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INHERENT POTENTIAL PEDAGOGICAL OPPORTUNITIES IN SPORT TOURISM. APPEARANCE OF HEALTH, ACTIVITY AS PEDAGOGICAL VALUES IN LEISURE HABITS OF PASSIVE SPORT TOURISTS

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Key words: education, life-long learning, passive sport tourism, leisure habits, health, values

The value of pedagogical relation is determinative for its participants. The basic role of an educationalist is to help learning valuable things (Zsolnai 1996). In our days, when we talk about learning extended for whole area and content of life-long learning, it is reasonable to distinguish the different forms (formal, non-formal, informal) of learning. To help the integration of these forms of learning also has been added to the teacher's role (Bendíková & Jančoková 2009; Chovanová 2010; Bendíková 2011; Horváth H. 2011; Bendíková 2012a, 2012b). We must pay special attention to informal learning that is in our everyday life and yet it remains undetected (Coombs & Ahmet 1974).

Tourism is a special part of informal learning wherein one may find the direct and indirect way of learning. Tourism approaches mass of people and is not just beneficial economically but helps the self-realization of people (Barabasz 2007). Therefore, tourism needs to be considered as an important field of study thus is our justification for pedagogical analysis.

By nature pedagogy takes on varied values. From these values this study concentrates on sport, exactly on sport tourism and its main purpose is to live through the experience of a certain sport event, and to purchase various services in connection, at the same time. (Bánhidi 2006) In sport tourism there are two distinguished sections such as active and passive sport tourism. Active sport tourists take part directly in sport events while passive sport tourists participate only as spectators. Participants of passive sport tourism can be divided further into other two categories according to their purpose of travelling: they may belong to cast of the athletes (e.g. trainer, family member, doctor) (competitive or recreational), or they can be supporters of the sport event connected closely to sport tourism, and can be visitors of institutions (not to connect to sport event). Passive sport tourism usually moves larger masses of people than the active form of sport tourism.

In domestic and international sport life the popularity of sport changes dynamically. Media is the biggest 'fashion dictator'. Nowadays on the top of the popularity list – where the main crite-

ria is, that the sport affects sport experience visually, as well – there are ball games. According to a survey the most fashionable sport on TV is handball which has even succeeded football.

Hungary is the 5th on the ranking list of the International Handball Federation that includes both clubs and national teams. There are two clubs in Hungary that belong to the international elite: MKB Veszprém KC and Pick Szeged, where the former has been listed among the best 8 clubs in the world. Fans support their teams from all over the country.

Within sport tourism we focus on passive sport tourism connected to handball. It moves a great mass of people which we explained with necessity of sport and interest in sport achievements. According to our theory the outcome of a sport event and fan involvement together are considered as value. So value is not just sport performance but also activities of supporters helped this process. We state this although we are aware of that cheering in sport achievement cannot be measured exactly. However there is countless recording of games and declaration of players proved that the presence and activity of supporters have important effect on the results.

It can be revealed that sport tourism provides not only individual but also social values for participants. On the one hand social value means turning into and pertaining to a fellowship of community of individuals. On the other hand supporting and cheering of their beloved club - that in most cases is expressed in sport achievement – also can be regarded as social value (even if given team leaves field as loser).

From the above definitions of sport tourism it follows that its most relevant factor is experience for which members of the target group is willing to pay and buy related services. It is reasonable to assume that by adequate motivation a large part of this population can be persuaded to expand their range of experiences (e.g. by visiting and exploring of tourist attractions of given settlements).

AIMS

The appearance and validation of pedagogical aspects in theory and practice of tourism; the implementation of tools and ways of pedagogy; to connect the economical and pedagogical aspects and consequently to develop pedagogy of tourism.

The first step of our query was to find answer to the following questions:

- Who visits the matches of MKB Veszprém KC?
 - How do they spend their leisure time?
 - Is there any sport activity included in their culture of leisure? If so to what extent?
 - How much does the intensity of movements affect their health?
 - What types of tourist travels are preferred over their passive sport tourism activity?
- Based on visits of sport events are there any motives that can
 - enrich tourist activities of the studied population,
 - enhance their activeness and sport activity;
 - be strengthened to look at health as an important value?

METHOD

On the one hand we altered a questionnaire that was based on Tamás Dóczy's related ISSP international research, on the other hand we used one of our former questionnaire in which Veszprém supporters were analysed at the time of finals of club tournaments that was fought between MKB Veszprém KC and Pick Szeged in 2009.

Collection of data was made via an online questionnaire.

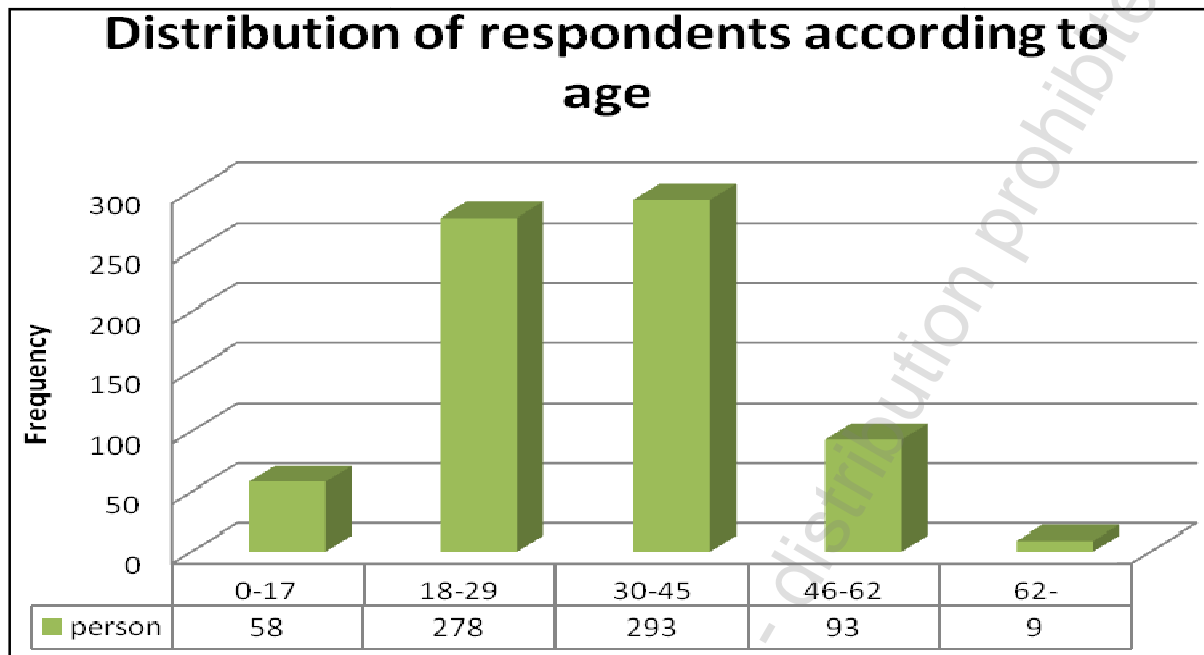
Firstly we used quantitative methods including crosstabs, correlation and regression analysis were used to obtain necessary answers.

RESULTS

In this article only a part of results is discussed: we present the leisure habits and other needs of passive sport tourists paying special attention to health as value in the standard of living of their lives.

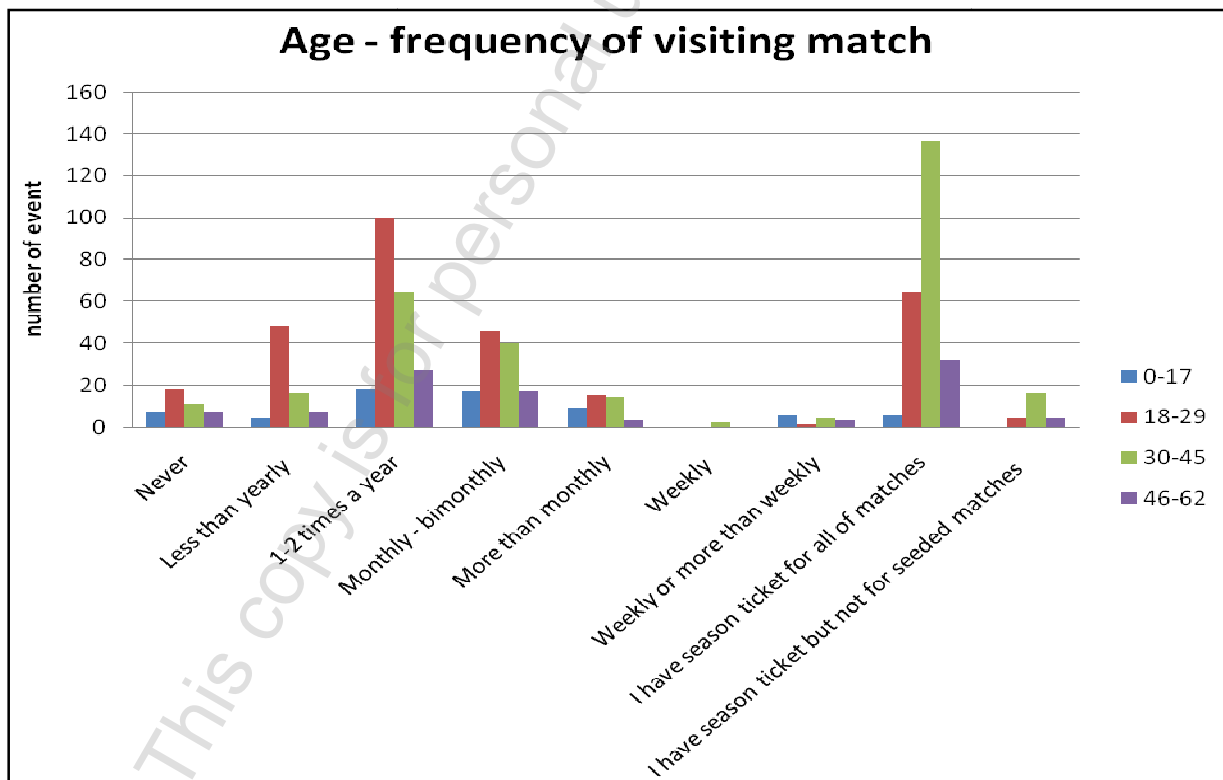
We also wanted to know what age groups the term passive sport tourist refer to. We concluded that all groups represent themselves. We find it important to highlight that these admirers of their teams may be from all the various parts of the country.

Chart 1. Distribution of respondents according to age (N=731)



40.1% of people, aged 30-45, visit matches most often. Fans between the age 18-29 are in second play with their 38%. We can see that these 2 groups together form the majority of the visitors, almost 80%. Under-aged children and pensioners take up only 9% of the asked population. We presume that the reason for such low involvement in these events can be put down to financial reasons.

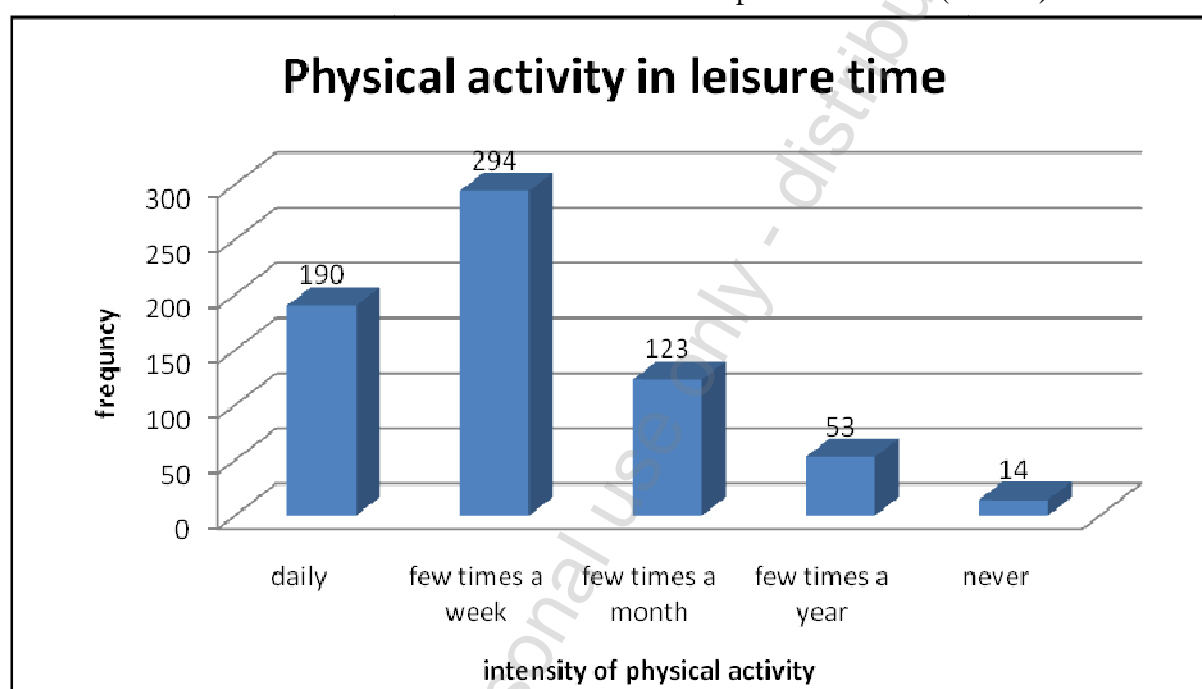
Chart 2. Age – frequency of visiting match (N=634)



From crosstabs analysis – that was made among three age groups of 18-62 years supporters because of their participation rate of 90% - it has emerged that frequent visitors' appearance is partly from those age-group that presents in largest number at sport events. In proportion middle-age group (30-45 years) and group still pertained to active age-group (46-62 years) who visit matches the most frequently. The analysis above shows that most of the people who go to see these matches not always belong to the same age group which represent themselves the most. in terms of proportion, the most frequent visitors are either middle aged people (age 30-45) or a member of a bit older but still active group (age 42-62).

This was proved by the Chi-square statistic because the level of significance is under threshold value of 0,05 thus it can be stated there is difference between age groups and frequency of going to matches. The value of phi ratio is 0,412, which shows weaker connection compared to mean. From season ticket customers hereby the age-group of 30-45 years visit matches most frequently (58%) they are followed by the group of 18-29 year old supporters (27%) and there is 13% of the group of 46-62 year olds.

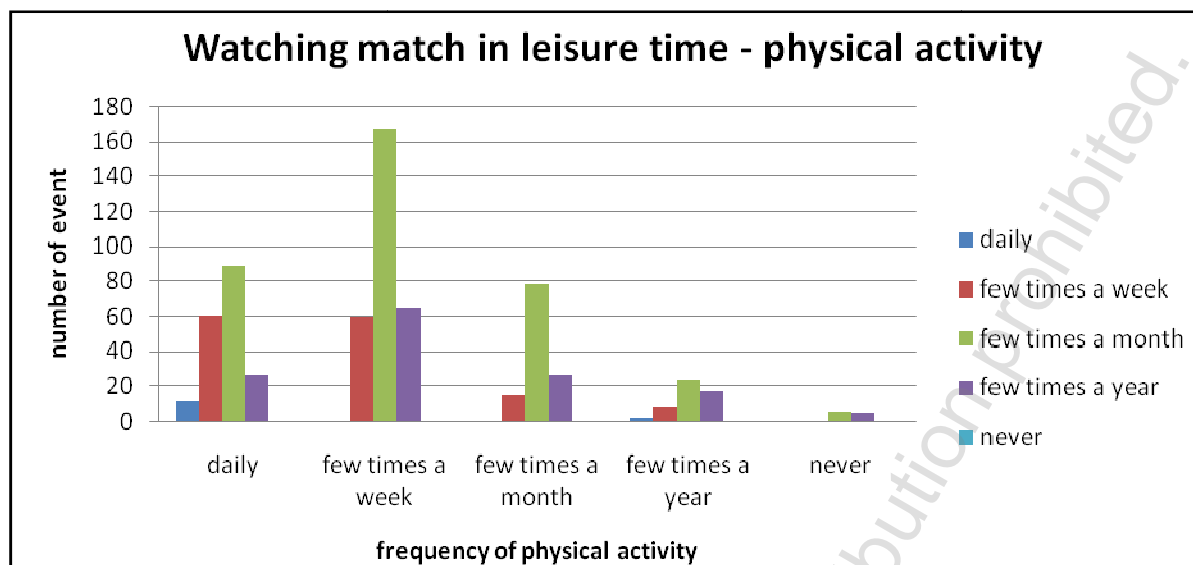
Chart 3. Connection of leisure habits and sport movement (N=674)



43,6% of respondents do sports more than once a week but the rate of people doing sports daily is also 28%. These numbers are considered surprisingly high, especially when we compare them to earlier data. In 2010 according to the European Union statistical study of Eurobarometer only 23% of Hungarian people did sports at least once a week while in the EU this rate was an average 40%. According to our respondents nearly 72% of them are physically active on a weekly basis which is 3 times more than the values of the EU statistic. It is possible that this number exaggerates, however, our assumption still remains that two thirds of the passive sport tourists in Hungary exceeds the rate of the national average. 36.3% of the population we asked were people between the age 18-29 who do sports regularly, every day, while The majority (36.3%) of the people who exercise regularly every day come from the age group of 18-29. There are those people who do sports more than once a week but not daily and among them we can see that almost half (48.7%) of them come from age 30-45.

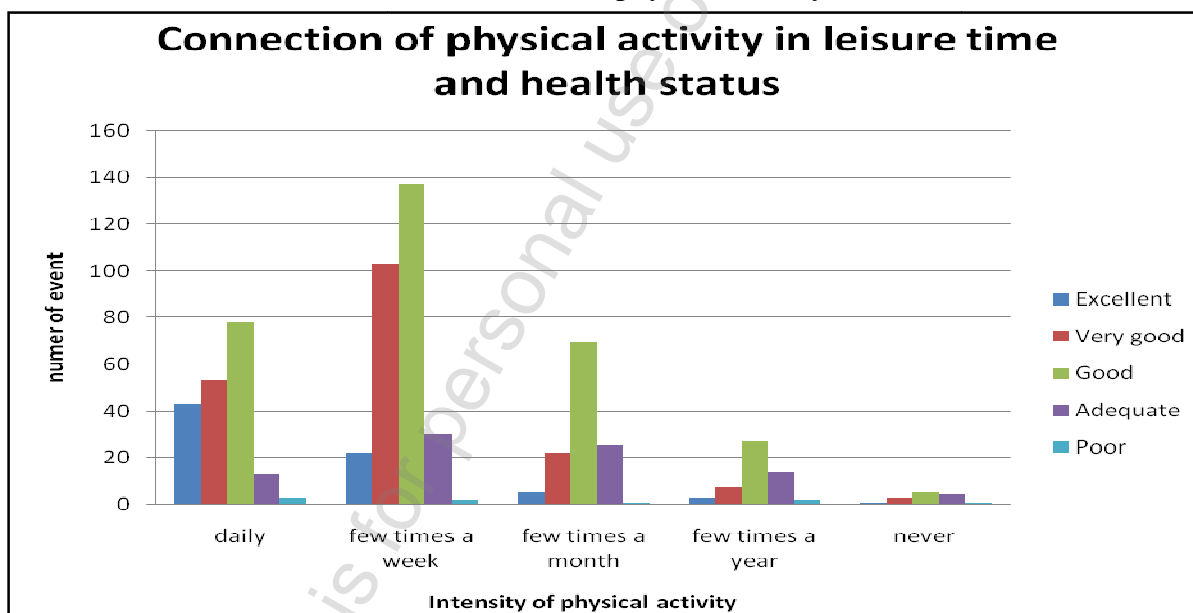
The difference between the percentages of passive sport tourists and the national average suggested us to see if there is a connection between physical exercise and supporting (in case of participation personally or indirectly). We presumed that the one who is physically active more often goes to sport events or rather watches sport running coverage.

Chart 4. Connection of leisure time physical activity and watching running coverage



Our results did not verify our hypothesis. We found that there is no connection between frequency of watching sport in leisure time and doing it. The chart above shows that there is no connection between the frequency of participation in sport event and frequency of sport activity. Respondents visit sport events a few times a month or a year but it is independently from their activity in sport. It seems that the affection of passive sport tourist to sport appears in their participation of sport activity but in this regard this motivation doesn't show the same intensity and frequency of visiting sport events and their substantive sport activity.

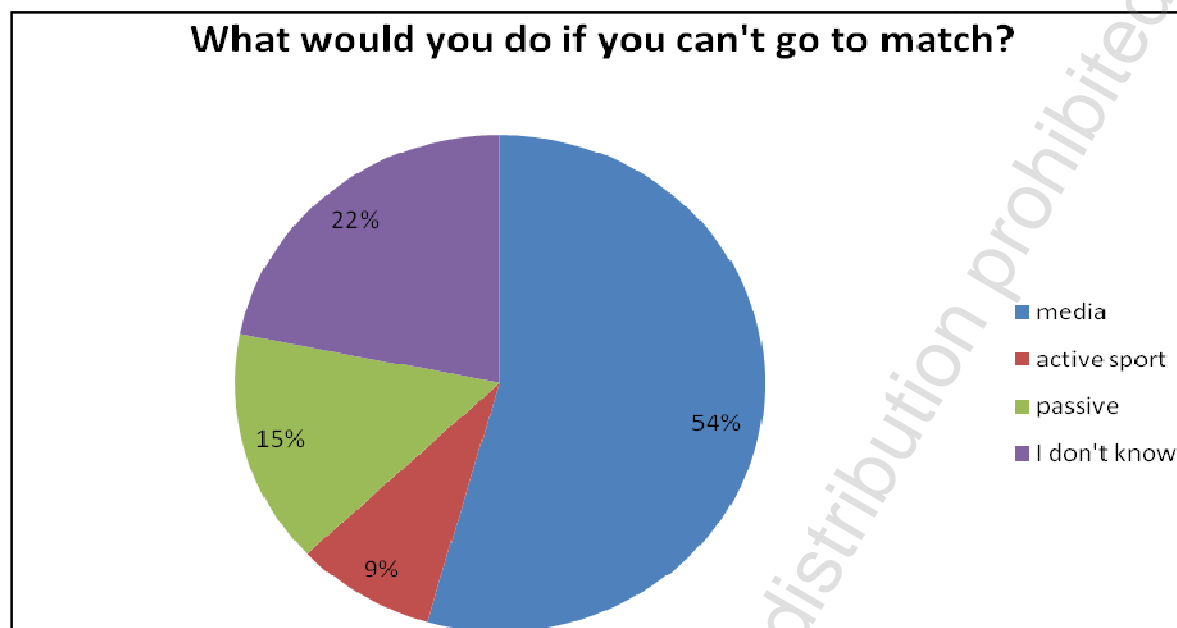
Chart 5. Connection of leisure time physical activity and state of health



As per our theory those who exercise regularly feel healthier than those who do not. According to the Chi-square (0,000) and the Phi-coefficient (0,412) value there is a moderately weak relation between the two variables. It is also noticeable – but not stressed due to the small population – that those who visit sport events more regularly exercise less. Presumably the reason behind this is that they would rather go cheering in their free time than spend it with being physically active. This requires more investigation since the most important components of our general well-being are the health of body and mind. Our query still remains whether these people can be involved in the other

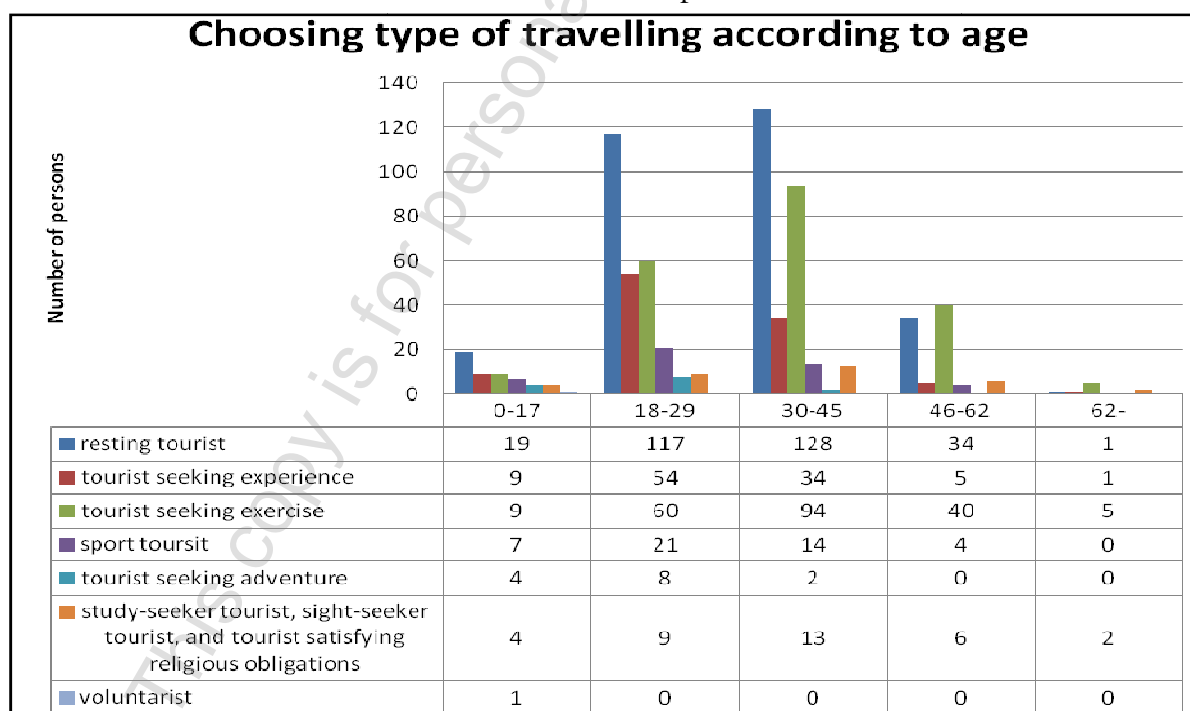
party that is the physically more active party. We should also take examine the inner motivation of passive sport tourists that makes them travel and visit their chosen occasions.

Chart 6. What would you do if can't go to match? (N=728)



Over 50% of the responsees answered that they would find a way an alternate media source to follow the happening anyway (online streaming and portals, TV, etc.) 15% would do something else, including reading, browsing the internet, relaxing, going to the theatre and also a kind of sport. However, 21.8% replied they would not know. We received answers such as *'I have no idea'*, *'I'd go crazy'* and *'I can't imagine'*. Conclusively, for every 5th responsee a sport event provides valid experience only if they are there in person. We considered this group a solid basis when designing tourist attractions. if we add those with the answer 'I don't know' who have not yet found a solution we would have the approximately 30% of the population to whom the personal appearance on an sport event is essential thus they are most likely to be interested in other attractions related to the original event.

Chart 7. Touristic habits of sport event visitors

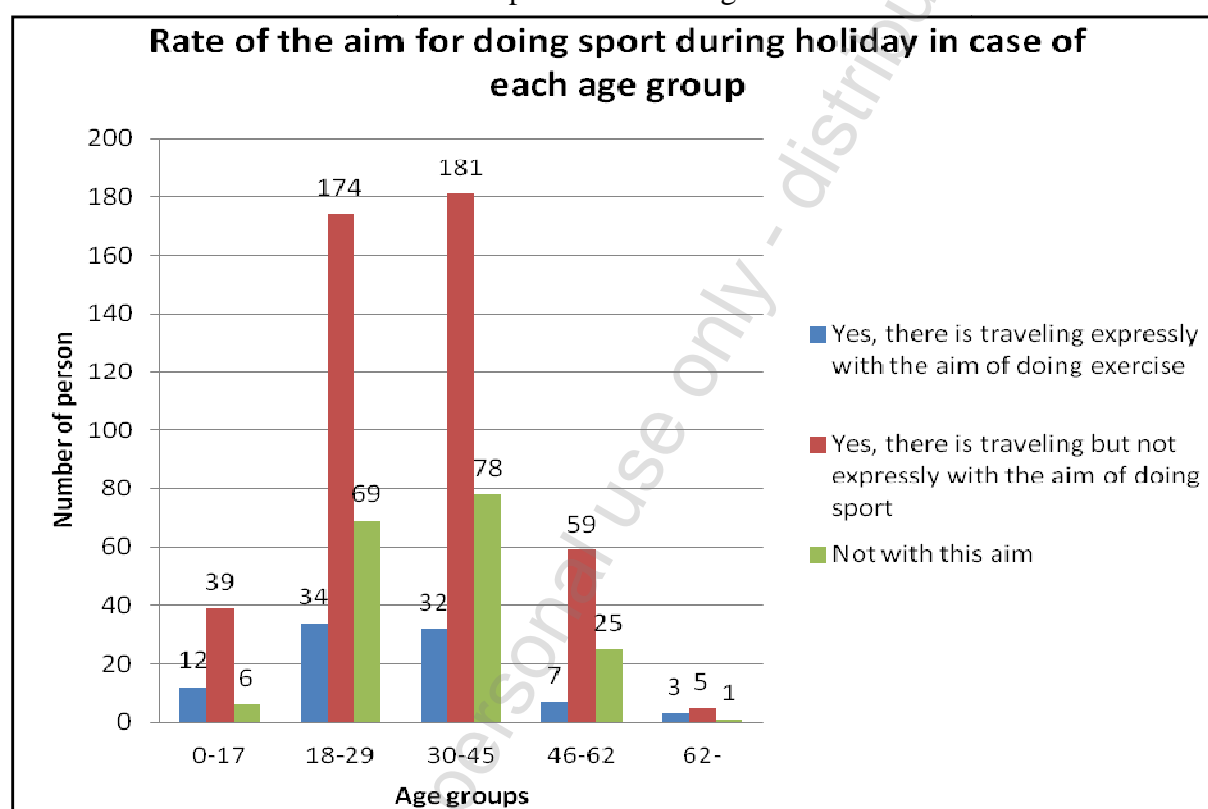


85% of the visitors went on holiday in the past 3 years. They choose different types of holidays according to the various stages of their lives. Over 40% chose the 1st type (relaxing beaches as a getaway from everyday stress). 42.8% of these people belong to the age 30-45, but people between 18-29 are not far behind (39.1%). Adventurous and active sports are preferences of the first two age categories, 0-17 and 18-29. Health and learning is a touristic feature in the last two age categories, 46-62 and over 62. As per the Phi coefficient there is moderate connection between the age and the type of travelling.

Others have already described the types of tourists based on their behaviour and goals. We chose Hahn's description because he uses 'activeness' as the most important factor for vacationers. However, in our case we examined passive sport tourists who prefer relaxing vacations which is a common feature regardless the age and as opposed to international trends.

To have a better understanding of the motivation that of the sport tourists one has to be aware of the opportunities that the chosen destination offers. Thus our question is 'To what extent does sport has an important role when you planning your vacation?'

Chart 8. Sport habits during vacations



Except for the age group of ver. 62, the results show that more than two thirds of the responsees do a kind of sport during vacation but that is not the main reason why they go on holiday. Only 88 people base their holiday on sports, 38.6% of age 18-29 and 36.4% of age 30-45. It can be possible that tourism, as an unexplored field of informal learning, will help to form the lifestyles and the attitude towards health and physical activities. We need to further investigate what kind of sports do passive sport tourists prefer doing on holiday and if they appear or if they are possible to appear in their everyday life and vice versa. This would be a much richer exploitation of a learning process which would help to establish a conscious way of maintaining health without any age group limitation.

CONCLUSIONS:

- Based on the results, most of the people who regularly visit MKB Veszprém KC handball matches are from the age group of 18-29 and 30-45.

- The studied population does sports more often the average in Hungary. We suppose it is because they love doing sports. However, the frequency of doing sports does not correlate with the frequency of watching sport in one's free time.
- Those who exercise often believe they are healthier than those who do not exercise.
- Almost one-third of the responsees cannot find an acceptable alternate if they cannot visit a sport event. We suppose they can be a part of the targeted population if we consider expanding touristic opportunities.
- During the past 3 years 85% of handball match visitors were on holiday. 40% of these people define themselves as relaxing tourists while younger people, until the age 30, confesses themselves adventurous tourists according to the Hahn typology.
- Two-third of the passive sport tourists do some kind of sports during their holiday, however this is not the main reason of their travelling.

SUMMARY

Our examination focused on a small piece of the passive sport tourists in Hungary and studied their habit concerning their health, free time activities and traveling. The results tell us that considerable percent of the visitors of MKB Veszprém KB handball matches participate in other tourism related activities. They usually do sports as well, however, this is not their primary motive when travelling. 74% of the people told us that they regularly do sports in their free time but our initial hypothesis was not proved, that of which was that fans who follow broadcasts of sport events are more active physically than those who do not follow them.

All of the responsees are aware of the positive physiological effects of sports and those of who exercise regularly feel healthier. For the other half of the party doing sports in free time is not a primary factor.

Our results may provide basis for further analyses to find out to what extent can passive sport tourism be part of the improvement of the health indicators and to see whether sport can be considered as a factor that generates changes in the individuals way of life.

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WEBOGRAFIA

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