain has increased significantly since 2006, fluctuations explained mostly by meteorological conditions during peak season (Summer time, Figure 4).

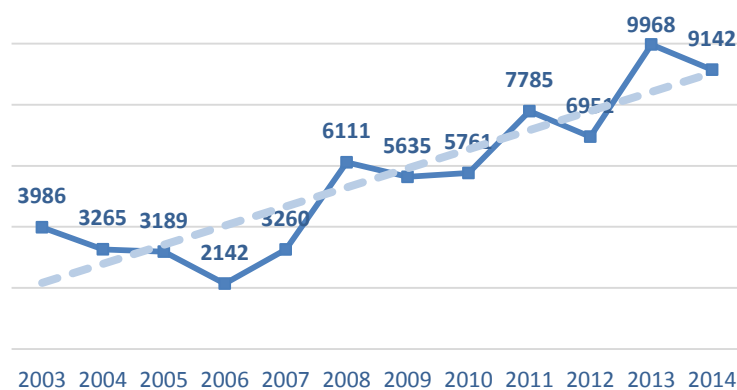


Figure 4. Registered visitors climbing Pico Mountain (Medeiros, 2013; AZORINA, 2014).

The distribution per nationality of the 9968 visitors climbing the mountain in 2013 is presented in Table 2, predominating the Portuguese (34.9 %), followed by Germans (18.6 %) and French (12,4%).

Table 2. Pico Mountain climbing in 2013 (Data from AZORINA, 2014).

Country	Portugal	Germany	France	Italy	USA	UK	Spain	Other	Total
N.º	3478	1855	1237	593	389	374	371	1671	9968
%	34,9	18,6	12,4	5,9	3,9	3,8	3,7	16,8	100,0

The main trend observed per nationality in the period 2003 to 2013 is the relative decrease of Portuguese visitors and increase of foreigners, especially in the last years (Figure 5).

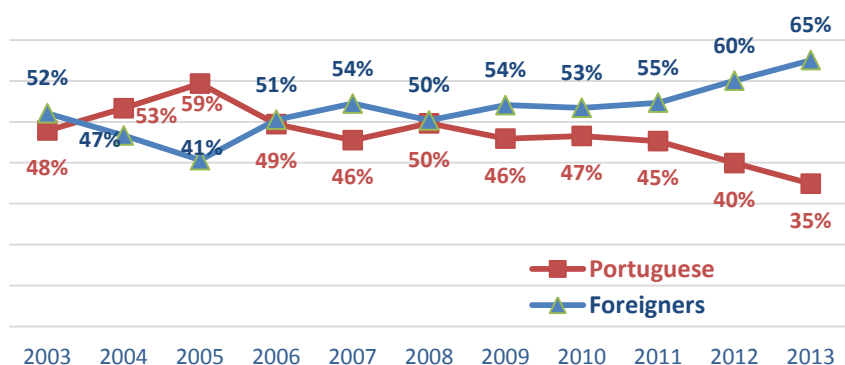


Figure 5. Portuguese and foreigner registered visitors climbing Pico Mountain (Medeiros, 2013; AZORINA, 2014).

Seasonality is accentuated both for the destination and to climb of Pico mountain. More than 90% of visitors are climbing the mountain during the period June to September, concentrated in August (Table 3). The data can be somehow biased in the sense that visitors climbing when the visitor centre is closed are not taken into account. Adding to climbing the mountain there is a large number of visitors only visiting the visitors' centre, almost 12,000 in 2013 (AZORINA, 2014).

Table 3. Pico Mountain climbing per month in 2013 (Data: AZORINA, 2014).

Month	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Total
N.º	12	12	96	78	561	1184	2642	4104	1070	130	37	42	9968
%	0,1	0,1	1,0	0,8	5,6	11,9	26,5	41,2	10,7	1,3	0,4	0,4	100,0

Three climbing modes are usual: (i) morning start, return afternoon; (ii) start late afternoon, sleeping in the crater, climb Piquinho for sunrise and descent; (iii) start middle of the night, reach top at sunrise. Results in Table 4 show a preference by the start in the morning (i), around 70% of visitors, while the less reported mode is starting during the night (iii).

In the period from 2009 to 2012, tourists using services of licensed guides ranged from 34% to 36% (Medeiros, 2013). A total of 48 mountain guides were accredited since 2008, but many are not guiding regularly or ceased to provide this type of services for various reasons.

Table 4. Pico Mountain climbing per mode (Medeiros, 2013).

Year	Morning		Tarde		Night	
	n.º	%	n.º	%	n.º	%
2009	3868	68,6	1403	24,9	364	6,5
2010	4023	69,8	1035	18,0	703	12,2
2011	5499	70,6	1187	15,2	1099	14,1
2012	5286	76,0	966	13,9	699	10,1

In 2012, only 27 guides were actively guiding tourists to the mountain. Of these, five guides did over 30 climbs each, guiding together 72% of the 2150 visitors climbing the mountain using local guiding services (average group size 6.6 visitors), while 11 made only one climb (4% of visitors, average group size 7.6 visitors). The overall average group size per guide is 6.3 visitors, which is significantly below the 15 visitors per guide, the limit set by the mountain access regulations.

3.2. Survey results

Overall the results enhance the agreement by the stakeholders on the strategic importance of tourism to the development of the Azores (4.8), on the high potential as economic activity (4.5) and on considering tourism as one of the activities with higher growth potential in the region (Likert scale: 1 – strongly disagree; 5 – strongly agree).

Nature tourism was the product with higher rating by all stakeholders in terms of potential for development (4.5), only closely followed by nautical tourism (4.3), consensually expressed by the lower dispersion in the results. The product ranked in third and fourth places are touring and health and wellness, with 3.7 and 3.6, respectively.

Most stakeholders consider nature tourism potential not adequately explored in the region (4.0) and that management of this product has low levels of knowhow, experience and use of technology. Lower levels of satisfaction (2 – not satisfied; 3 – moderately satisfied) were obtained for questions related with present conditions in the region namely accessibilities, tourism planning and management, quality and competitiveness, equipment and services and qualifications of personnel (Figure 6).

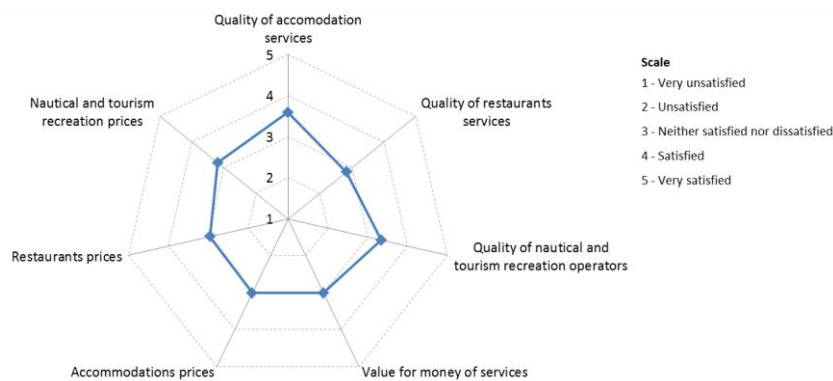


Figure 6. Stakeholders satisfaction with services in the region.

3.3. Interviews to guides and other local stakeholders results

Presently only 8 of 48 licensed guides actively provide services corresponding to 90% of visitors using guiding services. The average age is above 45 years old which is considered to be a weakness in terms of the sustainability of the product.

The interviewed consider the climb of Pico Mountain a product of reference to the island, with a quality rating of excellence. However, some visitors are dissatisfied due to perceived difficulty of the route, especially during the descent. On the other hand, there is a growing demand for climbing with snow conditions but strongly depends on meteorology.

The perceived advantages of guided climbs are increased safety, support in management of effort and motivation, leading to success rates above 90%, and information on nature and cultural issues. Factors such as promotion of good conduct, namely following the trails, collection of garbage and globally contribution to sustainability of product was also pointed out as advantages.

The perceived visitors top motivations were: landscape, nature, panorama over the sea and nearby islands, personal challenge and because it is the higher summit in Portugal (mainly to Portuguese).

The main problems mentioned are trail erosion, especially in the geological formations in Piquinho, inadequate conditions at visitors' centre, insufficient information on climbing

difficulty strongly related with some visitors' misperception of an easy route, insufficient surveillance, reduced number of guides and lack of training for upgrading competencies. The competition between companies and guides is also seen as a relevant problem. Emergency response conditions and the system for monitoring and location of visitors are not considered the most effective. Yet, for some guides, the trail is over signed, reducing the natural ambience of the climb.

4. Conclusions

The small island territories without the opportunities of either the tropical or cold island territories need to adopt a tourism development strategy taking into account its specific strengths. In the case of the Azores, tourism is a strategic economic sector and needs to strengthen niche tourism offer taking advantage of a rich natural and cultural heritage, promoting and qualifying its products, namely by assuming nature and adventure tourism as main products.

Pico Mountain is one important symbol of the Azores and the climb can be a relevant differentiating product to Pico Island and to the Azores. The climb is consensually considered by stakeholders a product providing high quality experiences, both tangible and intangible. Despite growing demand, limiting factors include: high seasonality, maximum number of visitors especially during peak season, low flexibility in the product due to restrictions to one trail only and limited personnel and resources (4 rangers for the island) limiting surveillance and maintenance of the trail.

Conditions have improved significantly for both visitors and guiding services providers but further actions are required to consolidate and ensure sustainability of the product, both in terms of quality and safety to visitors as well as to nature conservation. Challenges include: diversification of supply in a scenario of increasing demand maintaining the balance between tourism activities and the aims of nature conservation; strengthening of environmental interpretation aspects; upgrade of visitors centre conditions to be more functional, extended opening hours, availability of small shop, and provision of an open space for shelter and basic functions when closed; integration of a dedicated area in the tourism official site (VisitAzores) with information relevant to visitors looking for climbing Pico providing information on the route, required and recommended equipment, services providers (companies, guides), reservations for the climb and weather forecast.

Upgrade of the visitors centre is under study and improvement of services and working schedules are also under consideration. Reduction of seasonality is more complicated due to the region high seasonality of tourist and the high dependence of weather conditions but can be somehow reduced.

Results show considerable consensus between the stakeholders on the strategic importance to the region of nature-based tourism, as well as on the need to ground the tourism development model of the Azores in sustainability. However, some dissatisfaction on both the planning instruments and management model currently adopted was found.

Furthermore, there are conditions and potential for growth in the number of visitors despite some weaknesses which should be adequately dealt with and overcome to strengthen this product potential.

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MOTIVATIONS FOR PARTICIPATING IN GEOCACHING ACTIVITIES IN PORTUGAL

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Abstract

Geocaching is a sport-recreation activity considered as a postmodern treasure hunting game. Associated many times with the movement to distant places, the searching for new landscapes, culture and adventure, Geocaching is being integrated in the tourism industry. The goal of this paper is to understand the motivations of the participants to practice Geocaching activities, within the Geocachers' community in Portugal, and to compare the respondents' sociodemographic characteristics among Geocaching motivations. An online survey by questionnaire was applied and 613 answers were obtained. The target population included those living in Portugal, with more than 18 years of age, and that have participated in Geocaching activities. Data was analysed in the IBM SPSS21 and univariate, bivariate and multivariate analyses were applied. The main motivations observed were: "to appreciate the landscape", to "live the nature", "to stay close to the nature" and "to escape to the quotidian". The factorial analysis allowed reducing the 26 items in 5 dimensions: 1) escape; 2) sociability; 3) independency/ self-expression; 4) challenge/ adventure; 5) culture/ learning. Some statistic differences between sociodemographic's among the 5 motivation dimensions were observed. This data can support market segmentation and give important information for the decision making process by several actors of the territories where the Geocaching activities occur.

Keywords: Geocaching; Development; Motivations; Policies; Sport tourism.

1. Introduction

Geocaching is a sport-recreation activity considered as a postmodern treasure hunting game (Boulaire & Hervet, 2012) using GPS (Global Positioning System) enabled devices, where participants navigate to a specific set of GPS coordinates and then attempt to find the geocache (container) hidden at that location (Groundspeak, 2014). Geocaching is a set of games where you can find and/or hide different caches, like *Traditional Caches*, *Multi-cache*, *Letterbox Hybrid*, *Mystery* or *Puzzle Caches*, *Earth Cache*, *Wherigo* and *Virtual Cache*, among others (Groundspeak, 2014). There are also organized geocaching events (Geo Events) called *Event Cache*, *Cache in Trash Out Event (CITO)*, *Mega-Event Cache* or *Giga-event Cache* (Groundspeak, 2014).

Geocaching began in the year 2000, with the placement of the first geocache in Portland, United States, after the civil availability of the GPS, and has spread later to Europe and for the rest of the World (Cameron, 2011). Geocaching emerged during the last few years as the result of cultural, technological and geographical innovations which created new strolling practices (Boulaire & Hervet, 2012). Currently, it is estimated that there are 2 million geocachers worldwide (Groundspeak, 2014). Portugal also accompanied this geocaching growth movement, estimating that in 2013 there were more than 35 thousand geocachers (Geopt, 2014).

Associated to the movement to distant places, the searching for new landscapes, culture and adventure, geocaching is being integrated in the tourism industry. In this regard, geocaching can be used in different ways to promote tourism in the territories (Boulaire & Hervet, 2012): i) by promoting geocaching you can promote how a territory serves this

activity and can offer interesting and varied experiences for the geocacher and; ii) promoting a territory and use the geocaching as a way to discover it. Geo Events and Geotours are good examples of this framework.

Geocaching is also being integrated in sport tourism activities, as a goal to access to difficult places that requires special skills (Boulaire & Hervet, 2012), including those required in several Nature Sports such as climbing, mountaineering, canyoning, among other activities. Some geocache's paths can also be organized by sport tourism organizations, resulting in the creation of *GeoTours* or *GeoTrails* that can be followed by both accomplished athletes and families, by foot, bicycle or ride (Boulaire & Hervet, 2012).

The study of the motivations in sport and tourism, and in geocaching in particular, is important because it allows the understanding of the participants' behaviour, enabling the adjustment of an adequate offer. Motivations can be defined as the global integrating network of biological and cultural forces, which gives value and direction to travel choices, behaviours and experiences (Pearce, Morrison & Rutledge, 1998), integrating both push and pull factors (Crompton, 1979). Push factors represent socio-psychological motives that drive people to travel or to participate in some sport tourism activity, such geocaching, and when the general decision to participate is made. Pull factors motivate tourist to choose a specific destination. Motivations are thus a fundamental concept in sport and tourism literature because they are seen as a major influence in the choice destination.

Destination choice can be expected to be influenced by a complex set of motivations, both general tourism motivations as well as specific sport-related motivation (Robinson & Gammon, 2004). These motivations differ depending on the activity (Flucker & Turner, 2000) as on the importance that sport has within the vacation (Weed & Bull, 2004).

Several studies were conducted on different sport tourism activities participation (Chang & Huang, 2012; O'Connell, 2010; Reynolds & Hritz, 2012; Woratschek, Hannich & Ritchie, 2007), including geocaching (O'Hara, 2008; Schneider, Silverberg & Chavez, 2011). In Portugal some studies are focused in several sport tourism or nature related sports. Melo (2013) proposed 6 dimensions to research nature sports motivations, including: environment/ nature; adventure; sociabilidade; higienism; competition and; tourism.

O'Hara's (2008) study on understanding geocaching practices and motivations, based around a diary study and in-depth interviews points to 5 different pull motivations: social walking; collecting; profile and statistics; first to find: competition and urgency; challenge: individual and social aspects.

On other hand, in the empirical study on geocaching motivations of Schneider, Silverberg and Chavez (2011), seven expected benefits (pull factors) emerged from the 26 items investigated: physical fitness, nature experiences, learning, stimulation, relaxation, autonomy, and socialization.

In spite of the size and economic implications of the geocaching, few studies have examined this form of sport tourism and even fewer investigated geocaching motivations. Aiming to fill such a gap in the literature this study was undertaken during the year of 2014. Based on the socio-psychological theory of the pull factors, this work addresses two main objectives: i) to understand the motivations of the participants to participate in geocaching activities and; ii) to compare the respondents' sociodemographic characteristics among Geocaching motivations.

2. Methodology

An online survey by questionnaire was applied during June to July of 2014 and 613 answers were obtained. The survey was composed of 5 groups of questions, including the sociodemographic characteristics (sex, age, working situation, education level and income) and 26 motivation items measured in a 7 points rating scale (1-nothing important, to 7-totally important). Table 2 summarizes the phrases used to operationalize the 26 items of geocaching motivation adapted from Schneider, Silverberg and Chavez (2011). The questionnaire was validated by expert examination and pre-tests application.

The questionnaire was built in *google forms* platform and an accidental or casual sampling technique was used (Marôco, 2011). The target population included those living in Portugal, with more than 18 years of age, and that have participated in Geocaching activities. The dissemination of the questionnaire was made through websites and social media, more precisely in *geopt.org* forum and *facebook* webpages related with geocaching in Portugal, including 135 web pages who accepted the invitation to join the group.

Data was analysed in the IBM SPSS (version 21). Descriptive analyses were first conducted to profile responding geocachers, and to examine the motivations to practice geocaching.

Factorial analysis, by Principal Component Analysis (PCA), using Varimax rotation, was used to reduce the 26 items of geocaching motivation in 5 dimensions or PC. The following criteria were used when deciding the number of PC to extract, in particular (Marôco, 2011): 1) Kaiser-Meyer-Olkin value obtained greater than 0.6 and the significance values, using Bartlett test, below 0.1 in order to reject the null hypothesis and prove the suitability of the analytical method for the treatment of data; 2) the latent root criterion of retaining PC with eigenvalue greater than 1.0 or the scree plot indicating the suitable number of PC that can be extracted before the amount of explained variance becomes too small and; 3) the extracted communalities, representing the percentage of common variance between the variables (items) and the extracted factors greater than 40%; 4) the percentage of variance explained criterion that considers solutions accounting for at least 60% of the total variance as satisfactory. In addition, the reliability coefficient to assess the consistency, the Cronbach's alpha coefficient, was greater than 0.8 for all dimensions and globally, which is considered good (Marôco, 2011).

One-way ANOVA was used to investigate differences between sociodemographic characteristics when analysing the 5 geocaching motivation dimensions. Kolmogorov-Smirnov test with Lilliefors correction was used to evaluate the assumption of normality of the dependent variable in each independent variable in samples higher than 30. If the assumption of normality was not observed we assume the Central Limit Theorem for samples with more than 30 cases. Levene statistical test was used to verify the assumption of homogeneity and Tukey HSD post-hoc test was used to verify the statistical differences between groups when this assumption was verified. Games-Howell post-hoc test was used when the assumption of the homogeneity was not verified (Marôco, 2011).

3. Results and discussion

3.1. Geocachers' sociodemographic characteristics

The majority of respondents (61.8%) of our sample are male which is consistent with the predominant male participation in nature sports in Portugal (Melo, 2013). A major proportion (52.5%) of respondents were young adults between 18 and 30 years old, more

than a third (37%) aged between 31 and 43, and only a small proportion (10.4%) were more than 43 years old ($M=31 \pm 0.5$). These results are also consistent with other results (Melo, 2013).

Table 1. Gender, age, education level, and income indicators of participating Geocachers.

Sociodemographic indicators	N	%
Sex		
Male	379	61.8%
Female	234	38.2%
Age group		
18 – 30	322	52.5%
31 – 43	227	37%
44 – 56	53	8.6%
> 56	11	1.8%
Mean (in years)	31	
Standard deviation	± 0.5	
Education Level		
9 th grade or less	50	8.2%
Secondary school (12 th grade)	245	40%
Higher education studies (Graduated)	249	40.6%
Post-graduate studies (Master or PhD)	69	11.3%
Employment		
Working to others	355	57.6%
Owners of companies or self employees	64	10.4%
Student	122	19.9%
Others	72	12.1%
Income		
Without income	68	11.1%
\leq €500	48	7.8%
501-€1000	271	44.2%
€1001-€1500	121	19.7%
>€1500	51	8.3%
Don't know / Don't answer	54	8.8%

The majority (51.9%) of geocachers has higher education studies, including post-graduate studies (11.3%), and a large proportion (40%) has secondary studies level, which means that this group has a high level of education, above the Portuguese average. Consistent with the higher education levels and the proportion of workers to other (56.6%), and owners of companies or self employees (10.4%), the majority (44.2%) of responding geocachers indicated that they have a monthly income within the Portuguese average (between €500-€1000), or above €1000 (20%). These results are also consistent with high levels of higher education and income among nature sports practitioners already reported in the literature (Melo, 2013).

3.2. Geocachers motivations

A set of 26 items were used to analyze geocaching pull motivations (Schneider, Silverberg and Chavez, 2011). Five dimensions were identified explaining 61.9% of total variance. The dimensions were named as follows: “escape”, “sociability”, “independency/self-expression”, “challenge/ adventure”, and “culture/ learning”. Results are shown in Table 2.

Table 2. PCA results for geocaching motivations.^a

Principal Components	Variables	Mean Score	SD	Loadings	Variance (%)	Cronbach's alpha
Escape	1. To enjoy the scenery of the woods	6.1	1.0	0.655	16.1	0.810
	2. To get exercise	5.2	1,4	0.612		
	4. To experience nature	6.1	1,0	0.679		
	7. To feel healthier	5.3	1,4	0.596		
	8. To be close to nature	5.9	1,1	0.659		
	11. To get away from the usual demands of life	5.9	1.2	0.452		
	15. To relax physically	5.4	1,4	0.579		
Sociability	6. To participate in recreational activities	5.2	1,4	0.452	14.7	0.828
	14. To do something with my family	4.9	1.7	0.624		
	18. To be with people who enjoy the same things I do	5.3	1.5	0.719		
	20. To share my skill and knowledge with others	4.5	1.6	0.567		
	22. To be with members of my group	4.8	1.6	0.768		
	26. To meet new people	4.7	1.7	0.603		
Independency/self-expression	19. To experience solitude	3.7	1.9	0.820	11.9	0.812
	21. To think about my personal values	4.0	1.8	0.595		
	23. To be away from other people	2.5	1.7	0.775		
	24. To be on my own	3.3	2.0	0.878		
	25. To be creative by doing something such as sketching, painting, taking photographs	4.1	1.9	0.453		
Challenge/adventure	3. To experience new and different things	5.8	1,1	0.619	10.7	0.840
	5. To test my skills and abilities	5.1	1.4	0.788		
	9. To challenge myself	5.0	1.6	0.798		
	12. To use my own equipment	4.0	1.7	0.483		
	16. To have a wilderness experience	5.7	1,1	0.532		
	17. To have thrills and excitement	5.6	1,3	0.505		
Culture/ learning	10. To learn about the natural history of the area	5.6	1.3	0.841	8.5	0.916
	13. To learn about the cultural history of the area	4.0	1.7	0.817		

^aRotation method: Varimax with Kaiser normalization; 61.9% of variance explained; Bartlett's test of sphericity is statistically significant at the 0.01 level; KMO value of 0.914.

All 26 motivation items listed were rated at least moderately important to respondent's geocaching participation, excepting the motives - "to be away from other people" ($M=2.5 \pm 1.7$), "to be on my own" ($M=3.3 \pm 2$) and "to experience solitude" ($M=3.7 \pm 1.9$), all included in the independency/self-expression dimension (Table 2). In other hand, the main motives observed were "to enjoy the scenery of the woods" ($M=6.1 \pm 0.98$); "to experience nature" ($M=6.1 \pm 0.99$), "to be close to nature" ($M=5.9 \pm 1.1$) and "to get away from the usual demands of life" ($M=5.9 \pm 1.2$), all motives included in the escape dimension. Comparing these results with results presented in other studies, we can considerer that the main

motivates for participating in geocaching activities in Portugal are similar with the main motivations to participate in geocaching in other countries (Schneider, Silverberg & Chavez, 2011), as in nature sports activities in Portugal (Melo, 2013).

3.3. Differences in geocaching motivations by sociodemographic characteristics

The 5 dimensions of geocaching motivations obtain by PCA are now used to compare sociodemographic characteristics of geocachers (Table 3).

Results show statistical differences between male and female groups in “escape” ($F_{(1,611)} = 5,514$; $p\text{-value} = 0,019$; $\eta^2 = 0,009$; $Power = 0,758$; very small dimension of the effect), “sociability” ($F_{(1,611)} = 5,070$; $p\text{-value} = 0,025$; $\eta^2 = 0,008$; $Power = 0,727$; very small dimension of the effect) and “independency/ self-expression” ($F_{(1,611)} = 18,778$; $p\text{-value} = 0,000$; $\eta^2 = 0,030$; $Power = 0,996$; small dimension of the effect) geocaching motivation dimensions. In terms of these gender differences, men appear to be more motivated by “independency/ self-expression” than women as described in other studies (O’Connell, 2010). The findings from this study also support other results (O’Connell, 2010; Melo, 2013) that noted that women were motivated by the chance to escape (i.e. to enjoy or experience nature; to get exercise and feel healthier; to get away from the usual demands of life and; to relax) more than men. Female group also value more “sociability” dimension comparing with male group. One can hypothesise that geocaching can provide for women a more ‘intimate’ experience with the nature, to get away from the usual demands of life and provide the opportunity to meet new people.

Statistical differences among age groups are just observed in “escape” dimension ($F_{(3,609)} = 2,397$; $p\text{-value} = 0,067$; $\eta^2 = 0,012$; $Power = 0,599$; small dimension of the effect) between 18-30 years and 31-43 years groups. The second group is the one that most value this dimension while the first is the one that less values this dimension. This could occur because 31-43 years group is the one that is most exposed to professional and social/ familiar pressures and uses geocaching to “get away from the usual demands of life”.

Within the different groups of levels of education, statistical differences were found in the “sociability” ($F_{(3,609)} = 3,554$; $p\text{-value} = 0,014$; $\eta^2 = 0,017$; $Power = 0,787$; small dimension of the effect) and “challenge/ adventure” ($F_{(3,609)} = 2,404$; $p\text{-value} = 0,065$; $\eta^2 = 0,012$; $Power = 0,604$; small dimension of the effect) dimensions. Individuals with secondary education level are the ones that value sociability the most, while individuals with post-graduate studies are the ones that less values this dimension. Individuals with secondary education level are also the ones that put more value in “challenge/ adventure” while the group with higher education studies is the one that less values this dimension.

Statistical differences among working situation groups were observed in “sociability” dimension ($F_{(3,609)} = 3,553$; $p\text{-value} = 0,014$; $\eta^2 = 0,017$; $Power = 0,787$; small dimension of the effect), and culture/ learning ($F_{(3,609)} = 4,390$; $p\text{-value} = 0,005$; $\eta^2 = 0,021$; $Power = 0,873$; small dimension of the effect). Owners of companies or self employees are the ones that less value the “sociability” dimension while others (i.e. retired) are the ones that most value this dimension. Students are the group that less value culture/ learning dimension while the group that are working for others and the others group (i.e. retired), are the ones that most value this dimension.

Results also show statistical differences among different incomes groups in “challenge/ adventure” dimension ($F_{(5,607)} = 2,424$; $p\text{-value} = 0,034$; $\eta^2 = 0,020$; $Power = 0,769$; small

dimension of the effect). Statistical differences were observed between the group without income with individuals with higher incomes (>1500€). Individuals with no income are the group that most value “challenge/ adventure” dimension and individuals with higher incomes (>1500€) are the group that less value this dimension. There are also observed a decreasing of the valorisation of this dimension with the increase of the income.

Table 3. Comparison of sociodemographic characteristics trough geocaching motivation.

Sociodemographic Characteristics		Dimensions of Geocaching Motivations				
		Escape	Sociability	Independency/ self-expression	Challenge/ adventure	Culture/ learning
Sex	G1. Male	-,0742520	-,0712230	,1356070	,0372092	,0494816
	G2. Female	,1202629	,1153570	-,2196369	-,0602662	-,0801433
	ANOVA	5,514*	5,070*	18,788*	1,375	2,437
	Pos-hoc test	G1<G2	G1<G2	G1>G2	NSD	NSD
Age	G1. 18-30	-,0999397	,0133275	-,0933311	,1184140	-,0694484
	G2. 31-43	,1219384	,0182830	,0202724	-,0966060	,0003332
	G3. 44-56	,0978296	-,2482633	,4280923	-,2555869	,2556102
	G4. >56	-,0622194	,4287494	,2510808	-,2412402	,7944908
	ANOVA	2.397**	1,814	4,511*	3,625*	4,046*
	Pos-hoc test	G1<G2**	NSD	NSD	NSD	NSD
Education level	G1. 9 th grade or less	,0197738	,0760377	,2108858	,0578371	-,1940895
	G2. Secondary School	-,0387741	,1161717	,0853822	,1016501	-,0319422
	G3. Higher Education	,0316150	-,0449783	-,0858608	-,1274508	-,0047319
	G4. Post-graduate studies (Master or PhD)	,0092584	-,3052807	-,1461391	,0570887	,2711385
	ANOVA	,213	3,554*	2,457**	2,338**	2,421**
Pos-hoc test	NSD	G2>G4*	NSD	G2>G3**	NSD	
Working situation	G1. Worker to other	,0465765	,0029259	,0270739	-,0126285	,0770976
	G2. Owners of companies or self employees	-,0533548	-,3266631	-,0385333	-,1766540	-,0369005
	G3. Student	-,0837698	,0313372	,0057034	,1549321	-,2803078
	G4. Others	-,0402780	,2228414	-,1089019	-,0432327	,1276325
	ANOVA	,641	3,553*	,403	1,712	4,390*
Pos-hoc test	NSD	G2<G4*	NSD	NSD	G1>G3* and G3<G4*	
Income	G1. Without income	-,0130639	,1443658	-,1406617	,2445984	-,2192670
	G2. < 500€	-,0104918	,0416843	,0923791	,1945700	,1495173
	G3. 501€ < 1000€	,0192637	,0043610	-,0741606	,0155892	,0536740
	G4. 1001€ < 1500€	,1141063	,0245608	,0740824	-,1232881	,0025531
	G5. >1500€	-,1079900	-,1839842	,3020588	-,2864095	-,0391588
	G6. DK/DA	-,2245907	-,1220037	,0159138	-,0124444	-,0948918
	ANOVA	1,002	,821	1,725	2,424*	1,139
Pos-hoc test	NSD	NSD	NSD	G1>G3; G1>G4; G1>G5; G2>G3; G2>G4; G2>G5; G4<G6 and G5<G6	NSD	

*Significant at the 0.05 level; ** Significant at the 0.10 level; NSD - There are no statistical differences between groups.

4. Conclusions

This study aimed to respond to the need of a better understanding of the geocachers' sociodemographic profile in Portugal and their motivations to practice geocaching given the size of this sport tourism niche. Findings of this study indicate that the sociodemographic profile of geocachers is similar to other nature sports participants in Portugal (Melo, 2013), characterized mainly by male participants, young individuals with decreasing participation with the increase of the age, with very high education, and working to others. Some differences are evidenced in the income variable, considering that in this study, the higher number is observed in the 500-1000€ (in the Portuguese income average) contrariwise the nature sports study (Melo, 2013), that identify the higher number above the Portuguese income. In this regard, the potential of the geocaching is very attractive given the sociodemographic composition of their participants (with more educational qualifications) that allow having more sustainable behaviours in the place of geocaching practices, as described in other studies (Melo, 2013; Pociello, 1981).

The relevant motivations regarding geocaching participation were also identified. The geocachers' motivations are similar to other nature sports participants (Melo, 2013), mostly related with interest about nature (e.g. to enjoy the scenery of the woods, to experience nature and to be close to nature). Additionally, given the recent emphasis on physical fitness and health promoted by public institutions (i.e. European Union; World Health Organization; American College of Sports Medicine; among others), the physical activity element associated with geocaching is of interest and identifies geocaching as a possible addition to the suite of existing physical experience opportunities in natural and outdoor areas.

Several differences were also observed when comparing sociodemographic variables among the 5 geocaching motivation dimensions. This data can support future work in geocachers' segmentation based on their motivations, that might give important information for the decision making process by several actors on the territories where the geocaching activities occur. Based on the segmentation, the destination managers can decide which geocacher group is most attractive to them based on the strengths and resources of the respective destination, and determine which aspects of the destination product should be highlighted in promotion materials. This data can also allow improving some destination resources to better suit the geocachers.

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TRENDS IN DEMAND OF SLOVENIAN SPORT TOURISTS. WHAT IS THE FUTURE OF (DEMAND AMONG SLOVENE) SPORT TOURISM?

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Abstract

Sport tourism in the developed world is a very large part of overall economic activity, which includes many consumers and providers some of whom do not even realise that they are part of a global sport tourism system. Sports tourism has been developing at such a pace that it has opened a window of opportunity in tourism and business terms. Analysing sport tourism demand from Slovenia is the focus of this paper. The trend in the historical data from Statistical Office of the Republic of Slovenia presented here shows a small decrease in the demand for sport tourism between the years 2000 and 2012, although year-on-year variability can be quite significant. In addition, a survey among students was conducted in 2012 to understand how they engage in sport, both in their every-day leisure time and when travelling as a tourist. From the results it was evident that students showed a lower interest in sport as a motive for travelling in comparison to sport as an every-day leisure activity, which, when considered with the official statistical data, should be a warning for the future of sport tourism both in Slovenia and internationally.

Keywords: Slovenia; Sport tourism; Sport tourism market; Trends.

1. Introduction

Although sports tourism has been a fast growing and developing sector in the last decades, the research on the connection between sport and tourism has begun only in last decade (Higham & Hinch, 2001, 2002). A primary reason for this new interest lies in the fact that demand for holidays connecting sport and tourism has been one of the fastest growing types (Gibson, 1998, 2003; Seddighi & Theoracharous, 2002), where the connection between sport and tourism even accelerates globalisation in business, marketing and associated industries (Keller, 2003). The report of the UNWTO (2000) states that economic benefits of sport in developed countries represents on average 1-2% GNP, which compares favourably with tourism where this figure is 4-6% (Ritchie & Adair, 2002). Authors that have researched the connection between sport and tourism (Gibson 1998, 2003; Bartoluci, 1995, 2003; De Knop & Van Hoecke, 2003; Hinch & Higham, 2011; Radicchi, 2013; Sobry, 2011; Standeven & De Knop, 1999; Turco, Riley, & Swart, 2002; Weed, 2001; Weed & Bull, 2004; 2009) all agree that sport tourism has opened a window of opportunity in business terms; a fact that is particularly relevant for Slovenia where a high percentage of the residents follow or participate in sports activity (Slak Valek, Jurak, Bednarik, 2011).

An interest in sports activity when travelling is a modern phenomenon as shown by the travel behaviour of "old" tourists which is very different from "new" tourists, a fact confirmed in many research studies (Auger et al., 2010; Buhalis, 2001). These also indicate that the latter segment are more adventurous, more flexible and more self-organized, but also more exacting and more difficult to satisfy (Pulido-Fernández & Sánchez-Rivero, 2010; Song et al., 2012; Yoon & Uysal, 2005). Generally, the modern tourist's wishes are different

and unique and require more specific products (Weiermair, 2003). Slak Valek, Jurak and Bednarik (2011) have also found that a sport tourist spends more on sports activities and less on accommodation, which makes a sport tourist significantly different than tourists with other motives for travelling. With the merging of sports and tourism into sport tourism, Hritz and Ross (2010) confirmed that sport tourism is one of the largest and fastest-growing segments of the travel and tourism industry and one that is receiving increased attention for its social, environmental, and economic development opportunities. Estimates show sport tourism is a multi-billion dollar business and one of the fastest growing segments of the \$4.5 trillion global travel and tourism industry (Dehnavi et al., 2012).

Looking at all this exciting global data is encouraging and naturally leads us to analyze the sport tourism demand by a particular country--Slovenia. Although the data produced Eurobarometer (2014) shows that 51% of Slovenes exercise or play sport at least once a week, a figure somewhat higher than the European average of 41%, Slak Valek, Jurak, Bednarik (2011) claim that only 6% of the residents of Slovenia are sport active while travelling. This is despite sport playing an important part in the bringing up of Slovene children (Kovač, 2006) where, at the same time, it has positive effects on family relationships. Moreover, as Doupona (2002) concluded that, since women play a dominant role in the formation of the sports life of a family, it is important for women to participate in sport, a fact that is evident to a large extent in Slovenia. One would say that Slovenia has all the potential to educate a healthy and sportive population, and should therefore be associated with a great potential in sport tourism demand. Consequently our hypothesis is that most tourists travelling from Slovenia will engage in sport and that in particular the young population will show a keen interest in sport activities as part of that travel experience.

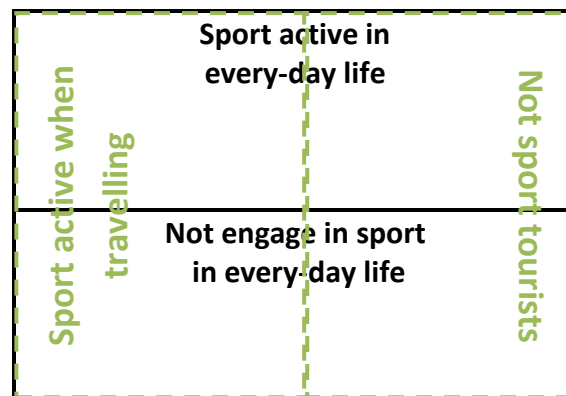


Figure 1. The Market for Sport & Tourism (Slak-Valek, 2010).

Taking this into consideration, in addition to the analyzing national data from SORS, a survey among students of a university in Slovenia (University of Primorska) was conducted with an aim of identifying the four 'sports tourism segments' amongst them. The response to this question is important when considering the future market for sport tourism, since today's students are potentially our future leaders and their life-education should include sports activity such that as part of the population they will find a place in one of the two active sport-tourism groups and not the others. The finding should also be interesting from a marketing point of view, in terms of identifying from the four segments which one has the biggest potential as a sport tourism target group within the Slovenian population.

2. Data and methods

Tourism becomes a business when tourism demand and tourism supply overlap; this we call a tourism market. Market opportunities relate in their essence to customer, which means that it is appropriate to consider consumer behaviour to gain an understanding of their attitudes and behaviour (Powers, 1997). The tourist, travelling to other places and other countries represents a demand; they are customers of the tourism industry. For this and many other reasons, the current investigation focuses on the characteristics of sport tourists from Slovenia and how the market has changed in the period of twelve years between 2000 and 2012.

The data source is the official statistics collected from a Quarterly Survey on Tourism Travels of the Domestic Population by the Statistical Office of the Republic of Slovenia (SURS). The data represents the whole of the Slovene population. Data on tourist trips for the domestic population are collected regularly by a computer-assisted telephone survey (CATI). The survey is carried out quarterly, i.e. every three months, in January, April, July and October, although our data for analysis is aggregated to the annual totals. From a selection of all household members respondents are selected according to the "first birthday rule". The sample is stratified systematically and the stratum is defined by the statistical regions of Slovenia (12 regions) and the type of settlement within the region (6 types). The number of units (telephone numbers) in each stratum is proportional to the percentage of people aged 15 years or more, living in the area of the statistical region and the size of settlement. In the first, second and third quarters 3,000 telephone numbers are selected in the sample and 6,000 in the fourth, so that every year the initial sample is 15,000 although in different years the response rate may vary. From the surveys collected from all the residents, those who stated they have not travelled have been removed and only tourist-active respondents included in the final data set. Data were weighted according to the SURS recommendations to match the population statistics by region and settlement type.

Among Slovenia residents we find people that for some reason do not travel and those who do travel (tourists). Among all tourists, the identification by the motives for travel is possible: rest and relax, sport activities, visiting attractions, visiting events, taking part in events, health reasons and others (VRF). However, the share of sports related motives is our primary concern here.

Apart from the data from SURS, a survey among students from a major Slovenian university was also conducted. Students were asked, along with basic demographics, two simple questions:

1. "The following question is related to your free time, that is, time you are not occupied with work or household duties or other activities that you are obliged to do in everyday life. What is your main activity in your leisure (every-day) time? Please think about one-main activity you can identify yourself with and tick it. In my leisure time I mainly do:....

2. "Now please think about your travel time, vacation, holiday, trip, in your own country or abroad. This is the time when you do not have class (July and August), you do not work, the time when you are free for travel. Think about your last vacation, travelling. What was your main motive for travelling? (mark one, main motive).

Following answers were possible:

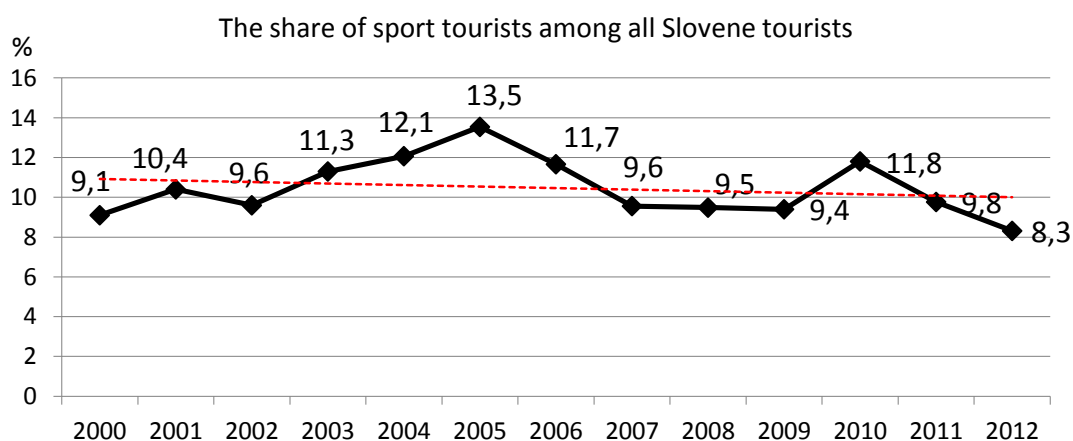
1. Every-day free time	2. Main motive for travelling
- Shopping	- Shopping
- Going to spas, hot springs, health resorts	- Relax in spa, hot spring, pool, health resort
- Participate in sport (being active doing any kind of sport activity)	- Participate in sport; doing any kind of sport (sailing, golfing, running, ...)
- Attend cultural events (concerts, live theatre, exhibitions, visit museums, galleries)	- Attend cultural events (concerts, live theatre, exhibitions, visit museums, galleries)
- Attend sport events (as spectator)	- Attend sport events (as spectator)
- Go to the cinema, watching movies	- Go to the cinema, watching movies
- Reading books or magazines	- Reading books or magazines
- Play games, video-games or other games on computer or mobile phone	- Play games, video-games or other games on computer or mobile phone
- Religious activities (pray, visit church..)	- Religious activities (pray, visit church..)
- Artistic creating (photography, calligraphy, sculpture, design..)	- Artistic creating (photography, calligraphy, sculpture, design..)
- Sleep	- Sun, sand, beach
- Watch TV, DVD, videos	- Spend time on the Internet/PC
- Spend time on the Internet/PC	- Cooking and exploring different foods
- Cooking and exploring different foods	- Traveling around, exploring the country
- Other	- Other

An online questionnaire was used to collect this data and was active for a period of one month in 2012 (24 Sept – 24 Oct, 2012). Answers from 132 students were obtained (N=132), the results for which are shown in the following discussion.

3. Results

The first part of discussion addresses the results from the SURS official data, while the second part represents the answers given by the students from the University of Primorska in Slovenia.

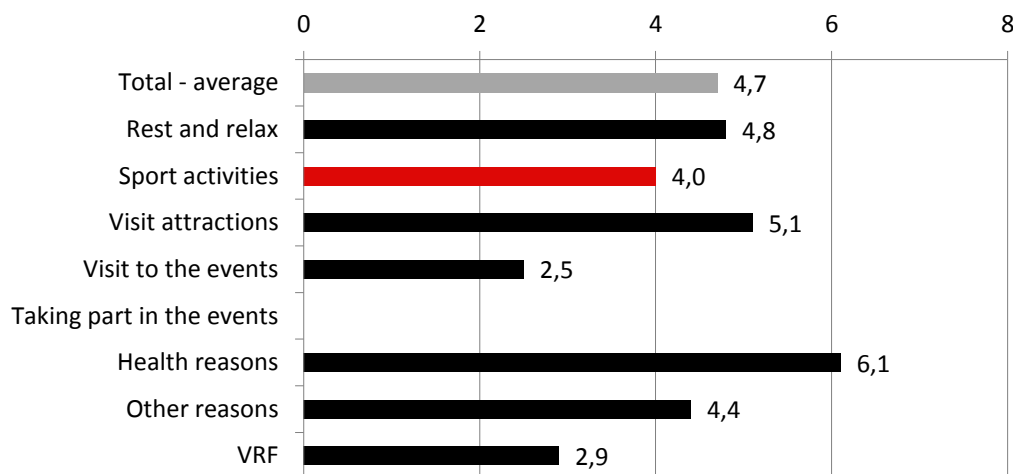
In order to show the trends in sport tourism demand by Slovenians a span of 12 year's data has been analysed. The share, as presented in Picture 1, represents the percentage of tourists whose main motive for travelling was sport activities.



Picture 1. Trend in sport tourism demand from Slovenia 2000-2012 (% of tourists).
Source: SURS.

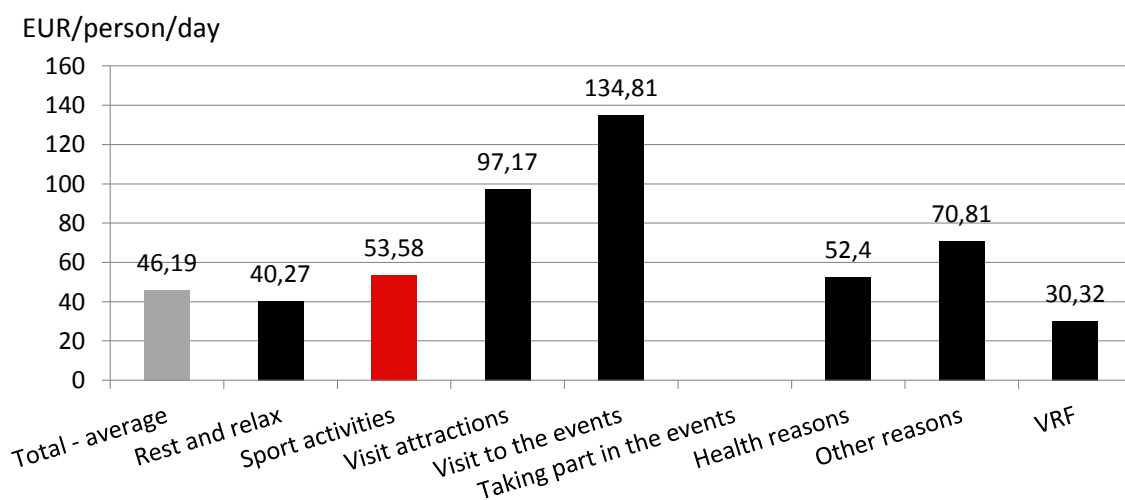
The data shows some differences in the share of sport tourism demand from Slovenia in the study period. The highest demand for sport tourism was found in 2005 but fell to its

lowest level in 2012, which was relatively recently. In fact, the trend line shows a small decrease over the period of 12 years. Starting in the year 2000 some 9.1% of Slovene tourists were travelling mainly for sport, but more current data shows a smaller share (8.3%). Although, the trend was positive between 2000 and 2005, in later years the share of sport tourists started to decrease.



Picture 2. Average length of stay (in nights) of Slovenes private trips in 2012.
Source: SURS, 2012.

Data in Picture 2 shows the average number of overnight stays made by Slovene tourists in 2012 by their motives for travelling. It was found that the longest trip (6.1 nights) were made by tourists motivated by health reasons (curative and preventive), and the shortest was for tourists visiting an event, who stayed for 2.5 nights on average. The overall average shows length of stay for all tourists regardless of motive, which is 4.7 nights. Focusing on sport tourists, this segment stayed for an average of 4 nights in 2012, which is a little less than the total average (4.7).



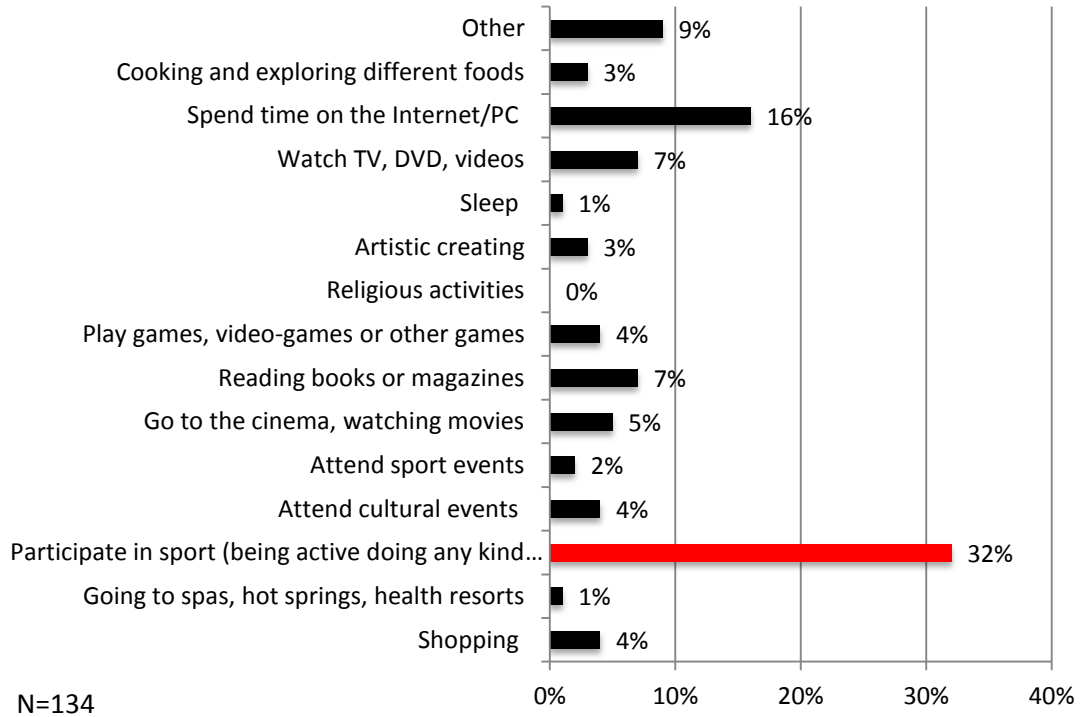
Picture 3. Daily expenditure of Slovene tourists in 2012 (in EUR).
Source: SURS, 2012.

The average daily expenditure of Slovene tourists in 2012 was 46.19 EUR. Tourists visiting events spent the most (134.81 EUR per day), while tourists visiting relatives and

friends spent the least – only 30.32 EUR per day. The sport tourist spent a little more than 53 EUR per day.

3.1. Results of a survey among students

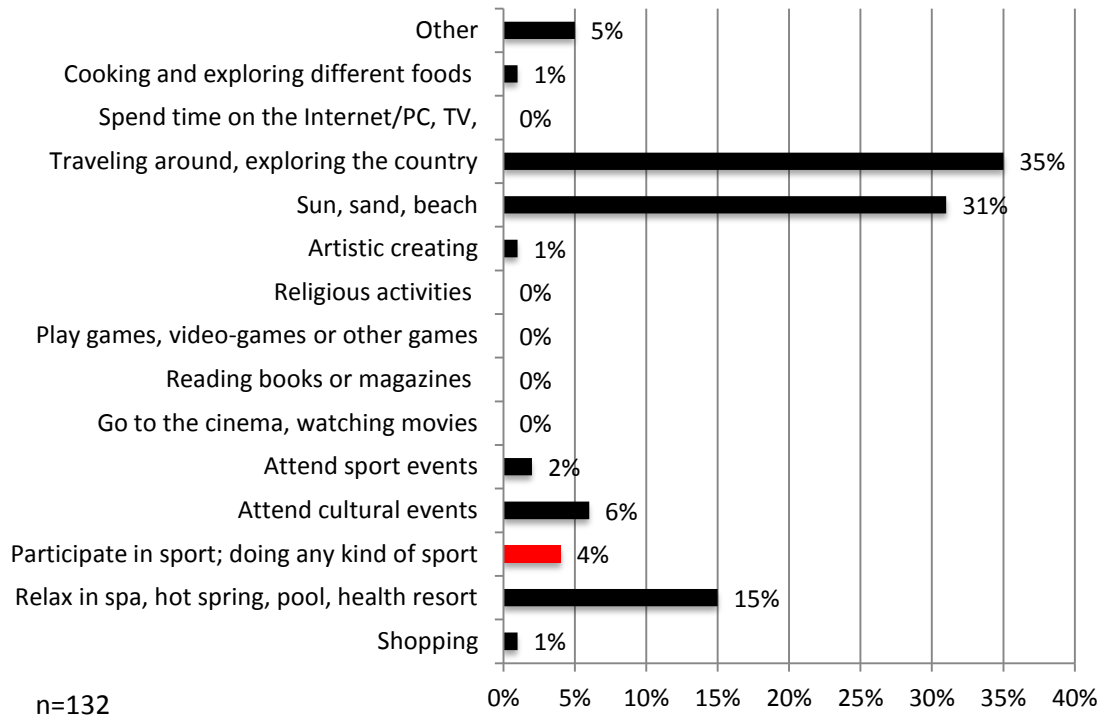
Students at the University of Primorska were asked to answer two activity related questions; firstly to identify their every-day leisure time activities and secondly their motives of travel during vacation times.



Picture 4. Main activity in student's every-day leisure time.

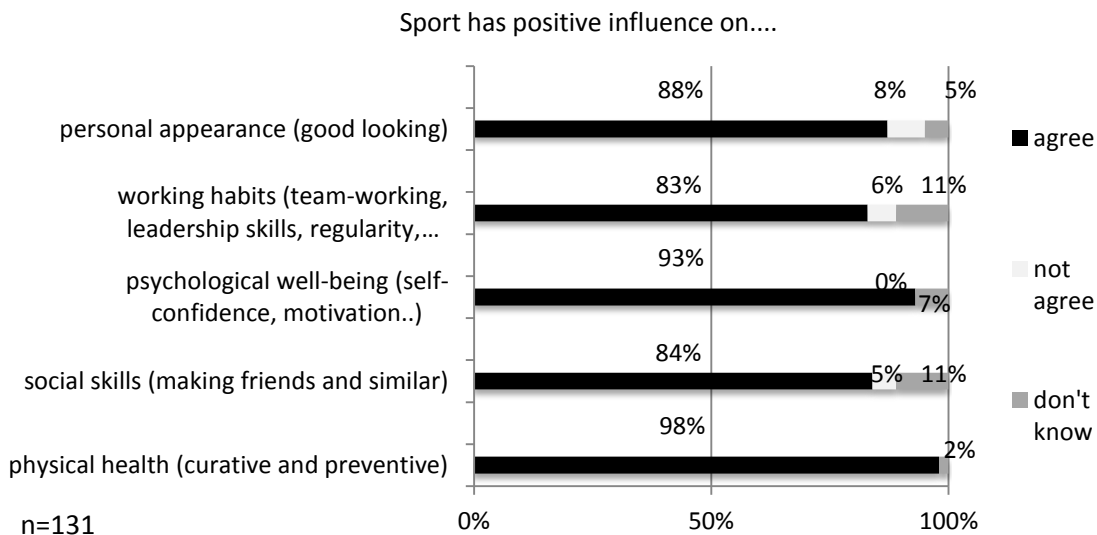
Picture 4 shows the results for students' main activities in their free time, which is the time they are not occupied with study, work or household duties or other activities that they are obliged to do in every-day life. These activities are called 'every-day leisure activities' for the purposes of this paper and students were asked to choose only one activity to represent what they mainly do. The results show a high level of interest in sport activities (32%), followed by spending time on the Internet or computer (16%) or doing other activities (9%), which are not listed in the Picture 5 (e.g. playing a guitar is an example of one of those answers).

On the other hand, in Picture 5, the data represents the students' main motives for travel. The results convincingly show that students' main interests in travelling are about exploring different countries and cultures (35%). A significant level of interest (31%) is shown for 3S trips (sea, sun, sand) and spa/health resorts attracts 15% of students. All this occurs despite being within a student group where 32% of them take part in sport activities in their every-day life (Picture 4), but only 4% show an interest in sporting activity while travelling for leisure (Picture5).



Picture 5. Student's main motive for travel.

Due to the widespread promotion of sport and sport activities in terms of the influence sport has in human health, students were asked to identify if the positive influence of sport had an impact on their lives. It is clear that students in Slovenia are aware of the many positive advantages of sport from all points of views including physical wellbeing, social integration and psychological health (Picture 6).



Picture 6. Student's awareness about sport influences.

4. Discussion and conclusions

The trend, based on the official data from SURS between 2000 and 2012, shows a decreasing level of sport tourism demand, with the average length of stay of a sport tourists being shorter (4.0 nights) than the overall average (4.7 nights) and the daily expenditure of a

sport tourist being just slightly higher (53.6 EUR/person) than the average for all Slovene tourists (46.2 EUR/person). Health reasons as a travel motive show the longest length of stay, which may be due to health insurance that covers the costs for health treatments in health resorts for people that need this kind of treatment as prescribed by a doctor. An opportunity for sport tourism exists here as many treatments in health resorts include sport activities for rehabilitation and physiotherapy. Although curative activities are not part of the treatment covered by insurance, people still take part in such sporting activities offered in a health resort, thus showing an additional potential for sport tourism. On the other hand, new sport activities are needed and new challenges presented to increase demand in sport tourism. On the evidence it looks like sport tourism was more popular in last decade, and the trend in motivations is changing to other reasons for travelling. Tourists that travel for visiting events on average stay the least time (2.5 nights), but actually spend the most money (134.8 EUR/person), and these visits of course include sport events in the calculation. Due to the trends shown in this paper, something in the nature of promotion of sport tourism or publication of more attractive offers should be done before those tourists interested in sports begin to travel for other reasons. The facts indicated by Eurobarometer (2014) are that a fierce competition exists among the various types of tourism (sport tourism, health tourism, event tourism, etc.) in terms of share, where the biggest share still falls to the "sun and beach" motive for travelling (46% for all tourists, 66% for Slovenes). Since 'rest and relax' or '3S' motives represent a passive way of spending a vacation, other motives which engage the tourist in an active holiday, should find a some way of appealing to more tourists. In Europe, 25% of Austrians and 25% of Czech Republic residents, show the highest level of interest in sport related travel (Eurobarometer, 2014). To help explain the decreasing trend in the sport tourism demand in Slovenia as shown in the official data by SURS, a behavior and attitudes survey amongst a sample of university students was used to better understand the future of sport tourism.

Today's students represent the adults of the future and their current behaviors and opinions are important for the development of sport tourism demand. Data collected amongst students shows that students do take part in sport in their every-day life as a hobby and leisure activity (32%), and a small number of them choose sport as their main motive for travelling (4%). Here the main question is about which activities those students who are sport active in their free time will take part in when travelling. Promoting sport tourism using positive effects of health and other fitness benefits will not help to attract more sport tourists, since the data shows student's awareness of sport benefits is already quite high. More than 80% of students believe that sport has a positive influence in personal appearance, working habits, psychological well-being, social skills and physical health, but this belief does not make them into a sport active tourist.

Looking at this data, there seems little chance of an increase in sport tourism demand in the near future in Slovenia, without additional sport tourism promotion. It can be concluded that students do not show a strong interest in sport as a motive for traveling; a fact that should raise a warning for the future of sport tourism.

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DEMAND DETERMINANTS OF KAYAK TOURISM IN UPPER SILESIA REGION IN POLAND

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Abstract

Changes taking place on the tourism market in Poland have increased interest of tourists in active spending leisure time. Despite the extensive river network in the region of Upper Silesia, opportunities for kayaking are limited because of river contamination. The aim of this study was to assess the demand determinants of kayaking, and evaluate the relationships between factors influencing the choice of this type of tourism and the demographic characteristics. The following factors: natural values, purity of rivers, cultural values, tourist accommodation, gastronomic facilities, transport availability, price, and weather conditions were taken into account. The study involved 214 kayaking tourists, participants of nationwide kayaking event. The research showed that the strongest determinants influencing on the demand for kayaking tourism in the region were: the degree of water purity (62.2%), weather (28.3%), price (24.8%), and transport accessibility (19.23%). At the same time, differences in the determinants of the gender, age and place of residence were noticed. Basing on the survey, the conclusion to be drawn was the need for further actions aimed at restoring the purity of rivers for the development of tourism kayaking in Upper Silesia as well as necessity to adapt tourist offers to requirements of given societies.

Keywords: Demand, Determinants, Kayak Tourism, Silesia Region.

1. Introduction

Changes occurring in the tourism market in Poland cause, that tourists become more interested in possibilities of spending actively their leisure time. In result, among the various types and forms of tourism, canoe tourism has large growth prospects (American Canoe Association, 2009, Kurtzman, 2005, Niedziółka, 2012).

The region of Upper Silesia has a rich tradition of canoeing. In this area, in Myslowice in 1924 the first canoe club in Poland called "Hellas" was established. It is not possible to say exactly what are the causes of faster, in the initial phase, development of canoeing in Silesia in relation to the rest of the country, but the existing hydrological network has undoubtedly contributed to it (Cholewa, 2013, Chruścicki, 2008).

The landform features of Upper Silesia are very diverse. There are both mountains, uplands and lowlands, stretching from an area of Beskid Slaski and Żywiecki, through the foothills of Beskids, to the Krakow-Czestochowa Upland. The European watershed which separates the Baltic Sea basin from the Black Sea basin runs through the south-western part of the region. The two largest rivers in Poland flow through Silesia Province. The eastern and south-eastern area of the province is located within the basin of the Vistula River (about 50% terrain of the province), and the west and north-west area is situated within the Odra River basin (about 50% terrain of the province). Moreover, in the south of the province a part of the Danube basin (24.2 km²) is located (Cholewa et al., 2012, Kondracki, 1994).

In the province, there are three zones of varying density of the river network. The largest one is situated in the southern part of the province. A central part of the province is

characterized by lower density of the network, which is, in addition, to a large extent transformed by the activity of human. Last but not least, the smallest zone is characteristic for the northern areas of Silesia province (Absalon, Matysik, 2007, Cholewa et al., 2012).

The diverse nature of the Silesian province environment causes that the flowing rivers in the area differ significantly. They range from the typical mountain rivers with a natural outflow, through mountain rivers of altered water conditions (as a result of building the reservoir), to the lowlands of natural character.

Despite the extensive river network, opportunities for canoeing in the province are limited due to substantial fluctuations in water levels in the mountain rivers as well as significant pollution. The most degraded area is the Silesian agglomeration. Intensive processes of urbanization and industrialization have created many problems with the management and preservation of local water resources, which are characterized by low richness resulting from natural hydrographic features. Distortion of water levels in the area is, among others, the result of the land and river channels transformation as well as a considerable amount of industrial waste, urban waste water and mine water. Significant amounts of the water from other sources increase and balance the flows observed during the year, which refills natural outflow variations. Due to the industrial nature of the region and the high density of population, the area is in the first place in the country in terms of the amount of generated wastewater. Therefore, among others, it is indicated that the greatest environmental threats relate to surface waters (Kowalik, et al., 1996, Leśniok, et al., 2010, Olkowska, et al., 2014).

Taking the diverse and dense river network as well as the high density of population in Upper Silesia into consideration, the purpose of this work is to identify the determinants of demand for canoe tourism. Moreover, an evaluation of the relations between factors determining the choice of this type of tourism and demographic characteristics are another aim of this work.

2. Methodology

The questionnaire was chosen as a research tool. It was designed by the authors of the paper. The following factors concerning a demand for the canoe tourism: natural values, purity of rivers, cultural values, tourist accommodation, gastronomic facilities, transport availability, price, and weather conditions were taken into account. To examine the impact of the tested variables, rating scale questions were used with 1-5 scale (1 – the lowest, 5 – the highest). The questionnaire has been verified in terms of accuracy and reliability in the pilot studies.

In the analysis, the following explanatory variables were considered: gender, age and place of residence of the respondents.

The study was conducted during the Nationwide canoeing organized in Poland taking place in the study area. The characteristics of respondents are presented in Table 1.

Table 1. The respondent's characteristics.

Canoeing	females/ males	Age				Place residence	
		up to 20 (%)	21-30 (%)	31-40 (%)	over 40(%)	Upper Silesia (%)	other region (%)
A	13/39	14,7	50,00	20,59	14,71	84,62	15,38
B	22/36	10,35	41,38	34,48	13,79	82,76	17,24
C	38/66	5,78	30,76	40,38	23,08	81,74	18,26
		9,35	34,58	37,85	18,22	82,71	17,29

A - National Canoeing on Gliwice Canal and Klodnica

B - Kazimierz Kalus National Canoeing - Ruda

C - National Canoe Race in Rybnik

3. Results

Analysis of the results showed that the vast majority of respondents were male (65.89%). Taking into account the age of all respondents without distinction of sex, the largest group included people between 31 and 40 years old (37.85%) and then between 21 and 30 years old (34.58%). It is worth mentioning that a group of people over 40 years old (18.22%) was larger than a group of people up to 20 years old (9.35%). As far as the gender is concerned, the age of participants occurred to be slightly different. A group of women was the most numerous in the age group between 21-30 years (38.13%), while men in the 31-40 age group (39.27%). Among women the least numerous age group included those above 40 years old (4.76%), while in the group of men those up to 20 years old (8.38%).

The vast majority of the respondents (82.71%) declared Upper Silesia as a place of their residence (82.71%), which was characteristic of the participants of all canoeing events.

In order to carry out the main purpose of the work, the answers of all the respondents were taken into consideration. The most affecting determinants of demand for tourism canoeing in the Upper Silesia region are: the grade of water purity (62.2%), weather conditions (28.3%), price (24.8%) and transport availability (19.23%). As the least important factor the respondents pointed the cultural values (6.21%), accommodation (10.32%), gastronomic facilities (14.43%) and natural values (17.32%).

In the subsequent part of the study the separate results obtained among women and men were analyzed as well as according to the place of residence (Table 2).

Table 2. The impact of the determinants of demand on canoe tourism depending on gender and place of residence, the results translated in %.

Determinants of demand	Gender		Place of residence	
	Female (%)	Male (%)	Upper Silesia (%)	other region (%)
Purity of rivers	68,41	59,72	61,73	67,65
Weather conditions	33,38	21,45	30,13	17,99
Price	23,35	25,22	23,72	25,27
Transport availability	19,56	19,09	18,53	22,25
Natural values	23,48	14,25	17,13	19,58
Gastronomic facilities	11,03	25,12	14,21	14,67
Accommodation	16,65	17,92	9,62	13,71
Cultural values	7,39	4,19	5,76	6,65

The most significant factor, both among women and men, was the purity of the rivers, while the least important appeared to be the cultural values. As far as the other

determinants are concerned, there were significant dissimilarities between the men and women. Women rated the weather conditions in the second place, whereas men chose price and accommodation. The largest difference occurred in the assessment of the importance of gastronomic facilities (difference 14.09%) - significantly higher among men, and weather conditions (difference 11.93%) - significantly higher among women. However, taking transport availability (difference 0.47%) and accommodation (difference 1.27%) into account, there were only slight differences.

According to the distribution of respondents by place of residence, as in previous analyzes, purity of the rivers occurred to be the most important. Significant differences between the groups were found in the assessment of the impact of weather conditions (a difference of 12.14%). The inhabitants of Upper Silesia pointed to the greater importance of them, while the influence of the other factors was similar. Subsequent analyzes were performed in a group of men and women by age group (Fig.1., Fig.2.). In all analyzed groups, purity of the rivers to the greatest extent determined the demand for canoe tourism. In the group of women, the other factors were the weather conditions and price, except from the women over 40 years of age. In this group, the respondents pointed natural values and the transport availability after the purity of rivers as the most essential determinants for canoeing. In the group of women aged up to 40 years old, the least important were cultural values, while among women over 40 years old it was the accommodation.

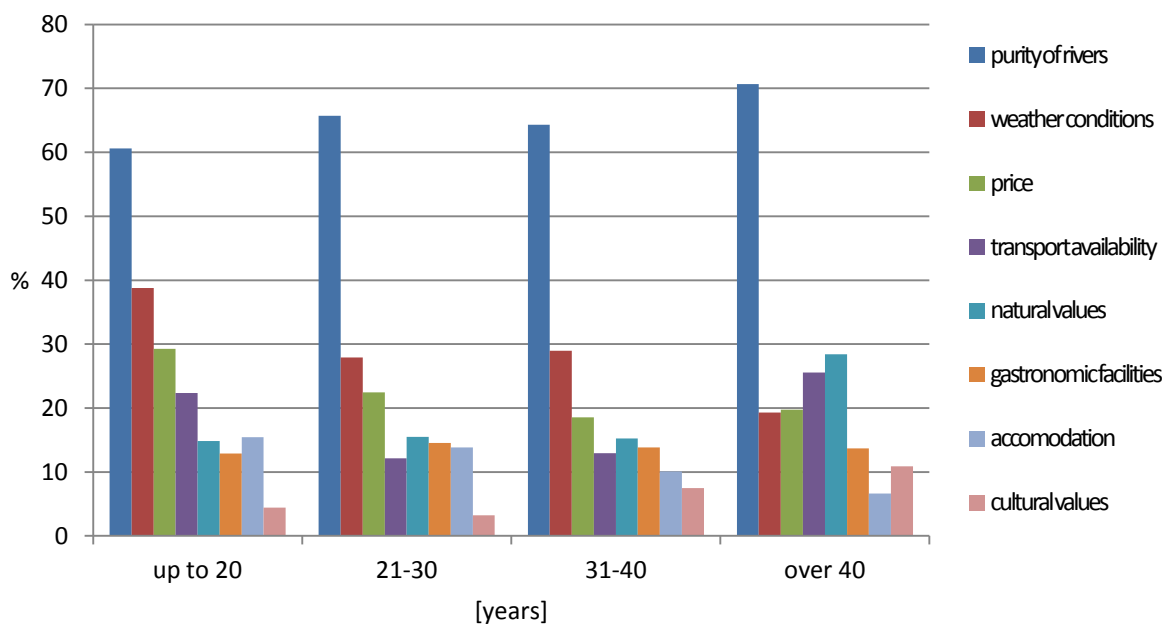


Figure 1. The impact of the determinants of demand on canoe tourism among women according to age.

In the group of surveyed male canoeists, the purity of rivers was also mentioned as the most essential factor determining the demand for canoe tourism. Another factor was the price (in the age group up to 20-years-old men) and the weather conditions in the other age groups. The cultural values occurred to be the least important determinant of the supply.

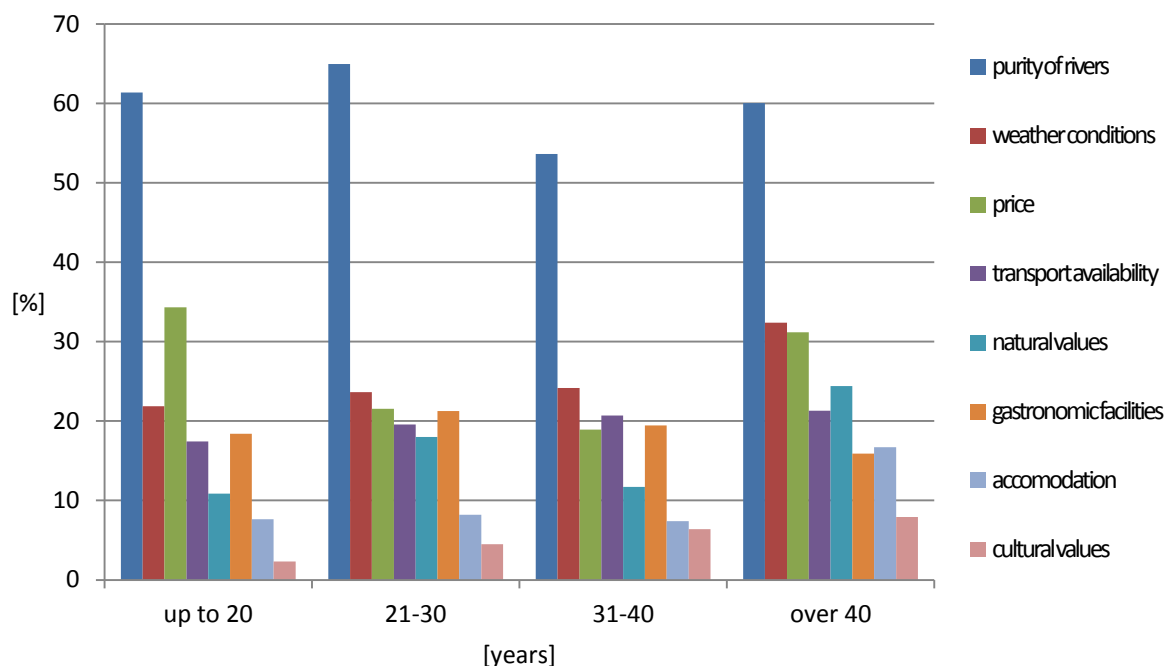


Figure 2. The impact of the determinants of demand on canoe tourism among men according to age.

4. Discussion and conclusions

Analysis of demographic data of canoeists that participated in the research confirms the reports from the literature that mainly young people, with an adequate physical fitness are involved in an active tourism (age 21-40 years) (De Knop, 1990, Gibson, 1998). In the obtained research results, the larger participation of men over 40 years old in relation to 20 years old men comes as surprise. This might be due to a greater awareness of the need for physical activity to maintain health. In contrast, the opposite trend, that is, the smallest participation of women over the age of 40 is probably due to a decrease in the physical fitness, which is quicker among women than men, and hence, the canoeing is less popular (Seohee, Gibson, 2011, Tekin, 2004, Walker, Virden, 2005).

The vast predominance of people living in Upper Silesia may be due to the availability of communication and lack of the necessity of long commuting. At the same time, Upper Silesia is known by the inhabitants of other regions as a typical industrial area, which in result causes little interest in canoeing in the area. Restoring the good condition of the environment, including clean rivers, should be the basis for making all kinds of promotional actions concerning canoeing in Upper Silesia. The purity of rivers in all analyzed groups was the most important determinant of the demand for canoe tourism. Canoeing is connected with direct contact with the water in various situations like boarding the canoe, rowing, getting off or any potential fall. Thus, in order to make that activity attractive, it should be done in a pleasurable surrounding (Absalon, Matysik, 2007, Golja, at al., 2012).

Taking into account the fact that the vast majority of surveyed participants inhabit the area of Upper Silesia, which means the distance from the place of residence to the place of canoeing is relatively small, the impact of weather conditions on the decision to participate in this kind of activity is understandable. Precipitation, ambient temperature and wind reduce the convenience of canoeing (Koza, 2002).

The responses differed in a question concerning the importance of price as a determinant of demand. The importance was greater (in relation to the other respondents) in a group of women and men who are up to 20 years old. This is probably due to the unstable financial situation connected with the education and lack of regular income (Kim, Beck, 2009, Tomik et al., 2014).

The availability of communication did not differentiate the respondents. Due to the high degree of urbanization and industrialization the tested area has a well-developed network of roads as well as bus and rail connections.

Different responses between men and women related to the accommodation and gastronomic facilities. It leads to the conclusion that during canoeing events women expect greater comfort connected with overnight stays and pay less attention to the food, while for men the condition of accommodation seems to be less relevant and they are much more interested in the availability of catering (Gibson, 1998, Walker, Virden, 2005).

The cultural values have the least impact on the choice of canoeing on a given river. This shows the lack of interest in sightseeing or visiting nearby towns. It seems that participants of canoeing orient themselves rather to direct contact with the nature.

The area of Upper Silesia, despite the dense river network, only to a small extent enables the possibilities of canoeing. The reason is the high degree of water pollution. The development of this type of tourism depends on the reclamation of the river and restoring the purity of rivers.

The study indicates the need to adapt the tourist offer to the requirements of a given social group. At the same time it was found that the measures ought to be taken to restore the purity of the rivers in Upper Silesia in order to develop canoeing in the region.

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MEMORABLE EXPERIENCES OF THE ACTIVE TOURISTS IN THE NATURAL ENVIRONMENT: THE CASE OF MOUNTAIN WATER RESOURCES

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Abstract

Natural water resources in the mountain context represent an attraction for tourists akin to experience unique activities that involve adventure, landscape, local culture, meaningfulness, knowledge and novelty. The purpose of this study is to identify the visitors' profile and the differences between two target market tourists in assessing their experience in Canyoning and Levada Walking. A survey based approach was applied to elicit tourists' experiences. Respondents considered the activity to be very exciting, which required courage and determination, but low to moderate risk. Canyoning was highlighted as a unique experience, to be repeated and remembered. Regarding Levada Walking, the natural landscapes, challenging but pleasant, with thick vegetation translates into feelings of pleasure, relaxation in natural surroundings. The results correspond to a tourist with moderate activity, reduced risk, fond of landscapes and nature, and combined with the needs of physical activity and well-being. As a conclusion, we highlight Canyoning and Levada Walking as two distinct tourism products, but both associated with the water resources in the mountain. Both represent sources of attraction for active tourists looking to experience unique and memorable activities related to waterways, landscapes, with a freshness and sense of freedom that nature provides.

Keywords: Active tourism; Canyoning; Levada walking; Memorable experience; Water resources.

1. Introduction

The development of active sport tourism services in the natural environment has been growing and has diversified in line with demand trends and the potential offered by in loco natural resources. Natural water resources in the mountain context represent not only a source of natural wealth and economic strength in an industry undergoing expansion at an accelerate path (Deng, King, & Bauer, 2002; Huybers & Bennett, 2003), but also – and especially – a source of attraction for tourists to experience unique activities that involve risk, adventure, landscape, local culture, meaningfulness, knowledge, involvement, and novelty (Kim, Ritchie, & McCormick, 2012). The literature on autobiographical memory suggests that personal memories can be assessed by increased recollection and exceptional vividness (Kemp, Burt, & Sheen, 2003). According to Kim (2010), people are expected to recall vividness travel experiences while remembering past travel experiences. For example “people can recall the feelings that they experienced and the spatial layout of a destination are” (Kim, 2010, p.784). Thus, the tourists have experienced local culture during their travel experiences were found to have high levels of recollection of their past experiences and the highly value refreshing experiences as psychological benefits from their travel experiences. In this sense the ability to provide more memorable to recall tourist experiences should lead to business prosperity.

The case study Brand Canada shows that a strategy of branding focused on memorable destination experience, rather than the physical attributes of a destination should be

preferred: 'Canada's marketers have focused on the tourist experience, creating marketing messages based on these experiences to appeal to the emotions of potential travellers' (Hudson & Ritchie, 2009 p. 226).

Weed (2008) argues that what makes the experience unique sports tourism is articulated combination of three elements: the place where the activity takes place, people's involvement and sporting activity. On the other hand, Klaus and Maklan (2011), defined sports tourism customer experience as Customers' comprehensive assessment of social interaction, personal hedonic benefits, destination attributes and their relationship to the environment (social and nature). The inclusion of physical activity into tourism packages would generate for the tourists unique features including the opportunity to exhibit courage, testing one's psychological and physical abilities, rivalry, adventure, access to sports and leisure facilities, experiencing risk to one's health or life, and contact with nature. For example, in sports tourism customer experience in the context of a mountain-biking extreme sport camp five dimensions emerge: hedonic enjoyment, personal progression, surreal feeling, social interaction and efficiency (Klaus & Maklan, 2011).

Tourists participating in physical activity-intensive travel report the level of physical activity to be the most important attribute of tourism packages, followed by the 'level of risk to one's health or life'. This sequence is reversed in the case of passive tourists, for whom safety is the foremost factor in assessing the value of a tourism package, with the level of physical activity ranking second (Szczechowicz, 2012).

Canyoning involves a combination of hiking, abseiling, swimming and rock scrambling by which participants follow the course of streams, over waterfalls and other natural obstacles through deep, narrow, water-filled slots between sheer rock walls, canyons (Hardiman & Burgin, 2010a). Such land forms offer a unique experience of natural beauty and excitement to visitors, who traverse the canyons using a combination of bush walking, abseiling, swimming, and rock scrambling (Hardiman & Burgin, 2010b).

On the other hand, levada walking are simply irrigation channels or aqueduct specific to the Island of Madeira. The origins of the 'levadas', placed in the XVI century, are rooted in the need of bringing water from the North Coast, blessed with high levels of precipitation, to the South Coast, where the colonization process started and where most economic activities are located (Quintal, 2010). The inventory data points to 200 different leads, extending for 2150 km, and available for walk on foot, with different degrees of risk. A normal walk along the levada offers the opportunity to mix landscape consumption, enjoyment of tranquil environments in a natural setting and physical activity in close contact with the best that can be seen in mountainous areas: water, flora and fauna (Almeida, Soares, & Alves, 2013).

This paper aims to:

- i) To identify levada walking and canyoning visitors' profile based on gender, age, country of origin, academic background, professional status and income;
- ii) To differentiate between levada walking and canyoning visitors, based on primary and secondary motivations;
- iii) To differentiate between levada walking and canyoning visitors, based on memorable experiences.

2. Methodology

This study involved 100 tourists (54 males and 46 females) staying for leisure purposes in Madeira island, and taking part in sport activities (levada walking= 47; canyoning=53).

Visitors' participation in this study was requested on a voluntary basis. In order to increase the participation rate collaboration from guides was requested. In total, five companies operating in this market niche were approached to provide support for this study. The data recollection took place between July and September 2014.

The main purpose of travel was: leisure or holidays, work, business, education, congress/conference, visiting family or friends. The other criteria for decision to visit the island (choose up to 2): nature, physical activity or sport experience, landscapes and mountains, cultural identity, regional products (Madeira Wine, flowers, embroidery, etc.), health and care, climate, price, gastronomy, sun, safety, rest and relaxation, sea and beach.

The third section includes an assessment of tourist on canyoning experience or levada walking according to the Likert scale (from 1 = fundamentally disagree to 5=fully agree). This section was organized in five dimensions. Three of the dimensions are based on Kim's model of memorable experiences: refreshment (liberating; sense of freedom; feeling of freshness; revitalized through this tourism experience); hedonism (exciting activity; challenge) and recollection (remember the experience; I will repeat; recommend the experience to a friend; parts of the route that I will never forget). The fourth dimension was included in order to cover the feature: contact with watercourses in the levada walking as a key attractor factor (Deng, King, & Bauer, 2002). This dimension included two specific items: water falls as strong elements of the experience; contact/proximity to water in the context of the mountain. The fifth dimension, which results from the interest in analysing issues of perception, risk and degree of difficulty from the tourist point of view (Bouchet, Lebrun, & Auvergne, 2004), comprises 4 items: risky activity; adequate experience to my abilities, regarding the difficulty's degree of the route, demanding physically experience; learning new technical skills. In order to increase the response rate, we requested support from three experts and mountain guides to validate and apply an anonymous questionnaire.

In terms of statistical procedures and data analysis, an exploratory analysis of the five dimensions was made, based on the standard test of internal consistency (Cronbach's Alpha). The results point to acceptable values in terms of reliability: refreshment (0.902); recollection (0.828); hedonism (0.711); contact/proximity to water (0.691) and risk and technical skills (0.767). Moreover, in line with standard procedures, each variable was accessed in terms of normality (via the Kolmogorov-Smirnov statistical test of normality). In order to get a global idea of the data, multivariate statistics (relative frequency distributions, percentages, mean and standard deviation). To analyse the degree of interdependence among qualitative variables (nominal and ordinal), we applied the Chi-squared test for independent measures of qualitative data and the exact and Monte Carlo option, Mann-Whitney test to quantitative variables (with regards to the score of the temporal dimension) and t-test for a 5% level of significance. The data were stored and analysed using SPSS, version 22.0.

3. Results

Most respondents are aged 39 (or less) years old (55.4%); around 8.9% is aged 40-49 years old, 20.8% is aged 50-59 years old and 14.9% are older than 60 years old. In terms of nationality, most visitors originate in Western Europe (53.9% Germans; 17.6% British; 5.9% Swedish; 4.9% Dutch; 3.9% French and 2.9% Danish). Around 10.9% reports another European nationality. With regards to the academic background, most visitors report at least a degree (bachelor, master degree and Ph.D.). Around one out of two visitors works as an employee (49.5%) and most reports a monthly income of 2000 euros.

In terms of profile, the results point to significant differences between levada walking and canyoning practitioners, except on the educational background. (Table 1). The former (levada walkers) are older and better off in terms of monthly income, compared to canyoning practitioners ($p < 0.05$). According to professional background, most of the respondents in the canyoning group are employees. On the contrary, most levada walkers are retirees (27.1%), self-employed workers (27.1%) or employees (29.2%).

Table 1. Profile of tourists involved in levada walking and canyoning.

		Total		Levada Walking		Canyoning		χ^2	P
		N	%	N	%	N	%		
Gender	Male	54	54	21	44.7	33	62.3	3.10	>0.05
	Female	46	46	26	55.3	20	37.7		
Age	<29	35	34.7	3	6.1	32	61.5	66.76	<0.001
	30-39	21	20.8	4	8.2	17	32.7		
	40-49	9	8.9	9	18.4	0	0.0		
	50-59	21	20.8	18	36.7	3	5.8		
	>60	15	14.9	15	30.6	0	0.0		
Academic background	1 ^o /2 ^o /3 ^o c primary school	18	18	7	13.5	11	23.9	4.53	>0.05
	Secondary/professional	24	24	16	30.7	8	17.4		
	Bachelor/Undergraduates	33	33	19	36.5	14	30.4		
	Master/Ph.D.	23	23	10	19.2	13	28.3		
Professional status	Self-employed	19	18.8	13	27.1	6	11.3	31.78	<0.001
	Employed	50	49.5	14	29.2	36	67.9		
	Student	6	5.9	0	0	6	11.4		
	Retired	13	12.9	13	27.1	0	0.0		
	Other	13	12.9	8	16.7	5	9.4		
Income	<1000	10	10.9	2	4.8	8	16	13.09	0.023
	1000-1500	9	9.8	3	7.1	6	12		
	1500-2000	15	16.3	7	16.7	8	16		
	2000-3000	33	35.9	12	28.6	21	42		
	3000-4000	12	13	7	16.7	5	10		
	>4000	13	14.1	11	26.2	2	4.0		
The canyoning/levada walks was decisive to visit the Madeira Island?	Yes	31	31	24	50	7	13.5	14,96	<0.001
	No	69	69	24	50	45	86.5		

Note: The adjusted residuals of the variables that which significant differences were found were highlighted in bold type.

In terms of travel purpose, the data suggests that most respondents opt for a holiday leisure and recreation (97%) as a key reason to travel to the island. Around 3% mentions other reasons. No significant differences were found in terms of travel motives between canyoning and levada walkers ($p > 0.05$). Respondents indicate motives related with nature (66%) as a key reason to choose Madeira as destination. According to other items, 38% mentions the climate; 35% cited the landscapes and the mountains, and 17% and 7% respectively, cites the items "sun" sea & beaches. One of the most important reasons put forward by the respondents (42% of them) is the opportunity to pursue and practice one of

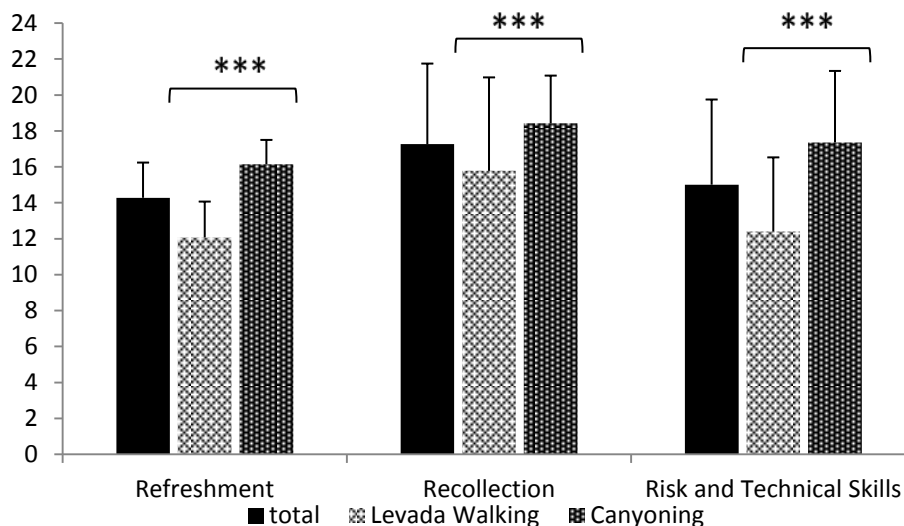
the sports and activities available, which confirms early expectations that such activities can be traced to active and sportive tourists.

The proportion of tourists mentioning the different motives by groups is only clearly differentiated with regards to sports activities and climate ($p < 0.05$). The number of tourists mentioning active sports activities and physical activities in general is larger in the canyoning group (81%) compared to the levada group (19%). The climate factor is mentioned in a larger number by the levada group (59.6 % versus 18.9 %).

The tourists were also asked to report if whether the current option for Madeira was related to the products under analysis. Around 50% of the respondents included in the levada group said yes, while just 13.5% of the canyoning group also reported an yes (13.5%, $p < 0.001$).

The canyoning or levada walking was a decisive motive driving respondents to visit the Madeira Island? Around 31% said yes while 69% said no. However, there are differences between both groups: the tourist levada walking are more linked to destination (24) than canyoning tourists (7) ($p < 0.001$).

With regards to the dimensions hedonism, refreshment, recollection and contact with water (water contact), the results show medium to high figures in every dimension (Figure 1 and 2).

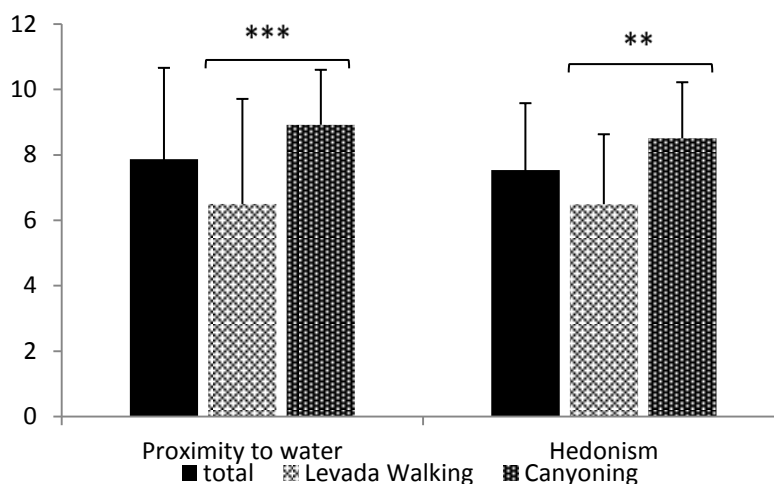


Legend. *** $p < 0.001$; error bar represents the standard deviation.

Figure 1. Comparison of two groups with regards to dimensions: refreshment, recollection, risk and technical skills.

According to data indicated in the Figure 1, the recollection dimension reports the highest value (close to the maximum of value of the dimension, 17.26 out of 20). This data suggest that most tourists rank the experience levada walking or canyoning at the most memorable and unforgettable one, with a high probability of returning to the destination. Significant differences between canyoning and levada fans are discernible, because the canyoning group assigns more meaning to the recollection dimension compared to the levada group (18.42 ± 1.68 vs 15.78 ± 3.21 ; $p < 0.05$).

With regards to the dimension contact with water, was obtained the mean value of 7.87 (Fig. 2).



Legend. *** $p < 0.001$; ** $p < 0.01$; error bar represents the standard deviation.

Figure 2. Comparison of the two groups with regards to the dimensions contact and proximity to water and hedonism.

Moreover, it is quite evident that canyoning fans report higher values compare to levadas walking ones (6.50 ± 2.15 vs 8.92 ± 1.20 ; $p < 0.05$). For the other dimensions, refreshment, risk and technical skills e hedonism, the same pattern in terms of attitude and behavior is verified, because canyoning fans systematically report higher values in every dimension, and major differences emerge ($p < 0.05$).

4. Discussion and conclusion

The activities of canyoning and levadas, although based on a similar geographical settings (namely watercourses flowing from the peaks in Madeira) are clearly differentiated in terms of its intrinsic value as tourism products and marketing' off in financial terms, physical activity demands compared to conyoning fans. The sociodemographic caracteristics, for example the age, and the motives for experienced the activity, were found to be different between two groups. It's important to observe that canyoning fans seem more pleased and delighted by the experience than levadas' tourists. A possible explanation relates to the perception of risk and adventure that is attached to canyoning as a sportive activity. Moreover, canyoning offers an exciting new activity and a physical challenge for a number of visitors. Age is another variable that can explain the differences between two groups. The levada walkers carried are older than canyoning tourists.

Regarding levadas walking, the natural landscapes, challenging but pleasant, with thick vegetation translates into feelings of pleasure, relaxation in natural surroundings. Besides being a physical activity, this is a multisensory experience resulting from direct and completely absorbing involvement with the fauna and flora. In this way, the results seem to correspond to a tourist with moderate activity, reduced risk, fond of landscapes and nature, and combined with the needs of health, physical activity and well-being.

Nevertheless, there are reasons to suggest that nature, climate, mountains and natural landscapes, are the key strengths of the destination to attract tourists to pursue active holidays and a close contact with nature (Deng, King, & Bauer, 2002). Most respondents can be termed as active, and nature oriented visitors. It worth of consideration that half of the levada walking group explicitly refers this sport activity is the key reason to visit the island; just 7 in the canyoning group refers the activity as the main travel motive. With all

likelihood, these findings emerge from the fact that the majority of canyoning visitors are cruisers, staying on the island just for one day. Nevertheless, our results seem to indicate that canyoning amounts to a memorable experience and quite interesting/valuable from the active tourists' point of view.

With regards to the visitors' assessment of their experiences, it is worth of consideration that most tourists declare that their current experience was memorable and amazing, which leads to high levels of interest in returning to the destination and recommendation to family members and friends. Therefore, the tourists' experience must be assessed to the benefit of the operator long term interest, in terms of loyalty, customers' confidence and future recommendation (Klaus & Maklan, 2012). Performance of destination attributes determines visitors' satisfaction and future behavior, such as revisits and word-of-mouth publicity (Kim, 2014; Ozdemir et al., 2012) and the quality of the service experience in a positive environment (Otto & Ritchie, 1995).

With regards to the proximity and contact with water dimension, the canyoning group reports higher values, which can be explained on the grounds of a body experience (close and corporal with the watercourse and other natural elements). The same pattern is reported for the other dimensions under analysis, refreshment, risk and technical skills, hedonism: higher values in terms of means, compared to the Levada group, are reported by the canyoning fans. The differences between tourist profile of canyoning and levada walking tourist are significant. Canyoning was highlighted as a unique experience, to be repeated and remembered. Very positive points included the multisensory relationship with the water sounds and the sensations of freedom, freshness and revitalization.

The main findings of this study highlight the advantage of adding a physical activity module to the current touristic product along with an efficient and adequate service management to match active tourists' expectations. For that reason, local operators aiming at increasing the number of products available in this market niche must have access to in-depth knowledge of active visitors' needs and expectations in order to devise appropriate measures in terms of quality, motivations and operational feasibility (Szczechowicz, 2012).

Both activities were deemed useful for the preservation of nature since they safeguard the natural characteristics and the context in which the activities were performed. As a conclusion, we highlight canyoning and levada walking as two distinct tourism products, but both associated with the water resources in the mountain. Both represent sources of attraction for active tourists looking to experience unique and memorable activities related to waterways, landscapes, with a freshness and sense of freedom that nature provides. This paper suggests that quality destination need to convey the promise of a memorable experience that is distinctively associated with that destination in order to be successful, as shown by Hudson and Ritchie (2009) based on the Brand Canada example.

In terms of recommendations, more studies based on larger samples are needed to confirm the results and to get more statistical significance and to enhance the representativeness and the quality of the result of the survey substantially. Moreover, independent studies conducted with each of the groups can offer useful insights in terms of the dimensions analyzed.

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FITNESS: ACTIVE HOLIDAYS IN THE HOTEL INDUSTRY

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Abstract

Physical health care is not a product of modern society has ancestral origins and reflects one of the trends of tourism offering. Physical exercise, body treatments and dietary re-education are some of the services that integrate health and wellness tourism. Therefore, we are witnessing an increasing number of specialized and differentiated tourism offer concerning this segment. This study aims to understand the importance of health and wellness in hotel industry of Lisbon and Algarve and the contribution of fitness to a more specialized offer. The methodology was based on literature review and inquiries by the method of interviews to a sample of hotels situated in these two regions. The results determined that health and wellness are still not significant in hotel industry, however it is considered an important product and it will be able to expand the market; a way to mitigate the seasonality during the winter in the Algarve; and a solution to a more dynamic offering in this sector. Therefore, the growth of the elderly population, the increase of obesity and the levels of stress are indicators that leads us to believe that the pauses for tourism can create opportunities that combine leisure with healthy practices.

Keywords: Fitness; Health and wellness; Physical exercise; Tourism.

1. Introduction

The cult of the body is not a new phenomenon, has ancestral origins and is one of the trends of today's society. The Greek and Roman civilizations shared a common interest in a healthy mind and body, however had different outlines, for the Romans the exercise was intended for military practices (Grimal, 1984). The ancient *thermae* played an important role in the Roman culture, which were centres not only for bathing but also used for physical exercise.

Nowadays, a number of wellness centres offer a wide range of services, such as beauty treatments, relaxation, healthy eating and fitness translated into leisure products or health and wellness tourism. Daily practices that take place during the pauses of tourism.

The health and wellness tourism has grown to be able to respond to individual needs. On the one hand, the opportunity to innovate and to educate clients to a healthier life style, and on the other hand, allows tourists to maintain their daily exercise during the holiday periods. Taking these considerations into account: What is the contribution of fitness to improve a more specialized product in the hotel offer?

Usually, fitness is referred to gyms and health clubs facilities, which attended mostly local residents, not a tourist demand.

There is a general lack of studies on fitness from a tourism perspective, which did not allow further work on this matter. The present study presents the main results and conclusions about the hotels that constitute the health and wellness offer, located in Algarve and Lisbon.

1.1. New trends in health and wellness tourism

The increased number of obesity, older people and stress are indicators that will change the future motivations of tourists. A reality that has been revolutionizing the paradigm of health tourism defined by Cunha (1997: 162) as "the number of products that have health as primary motivation and natural resources as a support, aims to provide an improvement of a psychological or physical state outside the usual place of residence" the same author mentioned three dimensions, therapeutic or curative; preventive; and recovery or rehabilitation. This last one emphasizes the recovery of physical shape or fitness, which includes a healthy diet, exercise, etc. (Cunha, 1997: 163-164). Fernandes (2006: 39) reinforces the idea that "Fitness¹ aims to rehabilitate, to recover and to improve physical activity, as well as promote physical and mental relaxation." These considerations reflect the importance of this activity for tourism, taking into account new consumer trends related to body image and physical fitness which appears more active leisure activities (Lopes *et al.*, 2005: 639).

According to the American College of Sports Medicine² (ACSM), the top ten fitness trends for 2012 predicted fitness programs for older adults; weight loss programs; and personal training for small groups of two or three people, taking into account the economic contingencies. These fitness trends were also predicted for 2014³. Therefore, tourism can benefit from sports equipment and outdoor facilities to create fitness programs that develop a healthy lifestyle even during the holiday period. Beauty treatments, gym and massage became part of daily routine, behaviours that can express the different motivations and tourist interests. The diversity of health and wellness tourism products has grown to respond to the global demand (Medeiros & Cavaco, 2008).

Table 1. The dimensions of Health Tourism.

A Spectrum of Health Tourism						
Physical Healing	Beauty Treatments	Relaxation/ Rest	Leisure/ Entertainment	Life/Work Balance	Psychological	Spiritual
Medical spas/baths	Cosmetic surgery trips	Pampering spas/baths	Spa resorts with 'fun waters'	Holistic centres	Holistic centres	Meditation retreats
Mofetta (CO ₂ bath) ⁴	Hotel/day spas	Wellness hotels	Sport/fitness holidays	Occupational wellness workshops	Workshops	Yoga centres
Surgery trips		Thalassotherapy centres				Pilgrimages
Rehabilitation retreats						

Source: Smith & Puczkó (2009: 84).

The table above reflects the diversity of health tourism, which includes alternative therapies, sports, medical treatments and plastic surgeries. A specialized offer comprises the balance of physical, mental and spiritual wellness.

¹ "Physical exercise (with or without the use of equipment) that aims a good physical condition" (Fernandes, 2006: 86).

² In <http://www.acsm.org/about-acsm/media-room/news-releases/2011/10/27/survey-predicts-top-20-fitness-trends-for-2012> (09-11-2011).

³ In <http://www.acsm.org/about-acsm/media-room/news-releases/2013/10/25/survey-predicts-top-20-fitness-trends-for-2014> (05-08-2014).

⁴ Smith & Puczkó (2009: 109).

2. Methodology

The purpose of this study is to identify the diversity of health and wellness tourism products, and the importance of fitness as part of that offer.

The study was based on qualitative methods, including bibliographic research, statistical analysis of data and inquiry by using the method of interviews. First step consisted in the analysis of the available documentation, to define the universe of health and wellness tourism offer and established the criteria to select the case studies. The collection of more detailed information about this activity showed that one of the fastest growing segments in health and wellness was hotels with spa and fitness facilities, located mainly in Lisbon and Algarve.

In a second phase semi-structured interviews were used, in order to evaluate the script, followed by structured interviews conducted to a sample that allowed us to analyse this phenomenon. Therefore, the sample presents 8 case studies in Algarve and 8 case studies in Lisbon, a total of 16 interviews conducted between September and December 2011.

Then, the hotels were distributed by categories, according to the number of employees working in health and wellness sector and the average price per person that consumes these services.

Table 2. Distribution of hotels by categories

Categories	Conservative	Innovative	Luxurious
- Nº of hotels	8	7	1
- Nº of employees	Between 2 and 8	Between 6 and 30	4 personal trainers**
- Average price per person*	30€ to 70€	75€ to 125€	90€ (a program without accommodation) and 2.271€ p.p. (a program with accommodation).

Source: Analysis of the interviews.

Note: * In most cases related to massage service. ** Only the personal trainers were mentioned.

This analysis allowed a classification of 8 hotels in the Conservatives category, 7 hotels in the Innovative category and 1 in the Luxurious category. Therefore, identify the diversity of practices in each category.

3. Results

The analysis of the 16 case studies, presents the main results concerning the health and wellness hotel offer, and the contribution of fitness as part of a more specialized offer⁵.

The table below shows the type of health and wellness facilities, the diversity of services, the profile and motivations of the demand in the case studies, taking into account the number of hotels in each category.

⁵ This analysis was based on a Master's thesis on Cultural Tourism and Animation, debated in July 2012, at Instituto Superior de Novas Profissões.

Table 3. The supply and demand of the case studies.

Hotels:		Conservative	Innovative	Luxurious	
Health & Wellness facilities:	SPA	✓	✓	✓	
	Gym	✓	✓	✓	
Health & Wellness Services and Treatments:	Massage	✓	✓	✓	
	Beauty treatments	✓	✓	✓	
	Therapies	5	✓	✓	
	Baths	3	6	✓	
Fitness facilities & activities:	Cardio-Fitness equipment	✓	✓	✓	
	Exercise machines	✓	✓	✓	
	Personal Training (PT)	2	5	✓	
	Group classes	2	2	✓	
	Swimming pool (classes)	1	1	✓	
Specific and additional services:	Jogging track		1		
	Medical offices and/or medical appointments		3	✓	
	Thalassotherapy	1	3		
	Balneotherapy		4		
	Light meals		3		
	Physiotherapy		2		
	Osteopathy		2		
	Hairdresser		2		
	Chromotherapy		1		
	Sports clothing		1		
Nutritional, Biophysics and Biochemistry assessment			✓		
Health & Wellness Programs:		5	✓	✓	
Health & Wellness Packages:		5	✓	✓	
Profile of the demand:	Age:	30 – 70 years old	30 – 80 years old	30 – 55 years old	
	Gender:	Woman	3	2	
		Man			
	National:	Both	5	5	✓
		Lisbon	6	6	✓
	Algarve	Porto and North	2	2	✓
					✓
	Arrive?	International:	European	European	European
		Individual	4	3	
		Couple	4	3	
Family					
All cases		3	3	✓	
Motivations:	Leisure	7	6	✓	
	Wellness	6	4	✓	
	Beauty	4	2	✓	
	Health	3	2	✓	
	Others: lifestyle			✓	

Source: Analysis of the interviews.

According to the analysis, the facilities and some health & wellness services are similar: spa, gym, beauty treatments and massages. However, there are some differences related to the practices and diversity of services, as well as the choices of the clients of each category.

The examples from Conservative category have the most generalist services of health & wellness. This segment is not the business target. Tourists spend very few in treatments and they use more free services.

The number and differentiation of services and treatments distinguish the Innovative category. The client invests more in treatments despite being an offer less accessible for most of tourists.

The only example in Luxurious category is distinguished by the differentiation in health and wellness, from exercise to medical service. The guests use these services regularly. It is their core business, a product with a strong clinical characteristic, completely different from the remaining supply.

All the gyms are equipped with cardiovascular and exercise machines but only eight hotels have at least one personal trainer, although 6 case studies mentioned that request this service whenever needed. Some hotels have group classes (pilates, zumba, aerobics, yoga, tai-chi, total conditioning, cycle, dance), particularly the ones situated in Algarve. During the summer, some group classes are performed outside.

Cardiovascular workout equipment is the most popular activity among tourists; however 2 interviewees said that personal training was the service most required. The number of entrances in the gym was quite variable, from 40 to 1000 - 1500 clients per month. That is probably because it is a free service and does not have a registration of the frequencies.

Table 4. Fitness activities.

Conservative	Innovative	Luxurious
2 have at least one PT	5 have at least one PT	4 Personal Trainers
2 have group classes	2 have group classes	Group classes
1 has pool classes	1 has pool classes	Pool classes
2 have power plate equipment	1 jogging track (outdoor)	Power plate equipment

Source: Analysis of the interviews.

3.1. Health and wellness programs & packages

According to six interviewees, the massage package and the relaxation and beauty programs are the most popular ones. Nevertheless, stress reduction and weight loss programs are the most demanded in the Luxurious category. Again, the differentiation, related to clients choices comparatively to other categories.

Physical exercise is included in some health and wellness programs but only three case studies have fitness programs or packages, especially in the Algarve. However, two case studies mentioned that have already been put into practice the combination of several services (ex: spa treatments, fitness and nutrition), but there is very little demand. Even though, there are some exceptions. Some initiatives related to fitness begin to take the first steps.

Every year, one of the case studies (Conservative category) hosts a fitness week event with several group classes like step, jump, cycling, and water aerobics. This hotel created two all-inclusive packages, one for 6 days / 5 nights from 399€, and another for 7 days / 6 nights from 460€. In 2011, 160 people participated in this fitness event.

One of the interviewees (Innovative category) mentioned the wellness suite pack. A 3 - 5 nights package, which includes massage and personal training in a suite, equipped with kinesis system - fitness equipment. These tourists practice exercise regularly.

Table 5. Health and Wellness programs & packages.

Conservative	Innovative	Luxurious
Between 3 and 8 programs	Five have between 2 and 12 programs	19 health and wellness programs
Three have at least 2 packages	Five have between 3 and 12 packages	23 health and wellness packages
One has fitness programs & packages	One has fitness programs & packages	Fitness programs & packages

Source: Analysis of the interviews.

3.2. Demand profile

The analysis of the information permitted to trace the demand profile. It's a client with more than 30 years, especially between 40 and 50 years old, both genders, however five case studies mentioned that are particularly women. Tourists come in couples and individually but all cases were also referred. The national client comes mainly from urban centres, especially Lisbon and Oporto and the foreign client is essentially the European. Leisure and wellness are the main motivations. However, four interviewees also mentioned the health motivation; two of them have thalassotherapy treatments.

3.3. Considerations of the study

Overall, there is little diversity and differentiation of services except, the hotels with thalassotherapy treatments and the only example from Luxurious category, the most representative case study, whose core business is based on health and wellness tourism. The choice of health and wellness product is not the main motivation of visits, resulting as a complement to other type of holidays. However, there are some exceptions already mentioned above.

It is believed that fitness is an important element to a health and wellness program, but fitness activities demand don't have the same meaning comparatively with other services, such as the massage. However, some fitness events begin to take their first steps.

According to some interviewees, many tourists do not want to exercise during holidays, however there are clients that maintain their fitness routine and those who are encouraged by professionals to acquire healthy lifestyles. In general, tourists that exercise on a daily basis ask if the hotel has fitness facilities.

There has been a growth for spa and gym facilities, despite the low demand. Some of the interviewees suggest the possibility to create health and wellness programs to a specific market niche.

The analysis of the interviews demonstrated that the demand for health and wellness services in hotel industry is still not significant, however is defined as a strategic product.

4. Conclusions

The new trends require the development of tourism products that promote a healthier lifestyle, even in short periods of time. Therefore, it is imperative to ask: How does fitness contribute to a more specialized product in the hotel industry?

Short stays were often highlighted by the interviewees, as one of the impediments to planning a fitness program. However, in the publication "Global Recommendations on

Physical Activity for Health”⁶ (WHO, 2010), physical inactivity was identified as one of the major causes of death in the world. It is recommended 150 minutes of moderate intensity aerobic activity during the week, between people aged 18 and 65 years and over. Fitness programs do not need to be so demanding in hotel facilities. On the one hand, planning training sessions may lead to change tourist’s lifestyle and on the other hand, the development of physical activity programs for seniors may improve their quality of life during their stay.

In the present study, most of the case studies recognized the importance of fitness activities in health and wellness offer. It is considered an alternative to reduce the accentuated seasonality during the winter in the Algarve. Even though, there are a reduced number of fitness programs, as well as, health and wellness services to attract new consumers. The economic instability and the low demand were the main reasons identified.

Despite the slow growth, some hotels reflect business dynamics in order to create a differentiated product. The differentiation in Luxurious category is obvious. The integration of personalized training, clinical assessments, dietary re-education and spa treatments indicate the importance of health and wellness product in their business model.

It is considered that future studies may contribute to a better understanding between fitness and tourism, concerning the health and wellness development to promote a healthier life style.

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IMPORTANCE OF SPORT AND RECREATION ACTIVITIES FOR TOURISM DEVELOPMENT: THE CASE OF CROATIA

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Abstract

Trends in global tourism demand show an ever growing interest of tourists in various aspects of a destination to make their vacation as complete as possible. The sun and sea based tourism that Croatia was developing for years is no longer sufficient to attract potential visitors, and especially not to address two of the biggest tourism problems - strong seasonality and concentration of tourism industry on the coast. Given its large natural resources, the tradition of developing different sport activities and an already established image as a country of sports, Croatia can expect significant development of tourism products based on sports and recreation activities. This was shown by research carried out for the needs of drafting the Tourism Development Strategy of the Republic of Croatia until 2020 which has shown market potentials of such products in tourism regions as well as activities to be implemented so that all such products can be actively offered to the market. The season for sport and recreation products is almost year-round and many areas already dispose of adequate infrastructure. This paper examines the possibilities for the development of sport and recreation tourism products in Croatia.

Keywords: Croatia; Destination; Recreation; Sport; Tourism product.

1. Background

Relaxation, recreation and resting are the main motivators of international travel (52%) (UNWTO, 2014). The Mediterranean, dominated by the sun-and-sea tourism product, is the leading tourism micro region with around 200 million tourist arrivals in 2013 (UNWTO, 2014). Although the sun-and-sea product is the dominant tourism product in all Mediterranean countries, including Croatia, survival on the highly demanding market dictates the need for innovation and development of new products. Influenced by extremely high competition and significant, layered social change, a new concept of sun-and-sea travelling is being developed, based on premises such as 'social experience', 'localization', 'sustainability', 'healthy life', 'individualization and personalization' (Ivandić et al., 2006).

What characterizes the development of tourism in Croatia the most, nowadays? Most of the Croatian tourism supply comes from households and just a small portion or 13% from hotel capacities, which is an inherited situation. The dominant tourism product continues to be sun-and-sea, although tourists have been increasingly visiting the country for other motives. Findings of the TOMAS Summer survey indicate an upward trend for the motives of entertainment and new experiences and adventures (TOMAS Trends, 2009). As in almost all Mediterranean countries, tourism in Croatia is characterized by high seasonality, as corroborated by the fact that more than 80% of all overnight stays is achieved during the four summer months. In addition to seasonal concentration, tourism turnover is also considerably geographically concentrated since the continental Croatia achieves only about 4% of all overnight stays (with a very large number of one-day visits). Concentration of tourism turnover in the summer months and in coastal areas is responsible for the dominant

feature of our tourism - seasonality - and represents the source of many of the problems Croatian tourism faces.

Like all Mediterranean countries, Croatia is searching for a way to extend the season, i.e. it is trying to develop commercially interesting tourism products that are not as dependent on climatic trends as the presently dominant product. One of the products with a trend of growth in demand and capable of independently attracting target market segments as well as enriching the stay of guests who come to a destination for other reasons is the sport and recreation product. In fact, it consists of numerous of activities such as golf, hiking, cycling, scuba diving, hunting, fishing, rafting, etc. Common features of these products are that they extend the season, make use of all kinds of accommodation facilities, open new markets and enable destinations to expand their supply as well as to use the existing local resources.

This paper undertakes to demonstrate the possibilities Croatia has for the development of different products that can be classified into the 'sport and recreation' group of products and to show how they can improve the quality of tourism supply in destinations.

1.1. Specifics features of tourism products based on sport and recreation

The tourism product is a complex set of different physical and intangible services from a variety of commercial and non-commercial domains that visitors 'consume' during their stay in a destination. Although the tourism product is defined in different ways, one of the frequently used definitions is by Kotler et al. (2006) stating that this term covers "anything that can be offered to a market for sale, use or consumption to satisfy buyers wants or needs". This definition clearly highlights the fact that the tourism product is made up not only of its physical dimensions, but also of a range of services.

Middleton and Clarke (2004) highlight five components of the overall tourism product: destination attractions (natural and built, cultural and social), destination facilities and services (accommodation, catering, transportation at the destination, sports facilities, etc.), accessibility (infrastructure, equipment, services, and regulation), image and price. The same author emphasizes two levels of the product, stating the specific one such as sightseeing tours or seats on the plane as well as the 'second' level which he views as the totality of the experience from setting off on a journey to returning home. Total experience includes a number of 'small' experiences which ultimately result in tourist experience. The tourism product viewed as the focal point of tourism destination marketing and management, while, in the light of contemporary trends on the demand side, innovation and new product development become imperatives for positioning a destination on the tourism market and thus an essential part of deliberations on achieving destination competitiveness (Xu, 2010; Sharma, 2007). As consumer demands grow, market segmentation increases, tourists become more educated and develop new interests, so the range of tourism products expands. Destinations strive to reinvent the existing products and create new ones, all with an aim of creating different and differentiated offers than their competitors, attracting different tourism segments and creating a long-term sustainable position on the market. The issue of the tourism product is hence a relevant topic in each destination development and marketing plan, with an increasing emphasis on the complexity due to a number of stakeholders involved in its creation. Thus the issue of the overall quality and the final success on the market becomes increasingly complex.

Although first papers on the subject of sport and tourism can be found at the end of the 1960s, Weed (2009) in his article deals with the progress in researching this topic and points

out that experts did not have a unique view on the phenomenon of sport and tourism, i.e. that there exist different approaches to this topic. He also mentions different approaches to the classification of 'sports holidays', of which an interesting one to note is the De Knop's (1990) which identified three different types of 'sport holiday': 1) the pure sport holiday; 2) sporadic participation in organized sports; 3) sports activities during holiday. Also interesting are studies on the seasonality of sport and tourism (Higham & Hinch, 2002) which is differently conditioned in each sector separately, but which can benefit both sides if merged. When considering about Croatia and the development of sport products that enrich the stay of tourists, we most often have in mind hiking and walking, cycling, diving, adrenaline sports, etc.

Table 1. Tourist activities in a destination between 1997 and 2007 (%).

ACTIVITIES	1997	2001	2004	2007
1 Swimming and bathing	86.5	98.9	98.3	97.5
2 Going to cake shops, cafe bars etc.	-	84.8	91.8	87.4
3 Going to restaurants	50.5	81.9	86.2	84.2
4 Did not do anything (passive holiday)	38.3	64.7	77.0	79.3
5 Individual excursions	36.2	67.3	71.0	75.3
6 Going shopping	20.9	65.5	78.8	71.0
7 Walks in the nature (hiking)	50.0	72.1	72.9	69.9
8 Sightseeing monuments	32.7	55.8	65.3	67.7
9 Visiting local events	19.2	53.1	66.9	66.0
10 Dance or disco	22.1	44.6	53.8	55.7
11 Trips to national parks	-	34.4	47.7	54.2
12 Organized trips	18.2	39.7	44.8	53.1
13 Boat ride	24.0	47.9	47.0	49.9
14 Visiting museums and exhibitions	11.5	29.5	43.0	47.6
15 Going to concerts	7.9	26.7	38.7	47.4
16 Diving	15.8	30.3	37.9	43.0
17 Going to a theatre or performances	2.8	18.2	29.8	37.6
18 Bike riding	19.2	34.8	45.0	37.2
19 Tennis	20.8	30.6	36.3	36.8
20 Angling / fishing	12.5	24.2	31.8	35.1
21 Wine road (vinery) tours	-	-	-	33.4
22 Olive oil road tours	-	-	-	28.0
23 Bird watching	-	-	-	27.3
24 Trendy or adventure sports (rafting, hang gliding...)	-	-	13.9	25.6
25 Health and recreation programme with a guide	3.6	10.8	23.6	24.8
26 Hiking	8.2	16.7	17.1	23.5
27 Sailing	3.8	13.8	21.6	23.3
28 Water skiing	6.8	13.3	24.2	22.4
29 Surfing	6.9	13.6	22.9	20.0
30 Horseback riding	3.4	7.1	18.1	18.8

Source: Database of the Institute for Tourism (2014).

Although precise indicators of the demand for these activities do not exist currently, it is important to note that this segment has been continuously increasing given the trends of active stays in destinations and healthy living and exercise. Thus, for example, it is estimated that there are approximately seven million active divers in the world, that the number of hikers is continuously growing, that the range of the so-called 'soft' activities is increasing, that the demand for adrenaline sports is growing and, what is especially important, it is emphasized that all of this is accompanied by a growing focus on responsible behavior

towards the environment (Dundorf, 2008). It is also interesting to mention the cyclists market for which all indicators point to a growth conditioned by two key motives: the desire for healthy living and the growing interest for getting to know the landscape, together with the growth of environmental responsibility (Jabaudon, 2003).

An evidence of a growing demand for activities related to recreation and sports are results of the surveys on tourists in Croatia which show not only continuous growth in the number of activities but also an increasing number of different activities in which tourists engage during the holiday (TOMAS trends, 2009).

A growing proportion of educated upper middle-class environmentally-conscious urban population also contributes to the continued growth in demand for sports and recreation activities and so the number of outdoor activities increases as well. Sport and recreation products usually encompass two sub-segments: those who are 'recreationists' and those who are 'passionate' users. Recreationists are usually interested in quality restaurants, wineries, wellness and things to do in the destination in general. Passionate users are more oriented towards physical activity which is why they care about specific characteristics of destinations that may manifest as certain natural predispositions (e.g. more difficult and longer routes) (De Knop, 1990).

For all activities related to sports and recreation, it is important to preserve natural resources on the one hand, while on the other hand it is important to develop a range of additional services in the destination important to that consumer segment. This includes safety of trails and trail equipment, accessibility and organization of emergency services, availability of parking lots, accommodation and catering facilities of good quality and affordable price, high-quality maps and promotional materials, signage, availability of renting and servicing equipment and many other activities, depending on the type of sports activity.

Sports tourism is expected to continue to grow rapidly while the general interest in these activities will grow in all segments of interest. Regarding young people, the growth stems as the result of postponing the starting of a family, having more free time and the fact that the young population is becoming more active. The older population remains active longer and longer and therefore finds it important to 'consume' various appropriate activities related to sport. Finally, an important trend is the possibility to combine sport and some socially useful activities (e.g. cleaning the seabed) which is well received by the wider public in the context of sustainable development in general (Institute for Tourism, 2011).

1.2. Perception of Croatia as a tourist country

Tourism practice in Croatia, as well as the results of the TOMAS Summer 2010 survey⁷ (Marusic et al., 2011), show that our guests are satisfied with the beauty of the landscape and the possibility to spend a family vacation; however, entertainment, sports, culture and shopping opportunities are always ranked in the lower part of the scale measuring the degree of satisfaction, indicating that Croatian tourism product is uniform and that many of the coastal destinations lack innovative and high-quality amenities and attractions for guests. All this is accompanied by insufficient investment in hotels as well as in other facilities and amenities in the destination, e.g. amusement and theme parks, museums, etc. Furthermore, such tourism is accompanied by a traditional national tourism marketing which so far has not particularly emphasizing activities (beautiful scenery rather than involvement

⁷ TOMAS surveys are longitudinal surveys in Croatia on attitudes and tourist spending. They have been conducted since 1987.

of tourists in activities), i.e. marketing mostly illustrated the country's natural beauty and was not focused on the needs of specific market segments.

But it was not always so. The history of tourism in Croatia dates back to the late 19th century when Opatija began to build sanatoria and with them also hotels to cater for the demand at the time, mainly coming from the rich aristocracy from Austro-Hungarian Empire, but also from other European cities. Opatija was followed by other towns at the Croatian coast, such as Rovinj, Rab, Krk, Mali Lošinj, Hvar and so on. Therefore, all of these destinations have their own tourism tradition of over a hundred years. At the time, town authorities strived to make their places more beautiful and meet the expectations of tourists, hence the emergence of societies for embellishment (the first one in Hvar), whose tradition was later taken over by tourist associations. In Croatia this task is carried out by destination tourist boards - all of these organizations should have taken care of the development of tourism, primarily taking care of tourism planning. In 1980s, the record years in terms of the number of overnight stays in Croatia, master plans for tourism development at the country level were adopted; however, these plans were not accepted and operationalized in destinations and tourist companies. Regardless of what was happening at the national level, in 1990s Croatia started to develop systematic process of strategic marketing planning for the need of counties, as administrative units of the country, in order to identify products which are ready for the market and on which destinations should build their future. However, a large number of such plans ended up collecting dust on shelves and very few destinations can boast to have adopted more than one such medium-term plan which was largely implemented in practice (good examples are Istria as a region or Varazdin as a continental destination).

Given this situation, three years ago the Ministry of Tourism decided to create a basic strategic document at the country level, the "Tourism Development Strategy of the Republic of Croatia until 2020" (Ministry of Tourism, 2013), with an idea that, for the first time, the creation of the document would involve all tourism policy makers at the local level and that such a document would be accepted by the Government of the Republic of Croatia to ensure interdepartmental activity which is absolutely necessary in the implementation of such a plan. The plan was adopted and approved in early 2013 and this time the Ministry continued with its job of creating individual action plans that should help in the implementation phase of the general plan.

The "Croatian Tourism Development Strategy until 2020" identified an extremely demanding tourism market and a need for continuous innovation of products to keep or improve a market position. It was also found that Croatia largely failed to make use of its potential for development, capitalizing primarily on natural resources, i.e. on the Adriatic Sea and the sun and sea product. Research in tourism demand, carried out for a number of years, shows that the demand today leans towards more movement and change of activities. While many destinations have invested in the construction of trails and promenades, Croatia has still largely not used what its environment provides (beautiful and preserved landscape). This further means that the successfulness and competitiveness of tourism in Croatia would also depend on creating efficient 'sport and recreation' tourism products. TOMAS research results (Institute for Tourism, 2009), show that guests in Croatia are increasingly more active and even those who come during the summer for their main holiday are in fact looking for lots of activities – therefore in the future it can be expected that instead of 'sun and sea' we will talk about 'sport and recreation'.

Croatia as a country, in terms of positioning on foreign tourism markets, has a great advantage. That advantage was unknown prior to the research of Croatia's image as a country on several foreign markets, carried out on a sample of citizens of these countries who have never stayed in Croatia. The first is that the country's image is partly linked with sport (Figure 1).

FIRST ASSOCIATIONS WHEN CROATIA IS MENTIONED	%
Beautiful coastline, sea, islands	28.0
Beaches	19.0
Beautiful nature, green, mountains/forests, preserved area	16.9
Tourism country, new, a country to visit	16.0
Warm, sun	14.6
War	14.1
History and culture, town centers	9.9
Yugoslavia	7.4
Recognizable towns	6.7
Sport (football, football players, quality of sport, handball, basketball, tennis...)	6.3
Beautiful country	5.5
Balkan, East European country	5.5
Gastronomy	4.4
Cheap	4.3
Poor and developing	3.4
Mediterranean	2.7
Hospitable people	2.4
Other	20.4

Source: Institute for Tourism. (2011). *Master plan and tourism development strategy*. Report 3. Croatian tourism and competitive environment.

Figure 1. Croatia's Image as a tourist destination.

Research conducted by the Institute for Tourism in late 2011 for the purpose of drafting the "Tourism Development Strategy of the Republic of Croatia until 2020" on a sample of 2574 foreign respondents in Germany, the UK, Poland, Spain and Denmark who go on trips abroad but who have never visited Croatia has shown that sport (football, football players, quality of sport, handball, basketball, tennis, etc.) with 6.3% was one of the first associations when Croatia was mentioned. It was particularly the case with the Danish and British respondents, those of a younger age (up to 34 years) and higher income. This means that our prospective future market is already experiencing Croatia as a destination related to sport which will certainly facilitate the promotion and market positioning of different sport and recreation products in the future.

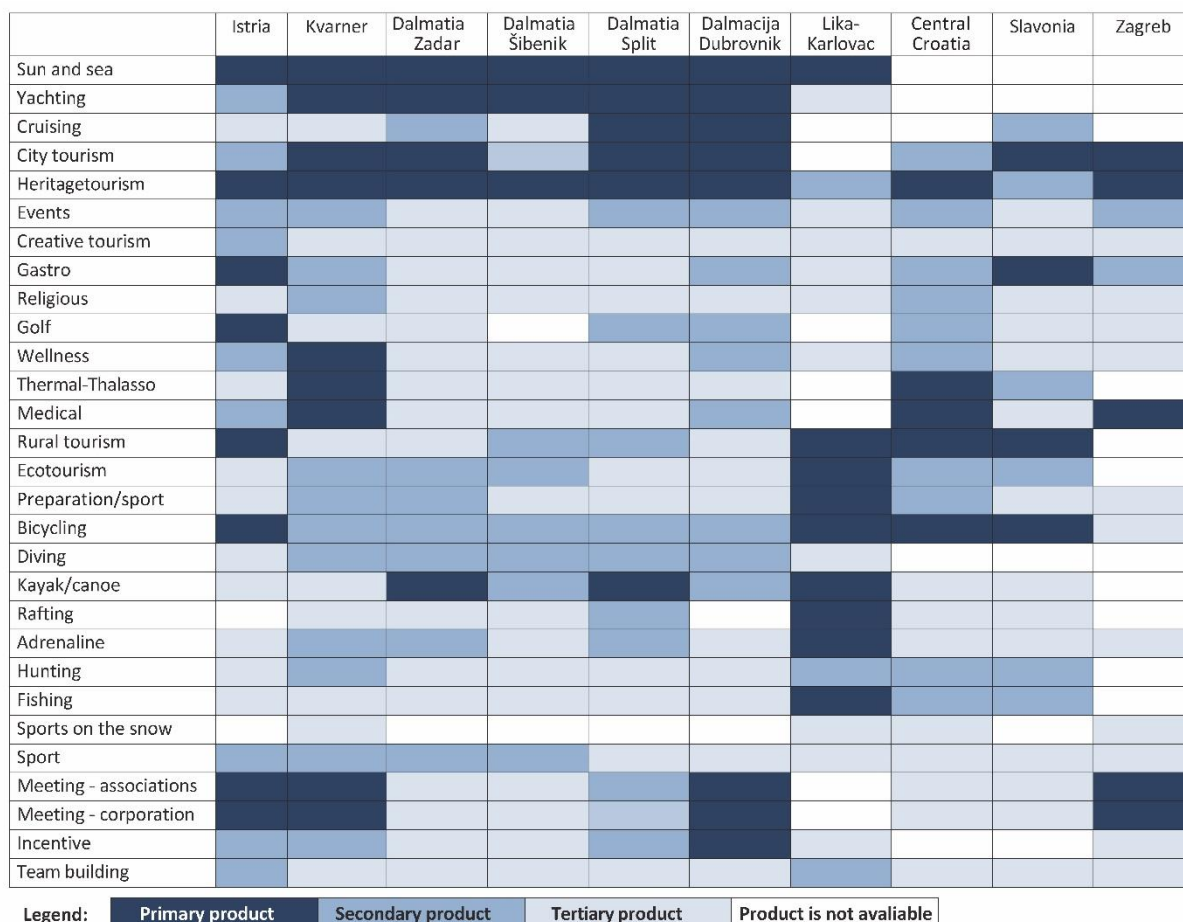
1.3. The system of tourism products today and the target position of 'sport and recreation' products in Croatia

Various sport and recreation products are offered at different times, but the season for these products 'lasts' much longer than the season for 'sun and sea' products. Tourists who engage in sports activities use all type of accommodation facilities, but the development of each product is different. For example, certain products, such as yachting, are largely available on the market. They open up new markets, for example sports competitions as events attract a large number of participants and spectators, receive good media coverage

and in turn attract sponsors who thus become familiar with a given area which also opens up the door for investment. These products enable intermediaries to specialize and use local resources (e.g. sports halls, racecourses, etc.).

As part of the research carried out for the needs of drafting the Tourism Development Strategy of the Republic of Croatia until 2020, tourism experts assessed the extent to which each of the 29 products was present in their respective regions, i.e. they determined whether, according to the level of development, it was a primary, secondary or a tertiary product for their field or whether the product was not available at all (Figure 2). All circled products are 'sport and recreation' products; they are: yachting, golf, hiking, cycling, scuba diving, kayaking/canoeing, rafting, adrenaline sports, hunting, fishing, snow sports, training camps, while some of the products circled in Figure 2 are products partially relying on sports activities, namely - events, rural tourism and 'team building', or in total 15 of the 29 products that Croatia will continue to develop.

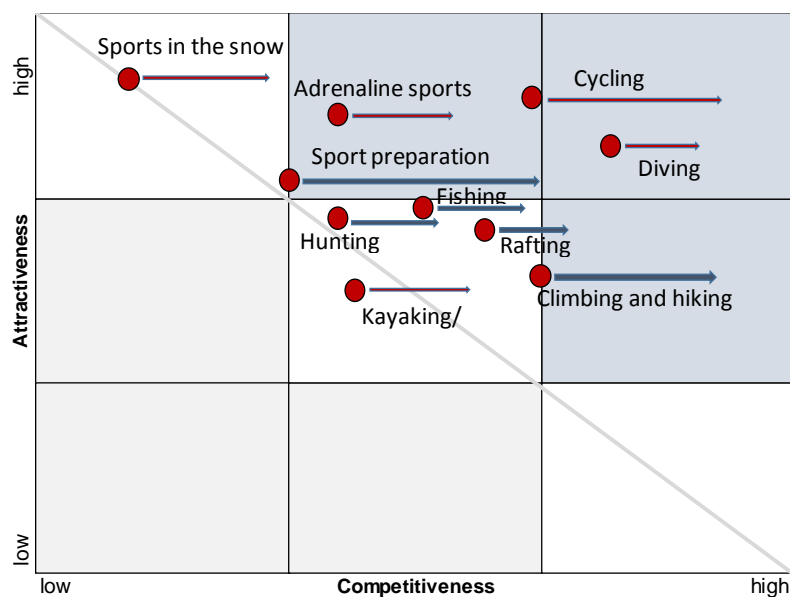
A more detailed examination of Figure 2, which shows regions, from Istria to Zagreb, (colour intensity indicates the presence and development of a product), leads to the conclusion that 'sport and recreation' products are generally not primary in the majority of tourism regions, but can usually be characterized as being secondary. Given the unused resources - infrastructure (promenades, trails, halls, natural conditions), Croatian tourism regions have the potential for development in all of these sports depending, of course, on market trends, as well as on promotional activities and product development.



Source: Institute for Tourism. (2011). Data base of Master plan and tourism development strategy (Report 3.)

Figure 2. The system of Tourism products by tourism regions of Croatia.

The analysis conducted on the basis of an assessment of the level of competitiveness and the degree of attractiveness (Figure 3) has shown that adrenaline sports, training camps, cycling, diving, yachting, hiking and walking are extremely competitive and commercially attractive tourism products in Croatia. Each of these products has its own peculiarities and requires a special development plan and a range of activities to be implemented in order to fully utilize the potentials. Effects are mostly expected in the form of extending the season, stronger activation of the poorly utilized resources (roads, promenades, trails, sports halls) and a more balanced development of the coast and the continent as well as achieving higher revenues from tourism. In addition to these advantages of the development of sport and recreation facilities that meet modern trends in demand, it is important to emphasize additional advantages of developing these forms of tourism, such as: raising the level of guest satisfaction, development of SMEs and the promotion and positioning of Croatia on the international tourism market as a country suitable for healthy and active holiday.



Source: Institute for Tourism. (2011). Data base of Master plan and tourism development strategy (Report 3.).

Figure 3. Status and target position of 'Sport and Recreation' product by 2020 – Competitiveness and attractiveness matrix.

How to make use of competitive advantages and potentials for development of 'sport and recreation' tourism products? First of all, it is important to work on product development - this is a task for everyone involved in the creation of the product, from the public sector to the many stakeholders in the private sector. Let us take as an example the 'hiking and walking' product - at the country level, attractive hiking trails should be integrated into a national network of hiking trails, after which a system of tours should be devised and marked, a larger number of rest areas and lookouts constructed, and then Croatia should be included in the European network of hiking trails and Croatian hiking trails should be certified according to European standards. The Association of Adventure Tourism, with its section for hiking and walking, should help with all of this. Sales promotion and hiking are no longer very specific activities, i.e. they also include some generic sales promotion activities such as creating an online information and sales platform, itineraries, as well as developing specialized agencies - it will largely depend on the activities of destination

management companies (DMCs) that are in Croatia focused primarily on the development and improvement of complex tourism products.

The findings of the survey, namely the rich resource and attraction base, together with market opportunities that bear witness to the 'new customer', lead to the conclusion that there are many market opportunities for Croatian tourism. These future market opportunities for Croatia related to sport and recreation products can be classified into one of the following: (1) opening new markets, including attracting new consumer segments and winning new geographic markets, (2) development of products, including improving the existing and setting up new systems of experience and (3) environmentally responsible action, including the preservation of area and cultural heritage as well as the application of 'green' concepts in the construction and operations.

2. Concluding remarks

Croatia has still not used numerous potentials related to innovation of the existing and development of new products. Tourism is almost entirely confined to the coastal areas of the country (seven coastal counties account for more than 90% of tourism turnover). Regarding its competitive status, there is insufficient differentiation of products and services while global trends of high market segmentation are not sufficiently used yet. This is supported by TOMAS surveys results which suggest a lack of innovative and high-quality amenities and attractions for guests through data on guests' dissatisfaction with entertainment, sports, culture and shopping opportunities (Institute for Tourism, 2009). In the last twenty years, the development of accommodation facilities was based on the expansion of private accommodation, with too little investment in quality hotel accommodation, and all of it was not accompanied with sufficiently increased investment in raising destination attractiveness and the development of amenities and attractions, although some destinations have significantly improved their products (e.g. Istria which offers a variety of sport and recreation products).

Today, when considering how to attract new consumer segments and geographic markets, efforts are directed towards improving the existing and establishing new systems of experience. The product identified in this paper as having great potential is the 'sport and recreation' product, and for several reasons. Firstly, Croatia's image as a country is associated with sport, 'sport and recreation' products extend the season and use all types of accommodation facilities and are often combined with other products. It is also important to note that, in addition to the sea, Croatia has numerous other resources (trails, promenades, national parks, landscaped landscapes, rivers, lakes) suitable for the development of these products. By developing various forms of 'sport and recreation', Croatia will be able to make use of certain market segments which are interested not just in the 'sun and sea'; i.e. it will better adapt to the requirements of the demand and at the same time ensure greater consumption and extend the season, which are the most important development goals of Croatian tourism.

Tourism has still not recognized the importance of developing many tourism products. Although it is known that, for example, organizing sporting events can significantly contribute to the local economy, it is still not perceived as one of the important forms of sport tourism. In that regard, sports organizations do not cooperate with the tourism sector in an appropriate way, which often results in the absence of adequate promotion of such events. It can certainly be concluded that, in addition to developing individual components

of products, it is necessary in the future to have much stronger cooperation between tourism and sports organizations and the public and private sectors to achieve more significant development of sport and recreation tourism products.

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