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## RESEARCH OF THE MOTIVATIONAL BACKGROUND OF THE SPORT TOURISM

### Abstract

The new syllabus – ISCED, which is valid from September 2008 deals as a whole thematic unit with the activities in the nature.

Swimming, tourism, skating, skiing and cycling are mentioned as opportunities. All the activities and experiences what we can live through during the school-years, can have affect on our afterlife holiday habits. Sport success is influenced not only by cognitive and motor skills but also the individual's motivational background. Just like other health behaviour forms, a physical activity is linked to early childhood model. The sport related motivations are established at this time. We have made a research with questionnaires, where we have used the Holiday questionnaires of the Sport tourism Section working next to MSTT (Hungarian Society of Sport Science). We have interviewed 100 Czech, 100 Slovak tourist at Veľký Meder and 104 Middle-Slovakian inhabitants. 54% of the participants were between the age 26 and 55. The tourists with Czech citizenship appreciate the most, 67% the scout camps. During the summer 78% of them go abroad for holiday, during the winter 44% stay inland for holiday. This result was different only with the Slovak respondents asked at Veľký Meder, as 83% of them appreciated the touristic camp, the domestic holiday during the summer was 12% higher than the abroad holidays.

**Keywords:** *sport tourism, school camps, motivation*

### Introduction

Since September 2008 the new Educational Law guarantees larger freedom and autonomy to schools in Slovakia and also makes teachers more responsible and active while developing the educational and student competences. The National Educational Programme ISCED (The International Standard Classification of Education) also supports the sporting activities done in the nature. The aim of education – within the new erudition fields such as 'Motion and Health' in ISCED 1 – Physical Education is listed as a school subject, whereas in ISCED 2 and 3 the name of this subject is Physical and Sports Education (Antala, 2010). The PE part of the new educational programme – constructed by a team of PE teachers (Antala-Labudová, 2008, Kršjaková, 2008, Mikuš-Bebčáková-Modrák, 2008, Šimonek, 2008) contains a whole thematic part about 'Seasonal sports and sporting activities done in nature'. These sports include swimming, hiking, skating, skiing, etc. Doing sports in the nature is one of the most common motive activities within recreation, regardless of age, sex and social status (Bendiková, 2008, Pach, 2009,).

Sport success is influenced not only by cognitive and motor skills but also the individual's motivational background. Just like other health behaviour forms, physical activity is linked to early childhood model. The sport related motivations are established at this time. Two of the fundamental categories of the motivations are intrinsic and extrinsic. Intrinsic mo-

tivation refers to motivation that comes from inside an individual rather than from any external or outside rewards. It implies engaging in an activity for the pleasure and satisfaction inherent in the activity (Hagger et al., 2002; Pikó et al., 2005). Among of the intrinsic motivations we can emphasize the pleasure, the amusement and the collective feeling or the health motivation. Extrinsic motivation refers to motivation that comes from outside an individual. The motivating factors are external or outside and these rewards provide satisfaction and pleasure that the task itself may not provide. These are for example the external accommodation, financial achievements and fame or avoid punishments (Hagger and colleagues 2002).

Naturally the intrinsic – extrinsic tendency strongly depends on many socio-demographic characteristics. In adulthood the intrinsic motivation is significantly stronger than in childhood, particularly the health motivation. A wider motivational spectrum affects young persons: external and internal, social and mental influences have an effect on their behaviour and decisions connected with sport. The most frequent motivations are social motivations, popularity, entertainment and better general state of health, good appearance, well built body. The genders play a determining role on the motivational areas. In the girls' case is more typical the intrinsic motivation, the sports are enjoyed more frequently than an opportunity of the entertainment and the social being together. In the boys' case the trial of the abilities, the possibility of strength, the competition, the reach of success is dominant motivational effect. (Viira, Randsepp, 2000). Moreover the boys rather take a part in organized sport forms.

The sports courses attended in our childhood have a positive effect on our recreational habits developed later in our adulthood (Müller, 2007). The position and the geographical characteristics of Slovakia make it possible in a great deal to develop tourism, what is more, sports tourism.

#### **Research methods:**

1. Finding resources - analysing documents
  - analysing curriculum documents of the ministry
2. Environmental investigation – research in the economic situation regarding the tourism of Slovakia
3. Using questionnaires - using recreational questionnaires elaborated and applied by the Department of Sports Tourism - Hungarian Sports Association. Number of respondents 304: 100 Czech, 100 Slovak and 104 people from Central-Slovakia. Using software Excell to process the data.

#### **The main aims of the investigation:**

- Investigating the possibilities of sports tourism in regard to demand and supply.
- The connection and effect of the curriculum on sports tourism.
- We analyse the participation of Slovak and Czech spa guests – appearing in the research - in the sports courses.
- We presume that taking part in these sports courses has a positive effect among people and they get certain instructions for developing a healthy way of life, and in the future they will be keen on doing sports activities.
- We presume that the experiences from the childhood have a motivating effect on the adult recreational habits.

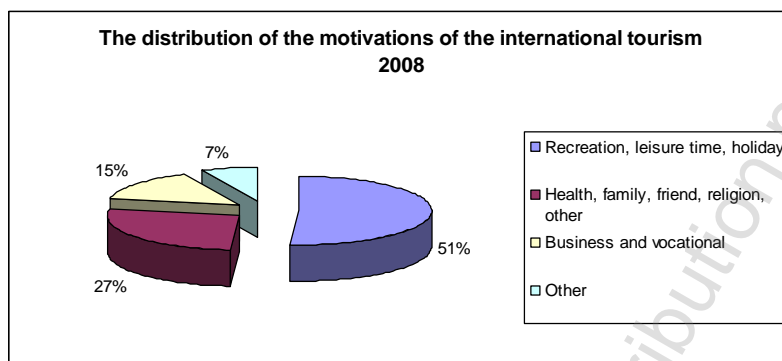
#### **Tourism's international situation**

Tourism is the most rapidly developing social and economic phenomenon of the 20<sup>th</sup> century. 12% of the world economy's gross national product is realised from tourism (Bánhidi, 2007, UNWTO 2007). In 2008 international tourism made a €643 milliard export profit. The number of tourists fell by 4% in 2009. There is a dynamic progress shown in active tourism by the tourism researchers and the growing possibilities in offer have a leading position among the world tourism products (Turco et al.2002). The UNWTO shows a 3-4%

increase in 2010 (UNWTO, 2010). There was a research done about EU recreations in 27 countries and with 27000 respondents in 2009. According to the results, 88% of the responding Swedish tourists are the biggest travellers. They are followed by the Finnish 71%. Europe is visited by the 60% of tourists. Their main destinations are France, Spain, Greece or Italy.

According to the distribution of international tourism motivations 78% is for recreation and free time, restoring health and visiting families. From the means of transport, the most used ways of transport (86%) is travelling by air and cars.

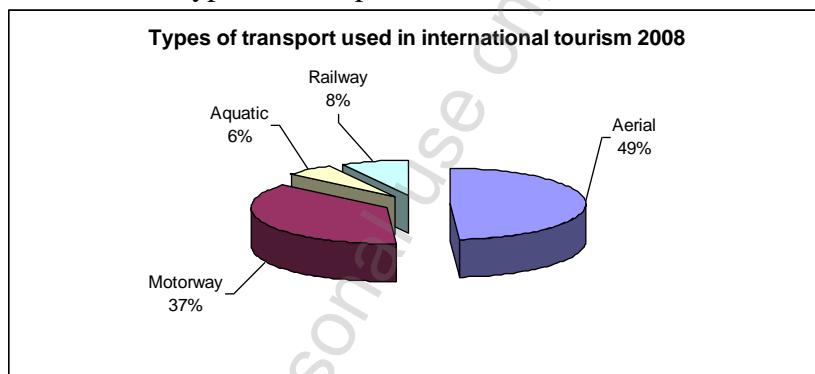
**Table 1.** The distribution of international touristic motivation in 2008



Source: Based on the World Tourism Organization (UNWTO) ©

The table above shows clearly those from an international perspective recreational and leisure-time tourism form more than the half of tourism in general. The most widely used forms of transport happen by air 49% thus covering large distances in the shortest possible time. It is followed by travelling on motorways. This is characteristic for Europe mainly.

**Table 2.** Types of transport used in international tourism



Source: Based on the World Tourism Organization (UNWTO) ©

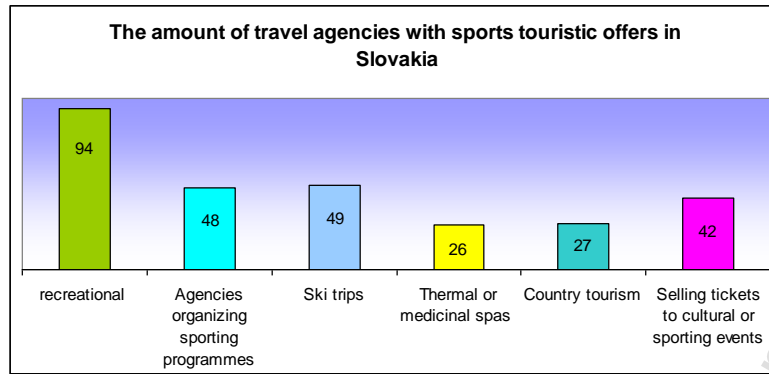
### Sports tourism getting an important position in Slovakia

The touristic suppliers build more and more sports infrastructure to their guest houses or hotels (SACR, 2009). There are more and more travel agents' offering sports tourism products. For example, there are 4 agencies offering cycling tours in Slovakia (Chrpová, 2009). Our country can await €11.3 milliard support between 2007-2013 for building cycling routes from different EU projects. Until the end of 2009 we spent €250 million from this amount ([www.euractiv.hu](http://www.euractiv.hu)).

Sports tourism is the theory and practice of such a touristic branch, where the traveller's main aim is to be the part of sporting experience buying a touristic service too (Bánhidi et al., 2006).

In Table No 3 we can see that in 2009 there were 94 travel agencies dealing with recreational holidays, 49 offered ski holidays, 48 deals with organizing sporting events. According to research from 2008 and 2009, 58% of people travelled abroad from Slovakia. Unfortunately, according to another research analysing recreation in 27 EU countries, Slovakia is on the 21<sup>st</sup> position only ([www.economy.gov.sk](http://www.economy.gov.sk)).

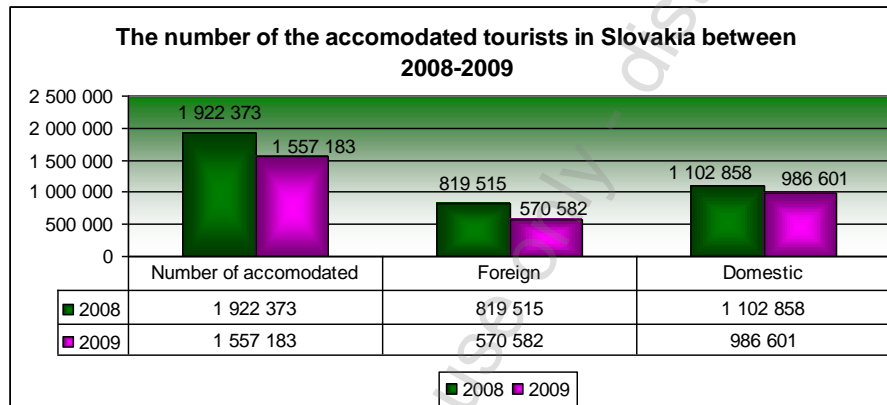
**Table 3.** The amount of travel agencies with sports touristic offers in Slovakia



Source: [www.sacka.sk](http://www.sacka.sk)

Just like in every country, in 2009 the number of tourists fell in Slovakia compared to the year of 2008. According to the results of the 2008 and 2009 statistical figures, touristic accommodations fell by 19% in 2009. From this amount the domestic tourists make up 10,5%. The number of foreign tourists compared to the year of 2008 decreased by 30.4% in 2009 (Turkovičová-Hučíková, 2009).

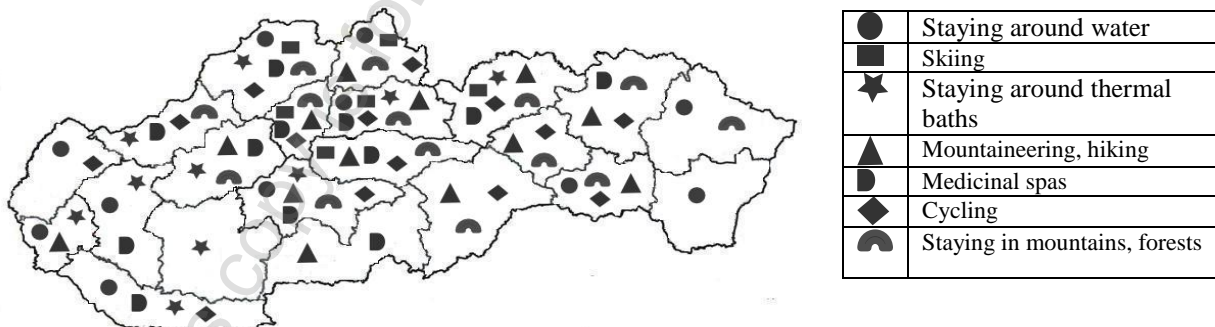
**Table 4.** The amount of tourists accommodated in Slovakia between 2008-2009



Source: [www.sacka.eu](http://www.sacka.eu)- Turkovičová-Hučíková, 2009

Slovakia is divided into 21 touristic regions (Gúčík, 2006). The following maps shows clearly within every region what kind of sports-touristic activities can be done here. For example: tourism by waters, thermal and medical spa tourism, possibilities for hiking, skiing, spending holidays in the mountains, cycle-tourism, country tourism, wine tourism, etc.

**Table 5.** The Slovak sports touristic map with its regions



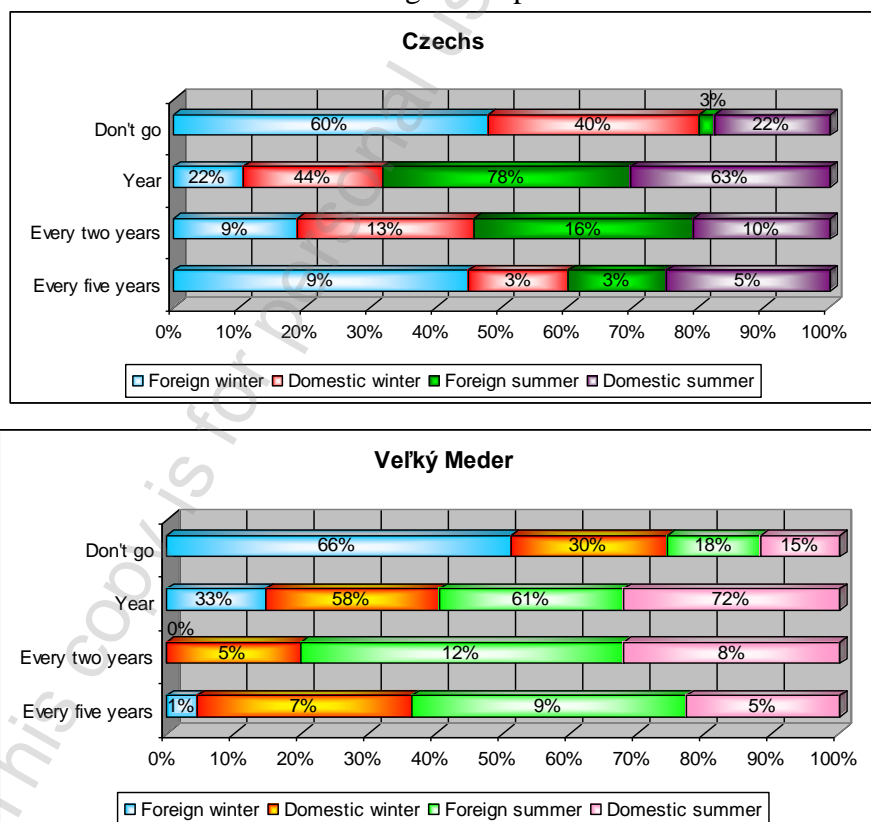
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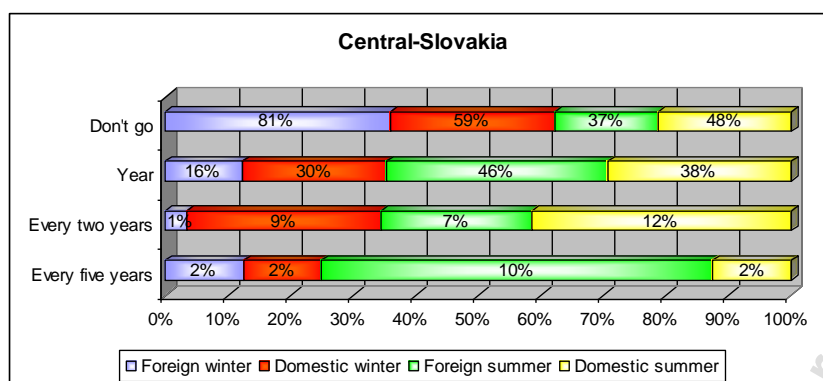
## Research Results

Having university students taking part in our research carried out in the spas of Veľký Meder, SK, we selected 100 Czech, 100 Slovak guests from the spa and we had another 104 people from Central Slovakia who filled in our recreational questionnaires. From these sheets we received the following results. In total we processed 304 questionnaires. There were 162 men and 142 women respondents. 72% of the respondents were over 25 years of age. Among the Czech and Slovak tourists responding to questions about sports activities done earlier there were by 13 % more Slovak tourists who did sports compared to the Czech tourists.

We also asked what sports courses they attended, what memories they have about them and whether they liked remembering these courses. In total the respondents took part in 888 camps. This means 2.92 camps per person, i.e. almost three camps attended during their school years. According to nationalities, we had the Czech respondents with 2.72 camps per person; there is less – but still more than 2 – for people from Central-Slovakia (2.63 camps per person). The highest result was 3.42 camps per person with the Slovak respondents in the spas of Veľký Meder. This shows us that the camps recommended, but not compulsory, by the school curriculum appear in the lives the population, what is more, and they remember them happily. The best camps were the so called national defence camps approved by 67% of respondents, the swimmers' camps (66%) and touristic camps (66%). Slovak respondents mentioned touristic camps (83%), swimming courses (72%) and national defence camps (70%). People from Central-Slovakia mentioned national defence camps (38%), ski camps (30%) and swimming courses (24%) In the following part we enquired about their present recreational habits. The Slovak and Czech respondents answering are questions were all from the spas of Veľký Meder, so it is obvious that the answers were affected by this fact. 78% of the Czech tourists go on summer holidays abroad, while in winter 44% spends their holidays in their own country. 72% of the Slovak respondents spend their holidays within Slovakia, in winter there is another 58% who stay in Slovakia. 46% of people from Central-Slovakia go abroad on holiday in summer, 30% spends their holidays within the borders in winter.

**Table 6.** Recreational habits among the respondents: in winter and summer





The Slovak tourists from Veľký Meder go more by 11% on holiday inland in summer. With the other two groups, the Czechs go by 15% more on holiday abroad, than inland. People from Central-Slovakia spend by 8% more abroad compared to holidays spent within the borders of their country.

### Summary

Up to the present, Slovakia's unique possibilities supported by its geographical advantages are backed up in a great deal by the school curriculum. Also, in the new PE curriculum of schools there is a whole thematic unit dealing with sporting activities done in nature and their implementation into the fields of physical and sports education.

We selected  $n=304$  respondents, who filled in our recreational questionnaires in Veľký Meder. Out of these 304 people, 100 was of Slovak nationality, 100 of Czech nationality and there were 104 people from Central-Slovakia. The answers clearly show us that there were 888 sports camps attended by the respondents. This gives us almost three camps per person. As for their recreational habits, 30-58% of them go on winter holiday within their own country, whereas in summer 46-78% go abroad. Only the Slovak tourists in Veľký Meder answered that they spend their summer holidays inland by 11% more. This can be due to either the global economic crisis or thanks to the effects of SACR (Slovak Association of Tourism) propaganda advertising the materials about "Know your country better" ([www.sacr.sk](http://www.sacr.sk)).

The results support our hypothesis, which says that the positive experiences from our school years can have a motivating effect on the recreational habits of adulthood.

Number of Sport success is influenced not only by cognitive and motor skills but also the individual's motivational background. Just like other health behaviour forms, sport is linked to early childhood model. The sport related motivations are established at this time. Number of Number of Number of research results justify that puberty is a crucial period in sport motivation. At this age young persons go through considerable amount of biological and psychological changes and they start developing an independent lifestyle and habit system; their value system is still very instable, therefore their sport activity level is decreased (Luszczyuska-Gibbons et al., 2004; Pikó, 2002). Beside the contemporary group the media is an important area that has a considerable effect on the young persons' opinion, his behaviour and his values as well as it forms his picture about the healthy life. Those role models and reference groups play a determining role in the adolescents' personality development with which the young persons would identify (Pikó, Keresztes, 2007).

Real pictures of sports can give only those who live in it. Young adults who are active in sport live a structured healthy life. They believe that sport will assist them in other areas of life and guide them to success (study, work, private life). They are characterized by sensitive social sensitivity and affected by their environment's opinion. Their sport and the time they spend with sport characterize their motives to life. Those who are planning to make sport as their living are also differently - approaching it than those who are using sport as a recreation. All are based in childhood model; what children receive and live by will influence their life



later. It is important to keep healthy lifestyle and sport motivation before teenage years since it is a guidance to personality development.

There is a great development worldwide in sports tourism. As a proof there was the first sports-touristic EXPO organized in Johannesburg in 2010 ([www.worldsportdestination-expo.com](http://www.worldsportdestination-expo.com)). Developing tourism in Slovakia is following these trends. In our country developing tourism and sports-tourism is among the priorities of our experts. The country's geographical advantages, our traditions from the past, the school courses and their motivating effects support in a great deal this development.

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