

Motives for participation in active sport tourism – participants of holiday windsurfing camps

Authors' Contribution:

A – Study Design
 B – Data Collection
 C – Statistical Analysis
 D – Data Interpretation
 E – Manuscript Preparation
 F – Literature Search
 G – Funds Collection

Rajmund Tomik ^{ADF}, Katarzyna Gorska ^{BD},
 Adam Staszkiwicz ^{BD}, Jacek Polechonski ^{CE}

The Jerzy Kukuczka Academy of Physical Education in Katowice, Poland

Key words: active sport tourism, motives, windsurfing.

Abstract

Background: Active sport tourism involves travelling in order to participate in different forms of movement recreation; engagement in physical activity is the primary aim of active sport tourism. Each and every decision regarding holiday, weekend or one-day trips is made based on several motives of different strength; it is the interaction between the motives that generates the ultimate behaviour of an individual. The aim of the study was to determine the motives behind the decision of holiday windsurfing camp participants to become engaged in this particular form of active sport tourism.

Material/Methods: Seventy-three participants of windsurfing camps in Jastarnia (Hel Peninsula at the Polish seaside) entered the study, which was carried out in the form of a diagnostic survey. The research tool was an anonymous questionnaire.

Results: The survey revealed considerable diversity regarding the types of active sport tourism undertaken by windsurfing camp participants in the year preceding data collection. The motives for participation in active sport tourism were also very different both among women and men. Nevertheless, social factors turned out to be of the greatest importance while making a decision about becoming involved in active sport tourism.

Conclusions: Our study demonstrated that gender dimorphism had only been seen regarding the physical activity motive. Female respondents mentioned this particular motive for participation in the windsurfing camp more often than men.

Word count: 2,405

Tables: 3

Figures: 0

References: 22

Received: April 2014

Accepted: June 2014

Published: October 2014

Corresponding author:

Dr hab. Rajmund Tomik, prof. nadzw
 Akademia Wychowania Fizycznego im. Jerzego Kukuczki, Katedra Turystyki
 40-065 Katowice, ul. Mikołowska 72 a
 Phone: 32 207 51 69
 E-mail: r.tomik@awf.katowice.pl

Introduction

Active Sport Tourism, Event Sport Tourism and Nostalgia Sport Tourism are classified in literature as types of Sport Tourism. Active sport tourism involves travelling in order to participate in different sports; its primary aim is to become engaged in physical activity [1]. While defining this type of tourism some authors have emphasized involvement in sport activities by individuals on vacation [2]. We believe that the term active sport tourism relates to two-day or multi-day trips, the main aim of which is to become engaged in physical activity (i.e., practise different forms of movement recreation). The difference between active sport tourism and movement recreation consists of leaving the place of residence and becoming involved in interaction with the natural environment and its special attributes/values. It seems that, in marketing, the notion of *active sport tourism* gradually replaces that of qualified tourism mainly used with respect to the activities of Polskie Towarzystwo Turystyczno-Krajoznawcze (Polish Tourist and Sightseeing Society).

Scholarly publications on active sport tourism are scarce. Theoretical considerations of H. Gibson [3,4] as well as those of T. Hinch and J.Hingham [5] are worth pointing out. There are also reports from marketing research aimed at identification of the major characteristics of participants in active sport tourism suggesting that active sport tourists tend to be healthy, financially secure and well educated; the typical active sport tourist is between 18 and 44 years of age and, most frequently, male. The most popular physical activities during holiday time are walking, bicycling, and skiing [2, 4, 6, 7].

The aim of the present study was to determine motives for tourist activity. According to R. Franken, human motivation is associated with striving for something or the will to avoid something. Striving and avoidance may not only be related to some specific object but also to a specific place or life situation. Human needs are not the immediate cause of our actions; they are now viewed as dispositions towards action, i.e., they create a condition that is predisposed towards taking action or making a change and moving in a certain direction. Motivation components are biological processes (anatomy and physiology of the brain), learning and cognition (thinking, perceiving, abstracting, synthesizing and organizing); the energy and ultimate behaviour is determined by interaction of these processes. Motivation is understood as a process which produces particular action or behaviour. Needs are a state of tension or imbalance that demands a satisfying activity to achieve a goal [8].

A frequently cited theory on leisure and travel motivation is Iso Ahola's Social Psychological Model of Tourism Motivation (SPMTM) [9]. It is based on the concept of push and pull factors for tourism travel as described by G. M. S. Dann [10] and J. L. Crompton [11]. 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 behaviour 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, i.e.:

- seeking personal rewards;
- seeking interpersonal rewards;
- escaping interpersonal environments;
- escaping personal environments (i.e., personal problems and everyday existence) [12].

It should be mentioned though that each and every decision regarding holiday, weekend or one-day trips is made based on several motives of different strength; it is the interaction between the motives that generates the ultimate behaviour of an individual [13]. An analysis of becoming engaged in tourist activity should take a broader perspective, commonly referred to in literature as "Vacation Decision Making Process" [14].

The aim of the study was to determine the motives behind the decision of holiday windsurfing camp participants to become involved in active sport tourism.

The following research questions were formulated:

1. What types of active sport tourism have the windsurfing camp participants chosen in the last year?
2. What were the motives determining the decision about participating in active sport tourism?

3. Was there any difference in the motives with respect to gender?

Material and methods

The study comprised participants of windsurfing camps in Jastarnia (Hel Peninsula at the Polish seaside) organized in July and August 2012 by “Boards” - a windsurfing school. Of the total number of 184 school students, 73 questionnaires had been filled in correctly and included in the statistical analysis. The mean age was 26.6 years (women – 25.4 years, men – 27.8 years). The majority of the windsurfing camps participants were students of high or higher schools, residents of large or mid-sized cities (Table 1). The examined sample is not representative of typical windsurfing camp participants and hence conclusions can only be drawn regarding this particular study population.

Tab. 1. Survey participants – descriptive statistics

Survey participants	Total		Women		Men		
	N	%	N	%	N	%	
Gender	73	100.00	34	46.58	39	53.42	
Age	≤ 19	20	27.40	11	15.07	9	12.33
	20-29	36	49.32	16	21.92	20	27.40
	30-39	7	9.59	4	5.48	3	4.11
	40+	10	13.70	3	4.11	7	9.59
Education	Primary	18	24.66	7	9.59	11	15.07
	Secondary	40	54.79	19	26.03	21	28.77
	Higher	15	20.55	8	10.96	7	9.59
Profession	Secondary school	18	24.66	8	10.96	10	13.70
	Student	36	49.32	18	24.66	18	24.66
	Office employee	5	6.85	4	5.48	1	1.37
	Engineer	5	6.85	1	1.37	4	5.48
	Health care	2	2.74	0	0.00	2	2.74
	Manager	5	6.85	1	1.37	4	5.48
	Teacher	1	1.37	1	1.37	0	0.00
	Employee in sales and services	1	1.37	1	1.37	0	0.00
Place of residence	Large city (>100 thousand inhabitants)	41	56.16	18	24.66	23	31.51
	Mid-sized city (25-100 thousand)	21	28.77	12	16.44	9	12.33
	Small city (< 25 thousand)	8	10.96	3	4.11	5	6.85
	Village	3	4.11	1	1.37	2	2.74

The investigations were carried out in the form of a diagnostic survey. The research tool was a questionnaire which the respondents filled in anonymously in their free time. A cover letter explained how to complete the questionnaire; also, the term active sport tourism was unambiguously explained. The questionnaire consisted of 4 parts. We analysed the respondents' answers to 10 survey questions on participation in movement recreation and their comments on 49 statements concerning the motives for participation in active sport tourism (in the 5-point Likert scale). The latter part of the questionnaire was based on R. Winiarski's "Questionnaire on Motivation of Active Recreation Behaviour" with the consent of the author, R. Winiarski [15]. In 34 questions (of the original 49 items) the term "movement recreation" was replaced with "active sport

tourism”, which we deem to be a special form of movement recreation. The validity and reliability of the questionnaire were positively assessed.

According to R. Winiarski, active recreation behaviour is driven by seven motivational forces including: Activity, Catharsis, Health, Emotion, Society, Ambition, Knowledge.

Each of the motives is studied based on 7 questionnaire statements (including reverse wording). This allows calculation of an index of each particular motivational disposition (the total score for answers divided by 7), which can range 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 measures 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 $p < 0.05$.

Results

The survey revealed considerable diversity regarding the types of active sport tourism undertaken by windsurfing camp participants in the year preceding data collection. The most popular, both among women and men, were downhill skiing (73%) and cross-country skiing (42%). Mountain hiking (29%) and kayaking (26%) were also considered attractive. Caving and potholing, sea sailing, horse riding and air sports were participated in the most rarely – each was marked by one respondent only. It is of interest that no men and only two women chose biking as active sport tourism. It might be that this form of physical activity, extremely popular among Polish people, is practiced by the respondents in the area where they live. It should be noted that the choices regarding the preferred types of active sport tourism were comparable among women and men (Table 2).

Tab. 2. Types of active sport tourism practiced by the respondents

Types of active sport tourism	Total (73)		Women (34)		Men (39)	
	N	%	N	%	N	%
Lowland hiking	14	19.18	8	23.53	6	15.38
Mountain hiking	21	28.77	8	23.53	13	33.33
Mountain trekking	7	9.59	3	8.82	4	10.26
Rock climbing	4	5.48	2	5.88	2	5.13
Caving and potholing	1	1.37	1	2.94	0	0.00
Canoeing and kayaking (canoe, etc.)	19	26.03	9	26.47	10	25.64
Rafting	2	2.74	2	5.88	0	0.00
Inland sailing	6	8.22	4	11.76	2	5.13
Sea sailing	1	1.37	1	2.94	0	0.00
Windsurfing	10	13.70	5	14.71	5	12.82
Diving	6	8.22	5	14.71	1	2.56
Downhill skiing	53	72.60	21	61.76	32	82.05
Snowboarding	8	10.96	4	11.76	4	10.26
Cross-country skiing	31	42.47	10	29.41	21	53.85
Ski touring	4	5.48	2	5.88	2	5.13
Horse riding trips	1	1.37	1	2.94	0	0.00
Biking trips	2	2.74	2	5.88	0	0.00
Air sports	1	1.37	1	2.94	0	0.00
Extreme sports	2	2.74	2	5.88	0	0.00

Source: own studies

In the next stage of the investigations we tried to determine the motives which underlay the respondents' decision to participate in windsurfing camps. The motives for participation differed significantly between women and men. Nevertheless, social factors turned out to be of the greatest importance. The main motivational forces behind the women's decision to become involved in active sport tourism were activity, health and social interactions, while those predominant among men were social interactions and health (Tab. 3). The post-hoc test revealed that ambition was significantly less important than all other motives, irrespective of gender. An analysis of motivational force indices variability by gender showed considerable similarity except for the activity index. Female respondents mentioned this particular motive for participation in the windsurfing camp significantly more often than men (Tab. 3).

Tab. 3. Motivational force indices and their variability

Gender	Motivational force							Variability index	
	Activity	Catharsis	Health	Society	Emotions	Ambition	Knowledge		
Total (73)	\bar{X}	2.55	2.34	2.67	2.75	2.58	2.08	2.55	F = 12.905 p > 0.001*
	M	2.57	2.43	2.71	2.64	2.71	2.14	2.71	
	SD	0.53	0.51	0.60	0.63	0.52	0.44	0.57	
Women (34)	\bar{X}	2.74	2.47	2.73	2.73	2.66	2.10	2.59	F = 7.150 p > 0.001*
	M	2.75	2.44	2.74	2.69	2.71	2.13	2.66	
	SD	0.53	0.59	0.62	0.60	0.59	0.51	0.57	
Men (39)	\bar{X}	2.37	2.22	2.61	2.76	2.50	2.05	2.57	F = 7.021 p > 0.001*
	M	2.37	2.31	2.63	2.71	2.59	2.09	2.65	
	SD	0.53	0.58	0.60	0.61	0.50	0.51	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

Source: own studies

Discussion

Numerous researchers have concluded that health is the primary motive for movement recreation in leisure time. The awareness of health benefits related to physical activity is growing [19-22]; beneficial effects gained from performing physical activity outdoors in natural environments are especially appealing. Hence, a dynamic development of active sport tourism, which is a health-oriented form of movement recreation, should be promoted and supported. Health was also among the most important motivational forces behind the decision of our questionnaire respondents to take part in a summer windsurfing camp on Hel Peninsula. It should be noted though that summer time physical activity was more important for women than men.

Knowledge on the motives underlying the decisions regarding holiday trips might also prove useful for marketing purposes. When analysing factors affecting sport consumer behaviour, 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" [16, 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 [17]. The most intensively promoted are local nature attractions and places especially attractive for individuals in favour of 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 behaviours 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 tourists’ 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” [18, p. 56].

Conclusions

Our findings have led us to the following conclusions:

1. In the year preceding data collection, the questionnaire respondents most often practised downhill and cross-country skiing, i.e., those forms of physical activity which require quite specific movement skills.
2. The social motive was the predominant driving force behind the respondents’ involvement in active sport tourism, which might have resulted from the fact that $\frac{3}{4}$ of the study population were under the age of 29 years.
3. Gender dimorphism was only seen regarding the physical activity motive. Female respondents mentioned this particular motive for participation in the windsurfing camp more often than men.

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