

Push and deterrent factors of tourists to sport events

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Abstract: Introduction: one of the events that take the tourists' attention is the sport events or matches which is held by presence of different sport teams from different parts of the country. Currently, one of the challenges that marketing and sport event organizers are encountered is to increase the amount of ovation of visitors through recognizing the causes which influence their attendance. The aim of this study was to investigate push and deterrent factors of tourists to sport events. **Methods:** The research method was descriptive and survey. The sample of the study includes 319 tourists from national team participating in the national football teams. The data was collected using the Wimbledon questionnaire. Which the validity of this questionnaire approved by 10 professors of Guilan University and 10 experts tourist and had a previously proven reliability of 86% using the Chronbach's Alpha. The research data were analyzed by Binomial tests ($P \leq 0.05$). **Results:** the findings of this study indicate that from the tourist of the view of fans, socialization, entertainment and relaxation (push factors) are the most effective factors on tourist's attendance in sport event. And personal problems, financial problems and risks (deterrent factors) are the most effective factors on tourists no attendance in sport event. **Conclusion:** The results indicate that the socialization, relaxation, and entertainment (push factors) are the most effective factors on tourist's attendance in sport event. Also, financial problems and risks and personal problems 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.

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Introduction

One of the events that attract tourists' attention is sport event 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 of the rate of visitors' and participants ovation through identifying factors which affect their attendance. There are different factors affecting tourists' intent and desire to attend a sport event, and their choice. Also many studies have shown that deterrents and barriers exist on tourists' way and how they perceive limitations that affect their desire to travel and attend a sport event [1, 8, 13, & 20]. So, the problem of sport events marketers is to identify methods through which they can invest in them to decrease the rate of current limitations for attending tourists (which requires to determine deterrents) and also they can change the interest in event to traveling for it and attending it (which requires to identify push factors). Regarding the fact that the effective factors for attracting tourists' attention to sport events are unknown – therefore one of the problems of 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 shows

that there are many diversities in expressing the effective factors for attracting 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 [10, 14 & 24]. In the case of sport events, many studies have been done about the 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 an important prerequisite to marketing for attracting their attention to events [5].

On the other hand, researchers have found that more research should be done 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, to find out which factors play a role in them, there is no doubt that owners, company organizer and managers of companies involved in sport tourism and sport events are interested in knowing the about their consumers' motives [16]. The question that which

factors affect spectators' behavior is an important issue for sport spectators marketing, because the income associated to spectator's 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 increase in their number. 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 this kind of tourism provides many opportunities. The number of tourists for watching a sport event is a primary reason of increasing 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, with the aim of watching or participating in a sport event. In the eyes of event organizers, it is possible that tourism is only one of the several markets that ends up with attracting tourists' attention during an event.

Ottevanger et al (2007) declared that the most effective factors for participators' motivation to attend in Wimbledon tennis events with respect to the degree of their importance and priority; are 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 [16]. Brietbath (2006) studied motivations and interests of fans for coming from New Zealand to attend events and they reported that according to their importance and order of priority positive level of arousal, diversion from everyday life, need for affiliation, family ties, showing national identify, supporting favorite team or self esteem enhancement, destination attractiveness and event attractiveness are among the first ones. He also called deterrents (limitation) as security, health and financial limitation that were most important factors fan found them as barrier for traveling to out of new Zealand [2]. Researchers like Eastgate and Funk (2005), Crompton (1979), Gitelson and Kerstetter (1990), Looker and Perde (1992), Cha, McCleary and Uysal (1995) found that event tourists seek specific motives to do things such as escapism, excitement,

knowledge, socialization, prestige, kinship, adventure, relaxation, novelty and exploration [3, 4, 6 & 9]. In research for WKBL (woman Korean baseball league), Lough and Kim (2004) reported that the most effective social motivation for attending WKBL spectators has been for entertainment [15].

Studies have shown that sport events participating and tourism is not incited only by a special motive, but also it is more likely that there are a large number of motivational factors affecting 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 worldcup. Therefore, developing studies about event sport tourism (super 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 understood better.

Method

The present study is a descriptive survey done in the form of a field work. The researcher describes the factors which impel or deter the tourists to the sport events from the viewpoint of those tourists participating in the events. The subjects of the study are all the tourists (viewers) who came to Azadi Stadium to watch the national football team matches for South Africa World Cup 2010 qualifier (the matches between Iran- South Korea, Iran-Saudi Arabia and Iran-United Arab Emirates). Those participants were selected who spent at least 24 hours of their time for watching the matches to be included as the research subjects. The

Sample of the study was 319 male tourists who were selected from a large number of viewers through a purposeful random sampling procedure. To collect the data, the Wimbledon questionnaire was used. This questionnaire was used for the first time by Ottevanger to investigate the motivations of the tourists who participated in the Wimbledon Tennis Games in 2007. The first draft included two sections on demographic characteristics and factors (impellent and deterrent) which was translated and examined by ten professor of Guilan University and ten tourism experts in Gilan province and its reliability was confirmed by some minor changes. Its validity also was estimated 86% using Cronbach's Alpha. Descriptive statistics was used to describe the data and to investigate the effect of impellent and deterrent

factors, after testing the normal distribution of data using smirnovcolmugraph, the non-parametric binomial distributional test at the significance level of $p \leq 0.05$ was used. The statistical analysis was performed using SPSS/16 software.

Results and Discussion

Results of the present research show that most of the subjects of this research were in the range of 15- 25 years old (60.2) and 64 percent of the subjects 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, most of the tourists' monthly income was in two groups, without any income (30.4) and less than 3000000 Rials (32.6) and presented in Table 1. Also all the research hypotheses were investigated at Sig. level of ($p \leq 0.05$). The results of statistical tests and presented in Table 2 and 3, motivation participating in sport events [7, 12, 17 & 23]..

Table 1. Demographic characteristics

Research sample distribution	Frequency	Percent
by age		
15-25	192	60.2
25-35	81	25.4
35-45	22	6.9
45 and upper	24	7.5
Total	319	100
Research samples distribution by marital status		
single	207	64.9
married	112	35.1
Total	319	100
Research samples distribution by study stage		
-high school	56	17.5
+ high school	163	51.1
diploma	37	11.6
bachelor	47	14.8
MSC and upper	16	5
Total	319	100
Research samples distribution by income stage		
No income	97	30.4
3000000 RIALS	104	32.6
3000000-4000000 RIALS	62	19.5
4000000-7000000 RIALS	32	10
+7000000 RIALS	24	7.5
Total	319	100

Table 2. Push factors

title	category	N	Observed prop.	Test prop	Sig. (2-tailed)
escapism	Group 1	228	0/71	0/5	0/001
	Group 2	91	0/29		
	Total	319	1		
relaxation	Group 1	282	0/88	0/5	0/001
	Group 2	37	0/12		
	Total	319	1		
Self-exploration	Group 1	103	0/33	0/5	0/001
	Group 2	216	0/67		
	Total	319	1		
entertainment	Group 1	265	0/83	0/5	0/001
	Group 2	54	0/17		
	Total	319	1		
socialization	Group 1	290	0/90	0/5	0/001
	Group 2	29	0/10		
	Total	319	1		

Table 3. Deterrent factors

title	category	N	Observed prop.	Test prop	Sig.(2tailed)
Risks and financial problems	Group 1	258	0/81	0/5	0/001
	Group 2	61	0/19		
	Total	319	1		
competition	Group 1	129	0/40	0/5	0/001
	Group 2	190	0/60		
	Total	319	1		
Personal problems	Group 1	237	0/74	0/5	0/001
	Group 2	82	0/26		
	Total	319	1		

Most of the subjects stated that by participating in the sport events they wanted to temporarily get away from the work and everyday life issues and experience a new environment and get relaxed. This relaxation was achieved by watching their favorite sport event. The next important effective

factor of tourists' motivation participating in sport events is the entertainment factor. Ottevanger (2007) stated that parties held besides sport events are evenmore important than event space. Also, Green (2001) 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 from space around sport events and to be more familiar with the culture of host region [11]. Luch and Kim (2004) stated also in their study that the most important social effective motivation of spectators for attending WKBL has been an entertainment factor [15]. It is worth-mentioning that there aren't any special ceremonies and festivals for the viewers of sport events in Iran and it's limited to only playing some music and showing sport pictures which the participants do not prefer to watch. Therefore, it is suggested to the organizers of sport events to plan the relevant festival and programs along with the events.

The deterrent factors (dangers and financial and personal problems) were important ones which prevented participating in the events. Although it is possible that there is a strong attention to sport events, but it is not an assurance for attending events, especially when deterrents can affect attendance in events. As the results of study shows risks, competition and personal problems are not serious limitations for attending sport events. Also Kim and Chalip (2004) stated in their study that high expenditures are important deterrents which have negative effect on attendance at sport events [13]. Most of the tourists believed that high financial costs and dangers were the impediments to participating in the events. The deterrent factors and personal problems included the lack of travel facilities and interested friends who could accompany them. These negative factors decreased the probability of participating in the 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 as unfavorable on event day, and then the number of people who participate in sport events is decreased. As predicted, Beijing air pollution caused a decrease in the number of participators in Beijing 2008 Olympic Games. Another deterrent in this part was the competition factor. Here, a competition factor is interpreted as watching the games through media broadcast in comparison with closely watching the competition. Participators said in response to this question that attending the place where events are held is more pleasing than watching it through TV. Ottevanger et al. (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 [16]. The last deterrent refers to personal problems. Lack of travel facility, favorite friends and fellow traveler is negative, effective factors and deterrents that cause a

decrease in potential of attending events. Kin Nam-Su (2003), Gilbert and Hudson (2000), and Braz (2003) have remarked that security, health and financial limitations, deterrents and barriers which exist on the way of tourists as well as how they perceive limitations affect their desire for traveling and attending events [1, 8 & 13]. 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 [2]. Therefore, concluded that push factors (socialization, relaxation and entertainment) in comparison with pull factors (destination and fan's motives) are more important for tourists to attend sport events; it means that they 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 [18]. Most people go to vacations with a maximum of motivational factors, where mainly a motivation becomes preferable [19]. In addition, Robinson and Gamma (2004) remark that motivations can't function independently, in fact they work in combination [18]. But some motivations are specific to sport such as competition, desire others and enjoy a special interest [21]. Moreover, it should be noted that despite the various financial and personal problems (the deterrent factors), the tourists prefer to participate in the events (the dominance of impellent factors). Furthermore, sport tourism is a good financial resource and in order to maximize the benefits of the host city, the organizing committee should cooperate with the local and district organizations in informing the tourists and encouraging them to participate in the events. To achieve this aim, the organizers of the events should focus on the marketing process and experience the excitement of sport events. The factors which influence on viewers behavior are important issues for the marketers of sport events, since the income of viewers presence is an important financial resource for professional sports. If the factors influencing the viewers behavior are indentified, those involved in marketing the events would be able to devise more effective strategies for their purposes. Also, the responsible people involved in marketing the events can entertain the views through presenting their productions with the aid of attractive suggestions such as: the introduction of tourism attractions in the host city, giving services and facilities, suitable and cheap accommodation, etc. At the end, it is suggested that to increase tourist's motivation in order to attend sport

events, their motives should be recognized very well, and they should be given accurate information about destination and events attractiveness; also, financial expenditures, security and health problems should be minimized. Organizers and people who hold sport events, are suggested that holding 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 increase the attendance of the sport tourists in sport events when these events are held.

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