

The Sports-Recreational Animation as a Factor for Tourism Development

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Sports and tourism activities act together. So today, sports tourism is undoubtedly one of the most important industries characterized by ever increasing profits, almost without experiencing any shocks and repercussions of the global economic crisis. Tourist agencies, touristic facilities, and touristic places are trying in every way to animate tourists with some sports. Sport is fun for everyone. Modern hotels have pools, golf courses, playgrounds, gyms, etc., in order for tourists to do sports and to have fun. On the other side, tourist agencies organize visits to some (important) sports events for visitors to ride and to have fun. Hence, the objective of the sport is to animate the tourists. For example, the Olympic Games is a world most famous sports event where a lot of money is spent in order for visitors, who came for that event only to enjoy from all over the world, to have fun. Apparently, there is a link between sport and animation in tourism, and it is necessary to make investments in sport if we want to put more fun in tourism. Although tourism is not a sport branch, it covers many sporting activities (sports recreation, sports events, etc.). It can be concluded that tourism and sport are interrelated phenomena.

Keywords: sport, tourism, animation, recreation, development

Introduction

Although tourism is not a sport branch, it includes a lot of sports activities (sports recreation, sports manifestations, etc.). It can be stated that tourism and sport are mutually interrelated phenomena. The link between them has existed ever since the start of their development. But, the relation between them has changed substantially. In the ancient Rome and Greece, sport had motivated people to travel, in order to attend big sports events. In recent times, sport in tourism has got a wider role, and that has created a different relation between them. The famous tourism scholars Hunciker and Kraph have written about the functional interrelation between sport and tourism. They have explained the phenomenon of sport in tourism according to the examples of Swiss tourism, where the sport tourism had already been developed, especially the winter sport tourism.

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Sports-Recreational Animation

In contemporary tourism, sport has not only got a perceptive role, but it is also a relevant content of the tourist stay, which makes the visitors take part in different sports. It not only becomes a content of stay, but it is also an incentive for traveling towards a certain tourist destination. That kind of relationship between sport and tourism provokes the development of a special type of tourism: sports-recreational tourism (Bartoluči & Andrijašević, 1999). The sports recreation in tourism is seen as a means for an active vacation of the visitors, i.e., contents in which there is an active participation (Relac, 1979). Thus, we can conclude that sport and tourism have got many related points. The first one is that both of them happen in the spare time, which means that if a person does sports recreation in the place of residence, it is out of the tourism frame. But, if the person does that out of the place of residence, it is considered as a tourist activity. Thus, we can state that the sports recreation enters tourism when the residents from a certain place will take part in the tourist flows.

The second related point is the factors that influence the sports and tourism development. Many authors classify the factors for sports and tourism development differently. However, all the classifications can be simplified into three factors: factors of the tourist demand, intermediary factors, and factors of the tourist offer (Cicvarić, 1990). All of these factors influence the sports development, not only in tourism, but generally. Actually, that can be best shown by a parallel review of the factors for sports and tourism development in Table 1.

Table 1

Factors for Sports and Tourism Development (Relac & Bartoluči, 1987)

Factors for tourism development		Factors for sports and recreation development	
1. Factors of the tourist demand		1. Factors of the sports-recreational services demands	
(1) Objective (a) Population (b) Urbanization (c) Income (d) Free/spare time	(2) Subjective (a) Fashion (b) Behavior (c) Habits (d) Prestige (e) Religion (f) Love	Urbanization and industrialization Income of the population Free/spare time Subjective factors (fashion, behavior, habits, and prestige)	
2. Intermediary factors		2. Intermediary factors	
Tourist agencies		Tourist-sports agencies	
Tourist associations		Sports organizations	
3. Factors of the tourist offer		3. Factors of the sports-recreational offer	
(1) Attractive factors of the tourist demand (a) Natural (b) Anthropocentric	(2) Communicative factors (a) Means of transportation (b) Posts, telegraphs, and telephones (PTT) links	(3) Receptive factors (a) Accommodation capacities	Natural resources Sports-recreational buildings and contents

Note. Source: Bartoluči and Andrijašević (1999).

In that context, we are talking about factors from the domain of the economic and social life, which on the one hand, influences the need (the working and living environment, urbanization, industrialization, etc.), and on the other hand, influences the opportunity for action (free time, finance means, traffic capabilities, etc.).

The unity is also reflected into the functions of the two phenomena. The numerous functions of tourism and sport can be classified into two groups:

- (1) Social or humanist;
- (2) Economic functions (Cickovski, 1985).

The review of tourism and sports functions is presented in Table 2.

Table 2

Functions of Tourism and Sports Recreation (Cetinski, 1999)

Functions of tourism	Functions of sports recreation
1. Social (humanist)	1. Social (humanist)
Sports-recreational Culture-educational Health-related Socio-political	Health-related Educational Socio-political
2. Economic functions	2. Economic functions
Currency For employment For a development of underdeveloped areas Multiplicative Conversational	Currency For employment Multiplicative

Note. Source: Bartoluči and Andrijašević (1999).

Considering Table 2, the sports-recreational animation can be spotted, and only the functions of the sports-recreational animation will be elaborated. Namely, one of the most relevant functions of tourism and sport in tourism is the health-related function. It is known that various programmes from the domain of sport and recreation have a positive impact on keeping and improving the visitors' health. The numerous researches have confirmed the thesis that doing sports and recreation helps prevent diseases which are present in the contemporary life, and it also promotes the functional capabilities of the organism. The health-related function is one of the most important incentives for traveling and change of the place of residence, considering the fact that it can be realized with the existence of natural resources (sun, water, and rays). Because of these reasons, it becomes an important impulse for tourist development.

Sport and recreation in tourism have a certain educational function, too. It is expressed through learning and acquiring certain sports skills, which not only broadens the educational level of the visitor, but also has an upbringing impact that is manifested by creating habits for doing certain sports-recreational activities.

As a result of the sports-recreational animation, during the travel and the tourist stay, people get to know each other and become closer, despite their social and other differences, and in that way, the social function of sport in tourism is established. Sport is always related to traveling to certain places, and along with tourism, it becomes "a peace ambassador among the countries". Besides that, the top sports achievements are the best means of promotion for certain countries. It all adds to the affirmation of the political function of the sports recreation in tourism.

It is well known that the economic functions are of extraordinary importance for the commercial development of the receptive tourist countries like the Republic of Macedonia. In that way, the economists favor the currency function. The economic functions of the sports recreation are realized through the consumption of different sports products in the tourist market and thus, additional economic effects on tourism are generated. It can be stated that both in sport and tourism, the key moments are the recreation, the laxity, the change of the everyday routines, etc.. The play and the communication are the basic elements in sports activities during the annual vacation, so the animation should be pointed out, too. Moreover, we should not neglect the recreational health-related aspects that appear as following elements.

The sports-recreational animation can be organized both on land and water, in a closed or open space. The sports-recreational animation on land in a closed space has its own pros and cons. The pros are that it is not dependable upon the atmospheric conditions (climate, season, etc.).

The only disadvantage is the space limitation. This group includes:

- (1) Activities that do not require certain installations or equipment, like gymnastics, aerobic, yoga, etc.;
- (2) Activities that require a little equipment, like table tennis, billiards, darts, etc.;
- (3) Activities that require certain installations and equipment, like bowling, sports center, etc..

The sports-recreational animation on land in an open space is dependable upon the atmospheric conditions. This group includes:

- (1) Activities that do not require certain installations or equipment, like mountaineering, etc.;
- (2) Activities that require a little equipment, like badminton, different games with balls, etc.;
- (3) Activities that require certain installations and equipment, like mini golf, sports playgrounds, etc.;
- (4) Activities that can be realized on snow, like sledging, skiing, snowball playing, etc..

All the other activities that were mentioned before can be included in this group, too, because they can be realized in an open space, too.

The sports-recreational animation on water in a closed space (swimming pool) includes organized activities, such as swimming, water polo, different competitions, as well as different games on water.

The sports-recreational animation on water in an open space (a lake, a sea, a river, etc.) includes:

- (1) Activities that do not require equipment, such as water polo, swimming, different competitions, etc.;
- (2) Activities that require equipment, such as water skiing, underwater fishing, snorkeling, etc..

Sports-Recreational Animation Programmes

As it was mentioned before, there is a connection between sport and tourism. In the contemporary society, the two phenomena get a humanist dimension. The sports recreation is an active component of the tourist offer. It has an enormous importance to the health and psychophysical condition of people and their mutual interaction. Actually, we can point out that the sports-recreational animation is an imperative of the contemporary tourism. In order to create and realize sports-recreational animation programmes, certain conditions are indispensable: providing appropriate terrains and equipment, using the services of the sports-recreational centers, capability for organizing various contests and competitions, etc..

In that way, certain researches have been conducted in the Republic of Macedonia. They include domestic and foreign visitors and their desires for sports-recreational activities, and it has been found out that more activities should be included in the programmes. The contents of the animation programmes should be adjusted in relation to the type of tourism that they have been created for (for example in our country, it is possible to have summer, winter, lake, mountain, thermal tourism, etc.).

In our view, their content would be the following:

- (1) Animation programmes for sports-recreational activities on water: swimming, sun bathing, flying over water, speed boat riding, rowing, water skiing, fishing, etc.;
- (2) Animation programmes for sports-recreational activities on land: soccer, mini soccer, handball, basketball, tennis, golf, mini golf, billiards, aerobic, etc..

Conclusions

The contemporary trends in tourism require organization of the content of the tourist stay. The times, when the basic tourist services as accommodation and food were the only incentives for tourist flows, have passed. Today, these services are performing needs while achieving the goal, i.e., meeting the needs of the visitors. The two goals are complementary. It means that the level of achieving the first goal is in connection with the achievement of the second one. The higher the level of respect for the latter one is, the higher the level of realization of the first one.

From a marketing aspect, visitors' needs are oriented towards the higher diversity and need for a wider range of potential services. While in past times, food and accommodation were the synonyms of the tourist and hospitality business, in recent times, the two have become only an assumption, and less a goal of the visitors. The visitors will most often direct to those destinations that offer new experiences, events, and changes. The development of the product, as part of the marketing function in the tourist and hospitality business, leads to products for meeting the biological and physiological needs (food, accommodation, and personal hygiene) to products for meeting various activities. In that context, we can mention the degree of education which, in the research of the tourist motivation, appears as a relevant factor for tourist migrations. With the visitors' higher level of education, the tourist stay becomes more and more active, despite the activities that are included. This is a very important fact to the creation of the tourist offer, because the researches show that the tourist migrations include more and more people with a high degree of education. Thus, it can be concluded that the sports-recreational animation is a relevant factor for the tourism development.

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