

❖ RECREATION

THE STUDY OF EFFECTIVE FACTORS ON THE MOTIVATION OF TOURISTS PARTICIPATING IN SPORT EVENTS

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Abstract

Purpose: The aim of this study was to investigate the effective factors on tourist participators' motivation in sport events. **Method:** The research method was descriptive and survey. The sample of the study includes 638 tourists (529 from national team and 109 from super league) participating in the national and super league football teams. The data was collected using the Wimbledon questionnaire. Which the validity of this questionnaire approved by 10 professors of Guilan university and Allame Tabatabaei university and 10 experts tourist and had a previously proven reliability of 86% using the Chronbach's Alpha.

Results: the research data were analyzed by Binomial tests ($P \leq 0.05$). the findings of this study indicate that from the tourist of the view of fans, socialization, entertainment, relaxation(push factors); fan motives, destination, (pull factors) and personal problems, risks (Deterrent factors) are the most effective factors on the motivation of the tourists attendance in sport event.

Conclusions: The results indicate that the fan motives, destination (pull factors) socialization, relaxation, and entertainment (push factors) are the most effective factors on sport events. Also, risks, personal problems, and competition are the most important Deterrent factors. Finally, it is suggested that to enhance the participation of the tourists' motivations to attend the sport events, their motivational factors must be identified thoroughly and there must be a good informing system on attraction of event and destination, and financial costs, safety problems, and health problems must be minimized.

Keywords: Sport tourism, motivation, effective factors, sport event, tourist

Introduction

One of the events that attracts' tourists attention is sport events held through participating various sport teams from different regions of the country. Now, one of the disturbances of sport event's marketers and organizers are the increase the rate of visitors' and participants ovation through identifying factors which affect their attendance. There are different factors affect tourists' intent and desire to attend a sport event, and their choice. In most research related to the factors affect tourists' attendance, push factors (factors related to source) and pull factors (factors related to destination) have been distinguished from each other (N. Kim, L. Chalip, 2003; M. Kozak, 2002). Also many studies have shown that deterrents and barriers exist on tourists' way and how they perceive limitations affect their desire to travel and attend a sport event (J. Braz, 2002; D. Gilbert, S. Hudson, 2000; N. Kim, L. Chalip, 2003 B. Thapa et al 2002). So, the problem of sport events marketers is to identify methods through which they can invest in to increase the rate of events attraction (which requires to determine pull factors) and also to decrease the rate of current limitations for attending tourists (which requires to determine deterrents) and finally they can change the interest in event to traveling for it and attending it (which requires to identify push factors).

With respect to being unknown effective factors for attracting tourists' attention to sport events –

for the present problem in regard to programming and marketing for attracting tourists' attention in general and sport tourists' in particular is to study these factors for attending them. Studies done by researchers are shown that there are many diversities in effective factors for going tourists' to sport events (such as event attractiveness and security, health and financial limitations, knowledge, personality, socialization, relaxation, novelty and interesting) and in different research (C. Graham, H. Ian, 2001; C. Kynne et al 2001; Y. Yamaguchi, 2002). In the case of sport events, many studies have been done in aspect of sponsorship and events organization and etc, but little attention has been paid to the role of tourists and spectators. Therefore, with respect to plan for attracting tourists' attention to any events is based on satisfying different needs of tourists, so it is important that push factors of tourists are recognized and planning event is done based on them. The recognition of tourists' push factors is important prerequisite to marketing for attracting their attention to events (J.L. Crompton, S.L. Mckay, 1997). On the other hand, researchers have found that more research should be completed about people who have more limitations for participating in an event. To determine which motivators of certain sport events participators are useful and to identify their motives and also, which factors play a role in them, there is no doubt that owners, company

their consumers' motives (H.J. Ottevanger et al 2007). Which factors affect spectators behavior, is an important issue for sport spectators marketing, because the income associated to spectators attendance in events is an important source of revenue for professional sports. Sport marketers will be able to determine more effective strategies for their targeted market if factors which affect spectators' behavior are identified. Studying different ways, effective factors for sport events tourists' motivation, the degree of importance and the priority order of each of them, is a first necessary step to begin scientific actions to increase the rate of sport tourists attendance in sport events. Research findings will help national and international sport events programmers and organizers to identify effective factors for attracting tourists' and spectators attention and to try for increasing in number of them. The significant growth of sport tourism in recent years has been attributed to both factors of demand growth and increase in the rate of business activities. As the focus of this research is on event sport tourism, the development of kind of tourism provides many opportunities. The number of tourists for watching a sport event is a primary reason to increase traveling very quickly. From a destination point of view, event sport tourism is developing and marketing sport events to obtain economical and social benefits .for Consumers, aim watching or participating in a sport event. In the eye of event organizers, it is possible that tourism is only one of several market ends to attract tourists' attention during an event.

H.J. Ottevanger et al (2007) declared the most effective factors for participators' motivation to attend in Wimbledon tennis events with respect to the degree of importance and priority; fan motives, entertainment, host-destination, relaxation, experience, socialization, escapism, novelty, self-development and self-exploration. Also security, health and financial issues mentioned as deterrent factors for participating in an event (H.J. Ottevanger et al 2007). T. Brietbath (2006) studied motivations and interests of fan for coming from New Zealand to attend events and reached to these results; their importance and order of priority is as follow: positive level of arousal, diversion from everyday life, a need for affiliation, family ties, show national identify, supporting favorite team or self esteem enhancement, destination attractiveness and event attractiveness. He also called deterrent (limitation) as security, health and financial limitation that were most important factors fan found them as barrier for traveling to out of new Zealand (T. Brietbath, 2006). A.C.T. Smit (2007) states that individual sports fan such as tennis and rally are motivated by issue depended on aesthetics, while fans of team sport such as football and volleyball are motivated by issue depended on aesthetics, they are motivated more by eustress and self-esteem. He also states that motivational differences can result from environment where events are held. For example, it is

possible that football events are held in a professional environment or in an unprofessional one.

Researchers like A. Eastgate and D. Funk (2005), J.L. Crompton (1979), R.J. Gitelson and D.L. Kerstetter (1990), L.E. Looker and R. Perdue (1992), S. Cha et al (1995) found that event tourists seek specific motives to do such as escapism, excitement, knowledge, socialization, prestige, kinship, adventure, relaxation, novelty and exploration (S. Cha et al 1995; J.L. Crompton, 1979; A. Eastgate, D. Funk, 2005; R.J. Gitelson, D.L. Kerstetter, 1990; L.E. Loker, R. Perdue, 1992). J.B. Hong et al. (2005) studied Japanese baseball team fans' interest for following baseball events in major league. They determined three primary motives spectators (overall interest in baseball, interest in players and quality of games) as Japanese favor for major league baseball. In research for WKBL (woman Korean baseball league), N.L. Lough and A.R. Kim (2004) reported that the most effective social motivation for attending WKBL spectators has been for entertainment. Study about participating in competitive sports is uncompetitive sports indicated that enhancing external motives and compete against others is very important for competitive athlete (T. Robinson, S. Gammon, 2004), while uncompetitive athlete have shown social and participating motives (S. Croft et al 1999). Studies have shown that sport events participating and tourism is not incited only by a special motive, and it is more likely that there are a large number of motivational factors affect the decision for traveling and participating in sport events. One or more motivational factors have more effect. In addition to this, few experimental studies in regard to event sport tourism have done in a small scale; particularly when events are held in local regions and more studies done are related to hallmark events such as Olympic Games and world cup. Therefore, developing studies about event sport tourism (supper league and national football team events for going to world cup) will cause the present knowledge to develop in this aspect and a new partnership is established among organizations related to tourism and also will cause more relationship between them and sport events organizations so the relationship with sport tourists will be understand better.

Methodology

The present research is the descriptive research which is completed in the field. A researcher describe effective factors of tourist motivation participate in sport events from tourist's point of view who participate in football events. Statistical community for this study includes all tourists participate in national football team events – which are held for going to south Africa world cup in the year of 2010 – and main football league events in semi session of the year 87 – 88 that guilan damash team hosts them. The sample of this research consisted of 638 tourists (529 tourists for national team and 109 for supper league) who participated in national football team events and super league plays. Collect information for

this research, Wimbledon Questionnaire was used and its reliability was recognized by ten professors of Guilan University and Allame Tabatabaei and ten tourists expert, its validity was evaluated by the method of %86 chronbach's alpha. Aforementioned questionnaire was distributed randomly among tourists but is was goal oriented and necessary data were collected and analyzed. The descriptive statistics method was used of describing data and to study effective factors of tourists' motivation after data distribution was studied for being normal using smirnov colmugraph test, a nonparametric binominal test in a meaningful level ($p \leq 0.05$) was used. Statistical operation was performed by SPSS 16 software.

Results

Result of the present research show that more subjects of this research were in a range of 15- 25 years old (60.2) and about %40 subjects traveled to the location where sport events were held from central rejoin of the country, 64 percent of the subject were single. More than 50 % of tourists had diploma academic paper and only less than 5 % of tourists had an academic paper which was bachelor, more tourists monthly income was in two groups, without any income (30.6) and less than 3000000 Rials (32.6). Also, findings of the present research in the aspect of studying effective factors of tourist's motivation participate in sport events, had been presented in tables 1, 2 and 3.

Table1. Push factors

title		category	N	Observed prop.	Test prop	Sig. (2-tailed)
escapism	Group 1	effected	456	0/71	0/5	0/001
	Group 2	non-effected	182	0/29		
	Total		638	1		
relaxation	Group 1	effected	564	0/88	0/5	0/001
	Group 2	non-effected	74	0/12		
	Total		638	1		
Self-exploration	Group 1	effected	431	0/67	0/5	0/001
	Group 2	non-effected	207	0/33		
	Total		638	1		
entertainment	Group 1	effected	531	0/83	0/5	0/001
	Group 2	non-effected	107	0/17		
	Total		638	1		
socialization	Group 1	effected	580	0/90	0/5	0/001
	Group 2	non-effected	58	0/10		
	Total		638	1		

Table2. Pull factors

title		category	N	Observed prop.	Test prop	Sig. (2-tailed)
novelty	Group 1	effected	491	0/77	0/5	0/001
	Group 2	non-effected	147	0/23		
	Total		638	1		
Fan motives	Group 1	effected	590	0/92	0/5	0/001
	Group 2	non-effected	48	0/08		
	Total		638	1		
Self-development	Group 1	effected	442	0/69	0/5	0/001
	Group 2	non-effected	196	0/31		
	Total		638	1		
destination	Group 1	effected	558	0/87	0/5	0/001
	Group 2	non-effected	80	0/13		
	Total		638	1		

Table3. Deterrent factors

title		category	N	Observed prop.	Test prop	Sig.(2-tailed)
risks	Group 1	effected	517	0/81	0/5	0/001
	Group 2	non-effected	121	0/19		
	Total		638	1		
competition	Group 1	effected	379	0/60	0/5	0/001
	Group 2	non-effected	259	0/40		
	Total		1	1		
Personal problems	Group 1	effected	474	0/74	0/5	0/001
	Group 2	non-effected	164	0/26		
	Total		638	1		

Discussion and conclusion

An important aim of this research is to study effective factors of tourists' motivation participate in sport events. At the early part of this chapter, effective factors of tourists' motivation participate in sport events have been shown in figure 1.

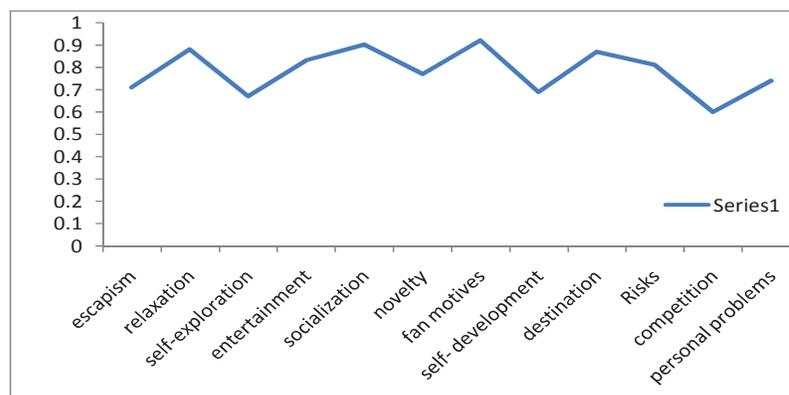


Figure1. Effective factors of tourists' motivation participate in sport events. The result of the research showed that in the eye of tourists participate in sport events, fan's motives are the most important factors for attending sport events. N. Kim and L. Chalip (2004) defined fan's motives as very important factors for event sports tourists participate in a special sport event. It is adjusted to previous studies of N. Kim and L. Chalip (2004), B. Green and L. Chalip (1998) who stated that among all variables; national team support is most powerful variable. J.B. Hong and et al. (2005) studied Japanese baseball fan's motivation in major league baseball. They recognized three primary motives of the spectator (overall interest in baseball, interest in players and quality of games) as the favor of Japanese people for major league baseball.

The second effective factor for attending tourists who participate in sport events, in this research was the factor socialization. Results of the research showed that the factor of socialization was an important effective factor of tourists' motivation who participate in sport events and they were adjusted to the results of studies done by H.J. Ottevanger (2007), A. Eastgate and D. Funk (2005). Aforementioned statements present different ideas about socialization as this factor was not shown in N. Kim and L. Chalip's

study (2003). Unlike their study, people who take part in sport events, feel that socialization is a primary reason for attending sport events. Also, M. Weed and C. Bull (2004) have described the opportunity of enjoying watching favorite sport events with others as a main motivation. The third effective factor of tourists' motivation that participates in sport events is a relaxation factor. It corresponds to H.J. Ottevanger (2007) stated that although there is much crowd, noise, alignment and soon in a sport event, participators who attend it, mention the relaxation existed in a sport event as their main reason for attending it. L. Philip and et al. (2005), A. Williams (2008), D.C. Funk and et al. (2000). Also mentioned the relaxation factors in their study as one of effective factors of tourists' motivation participate in sport events. The fourth effective factor of tourists' motivation take part in sport events is a destination (host) factor. Tourists who participate in sport events have also usually other reason for taking part in them included visiting other places located in the host region for sport events. Sport tourists also desire to get information about the culture of the host region and its other places, it is adjusted to H. Nogowa (1996) and H. Gibson (2006) study in which they stated when sport tourists spend time and money to attend a sport event, they like to get some information

about the host region and destination culture as well (9,20). T. Breitbath (2006) in his study investigated motivations and factors of football fans for traveling to attend events held out of New Zealand concluded that the destination attractiveness and event attractiveness is one of main reasons football fans travel to out of New Zealand. The next important effective factor of tourists' motivation participates in sport events is an entertainment factor. H.J. Ottevanger (2007) stated that parties held besides sport events are even more important than event space. Also, B. Green (1998) has mentioned that the reason for parties held besides sport events to be important is that it provides an opportunity for them to take pleasure in space around sport events and to be more familiar with the culture of host region. N.L. Luch and A.R. Kim (2004) stated also in their study that the most important social effective motivation of spectators for attending WKBL has been an entertainment factor.

Factors such as novelty, escapism, self-development and self-exploration were also factors that tourists mentioned them for attending sport events, but they were less important than above mentioned factors.

The last parts of effective factors of tourists' motivation that participate in sport events are deterrent factors which include three factors itself as risks, competition and personal problems. Although it is possible that there is a strong attention to sport events, but it is not an assurance for attending events, specially when deterrents can affect attendance at events. As the results of study shows risks, competition and personal problems are not serious limitations for attending sport events. Also N. Kim and L. Chalip (2004) stated in their study high expenditures as an important deterrent which has negative effect an attendance at sport events. The next deterrent in this part was that participators were not familiar with destination-host region. Specially, bad weather of the region where events are held, can be a limitation for attending sport events so if weather of the region where events are held is predicted un favorable on even day, then the number of people who participate in sport events is decreased. As predicted, Beijing air pollution caused a decreased in the number of participators in Beijing 2008 Olympic Games. Another deterrent in this part was a competition factor. Here, a competition factor is interpreted through media broadcast in comparison closely the competition. Participators said in response to the question that attending the place where events are held is more pleasing than watching it through H.J. Ottevanger (2007) also stated in their study that people take part in sport events believe that watching events through TV is not comparable with attending it and also remarked that experiencing event actually is better than watching it through TV at home. The last deterrent referred to personal problems. The lack of travel facility, favorite friends and fellow traveler is negative, effective factors and deterrents that cause a decrease in potential of attending events. N. Kim (2003), D. Gilbert and S. Hudson (2000), and J. Braz

(2002) have remarked that security, health and financial limitations, deterrents and barriers exist on the way of tourists as well as how they perceive limitations affect their desire for traveling and attending events. T. Breibath (2006) also defined deterrents in his study as security, health and financial problems that were important factors fans found them as barriers for participating in sport events.

Therefore, concluded that push factors (socialization, relaxation and entertainment) in comparison with pull factors (destination and fan's motives) and more important for tourists to attend sport events; it means that are more attracted to sport events through keeping out of current space (factors which are related to source) rather than by event attractiveness and destination attractiveness (factors which are related to destination). Also it should be mentioned that a single motivation is rarely known as a unique reason for traveling; however, a number of motivations for traveling may be preferable than other motivations (T. Robinson, S. Gammon, 2004). Most people go to vacations with a max of motivational factors, where mainly a motivation becomes preferable (J. Swarbrooke, S. Horner, 1999). In addition, T. Robinson and S. Gamma (2004) remark that motivations can't function independently, in fact they do in combination. But some motivations are specific to sport such as competition, desire others and enjoy a special interest (M. Weed, C. Bull, 2004). At the end, it is suggested that to increase tourist's motivation in order to attend sport events, their motives should recognized very well, and it should be given accurate information about destination and events attractiveness; also, financial expenditures, security and health problems should minimized. Organizers and people who hold sport events, are suggested that hold parties besides sport events relative to the culture of city hosts for events and finally officials of tourism organization should have a good relationship and interaction with sport federations and organizations in order to participate more sport tourists in sport events when these events are held.

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