

Sport as Travel Motivation

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Original paper:

The appearance of sport as a travel motivation in traveling habits

Reference for the original paper:

Tütümkov-Hrisztov, J., Müller, A., & Molnár, A. (2020). The appearance of sport as a travel motivation in traveling habits. *Geosport for Society*, 12(1), 31-43.

Link to original paper online:

https://www.researchgate.net/publication/340272100_The_appearance_of_sport_as_a_travel_motivation_in_traveling_habits

Project created for the class:

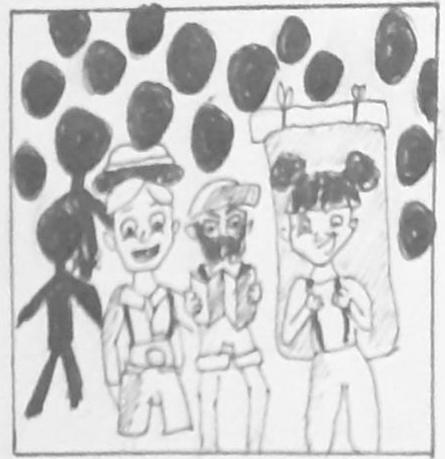
Visual Thinking and Composition, Winter 2020

Tilburg University, Department of Communication and Cognition

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THE GROWING NUMBER OF TOURISTS SHOWS A RISE IN THE TOURISM INDUSTRY



EUROPE IS THE MOST POPULAR DESTINATION



BY 2030, 1.8 BILLION TOURISTS ARE EXPECTED TO TRAVEL WORLDWIDE.



TOURISM IS IMPORTANT FOR THE ECONOMY...

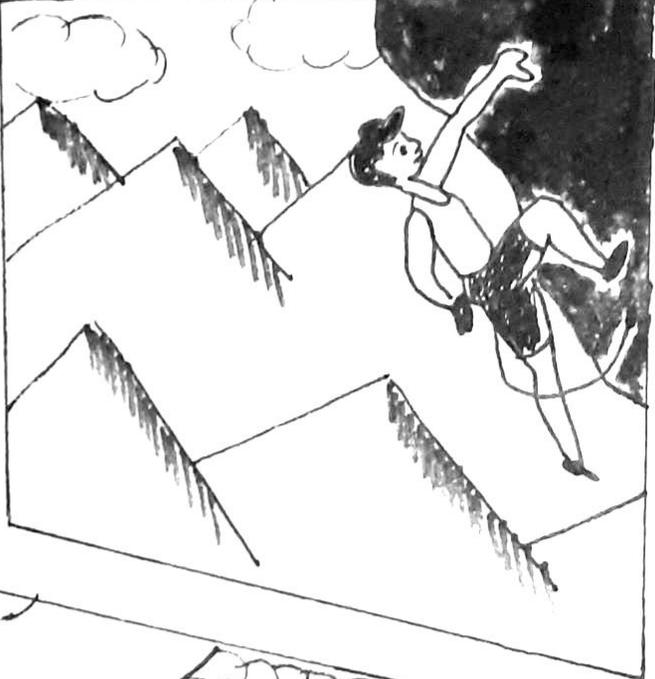


... AND UNEMPLOYMENT RATE OF A COUNTRY.

HOWEVER, NEEDS OF TRAVELLERS ARE CHANGING. INSTEAD OF PASSIVE TRAVEL...



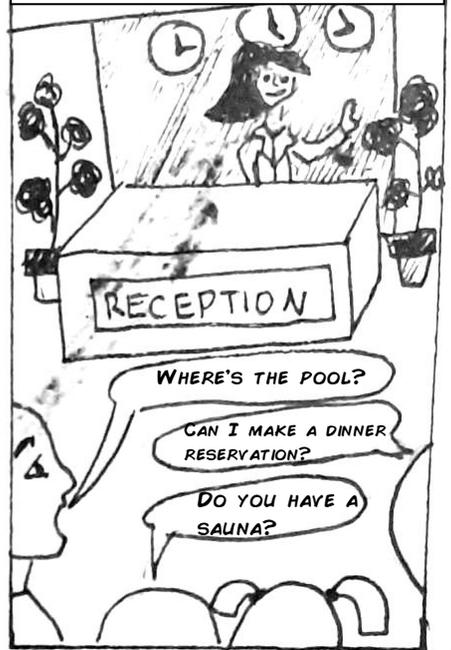
... ACTIVE LEISURE TIME ACTIVITIES ARE MORE PREVALENT.



COME ON! YOU CAN DO THIS!

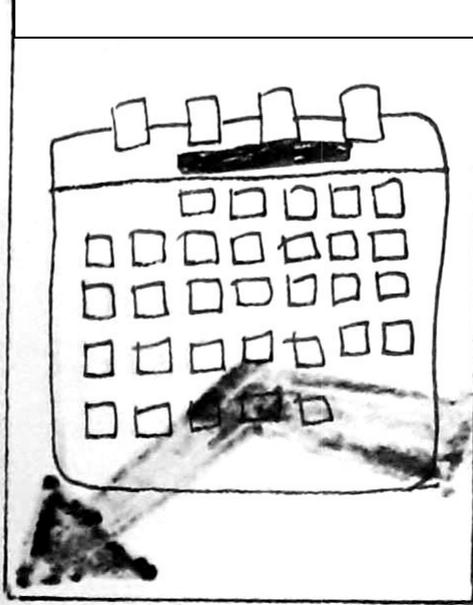
A NUMBER OF TRAVELLERS GO TO MEGA-SPORT EVENTS.

... AND REQUIRE A VARIETY OF LEISURE SERVICES.



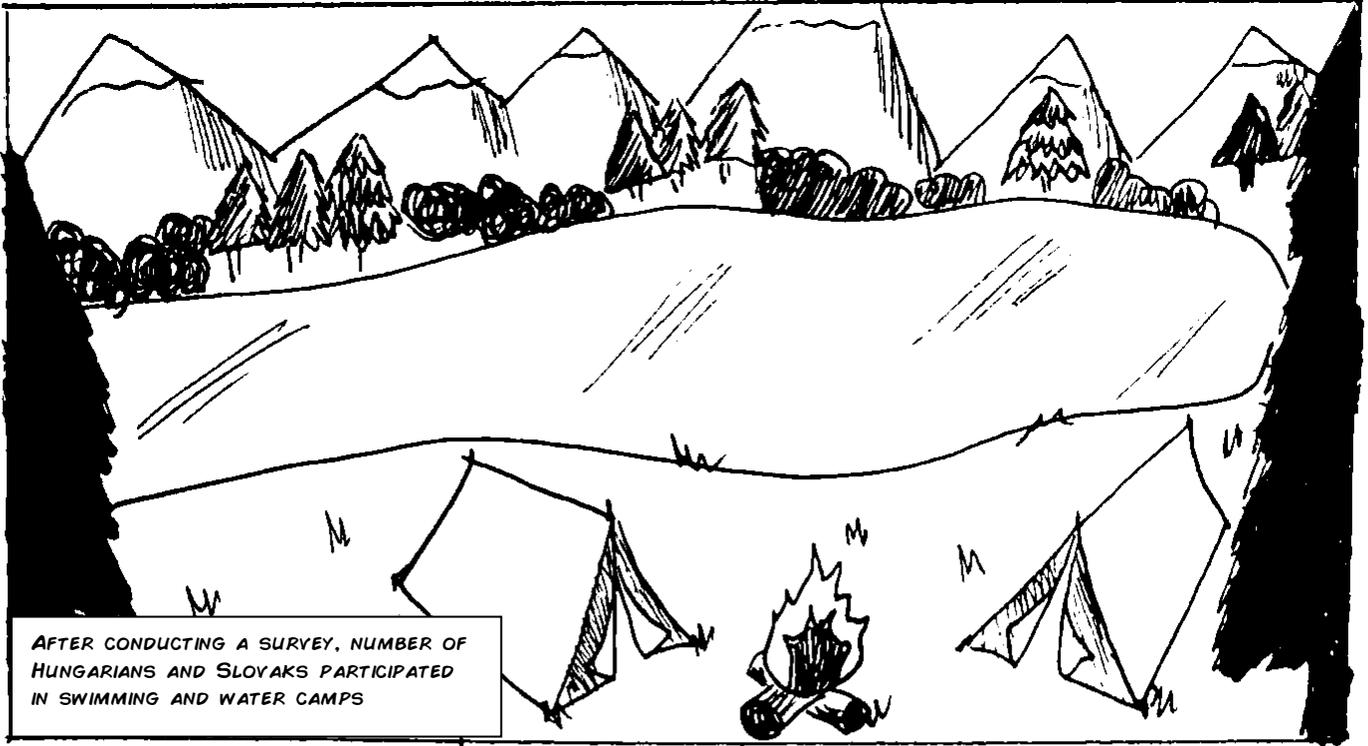
WHERE'S THE POOL?
CAN I MAKE A DINNER RESERVATION?
DO YOU HAVE A SAUNA?

... HAVE A HIGH AVERAGE LENGTH OF STAY...

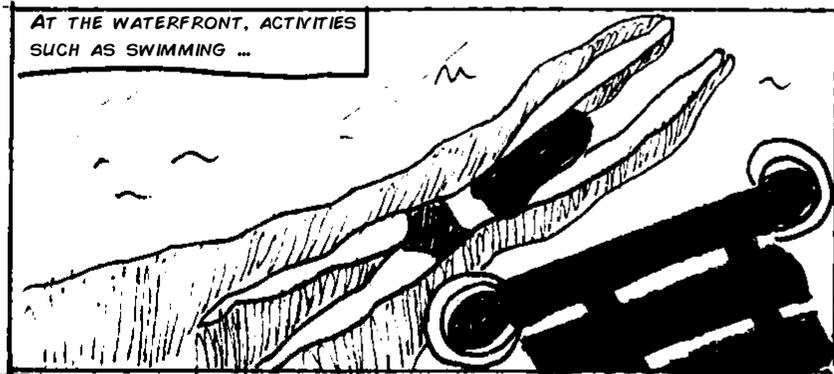
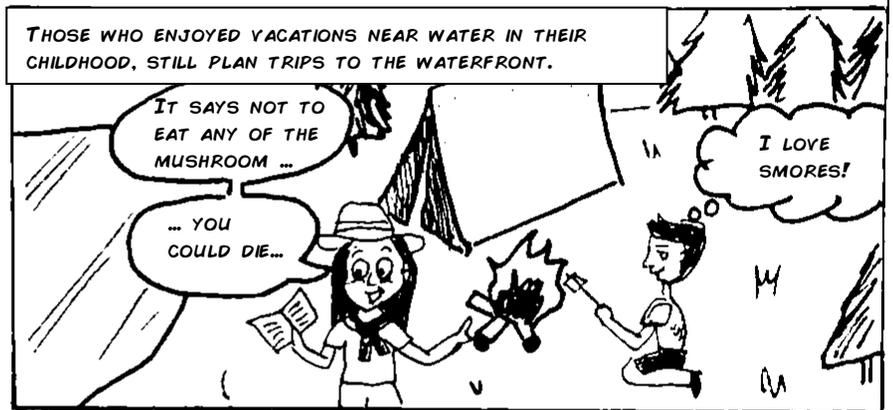
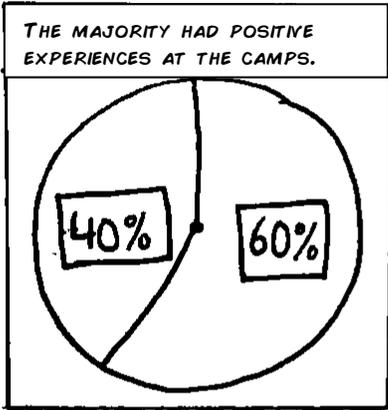


THOSE TYPES OF TRAVELLERS ARE HIGHLY PRONE TO SPENDING...





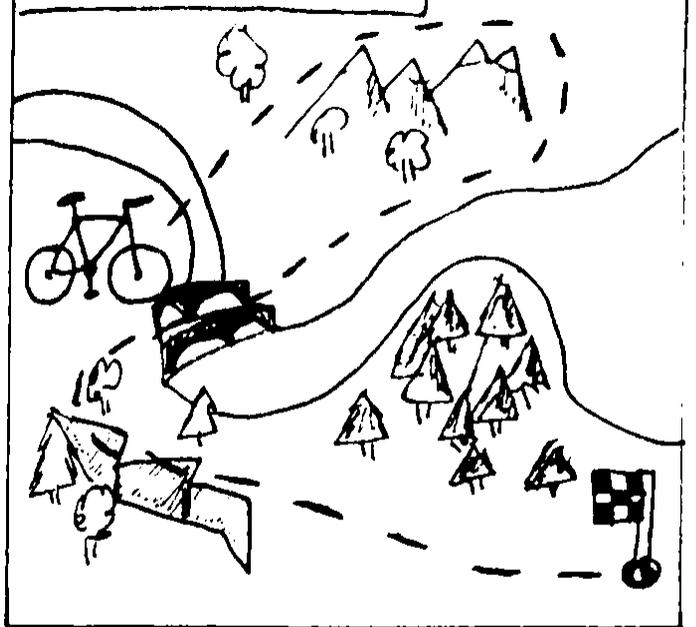
AFTER CONDUCTING A SURVEY, NUMBER OF HUNGARIANS AND SLOVAKS PARTICIPATED IN SWIMMING AND WATER CAMPS



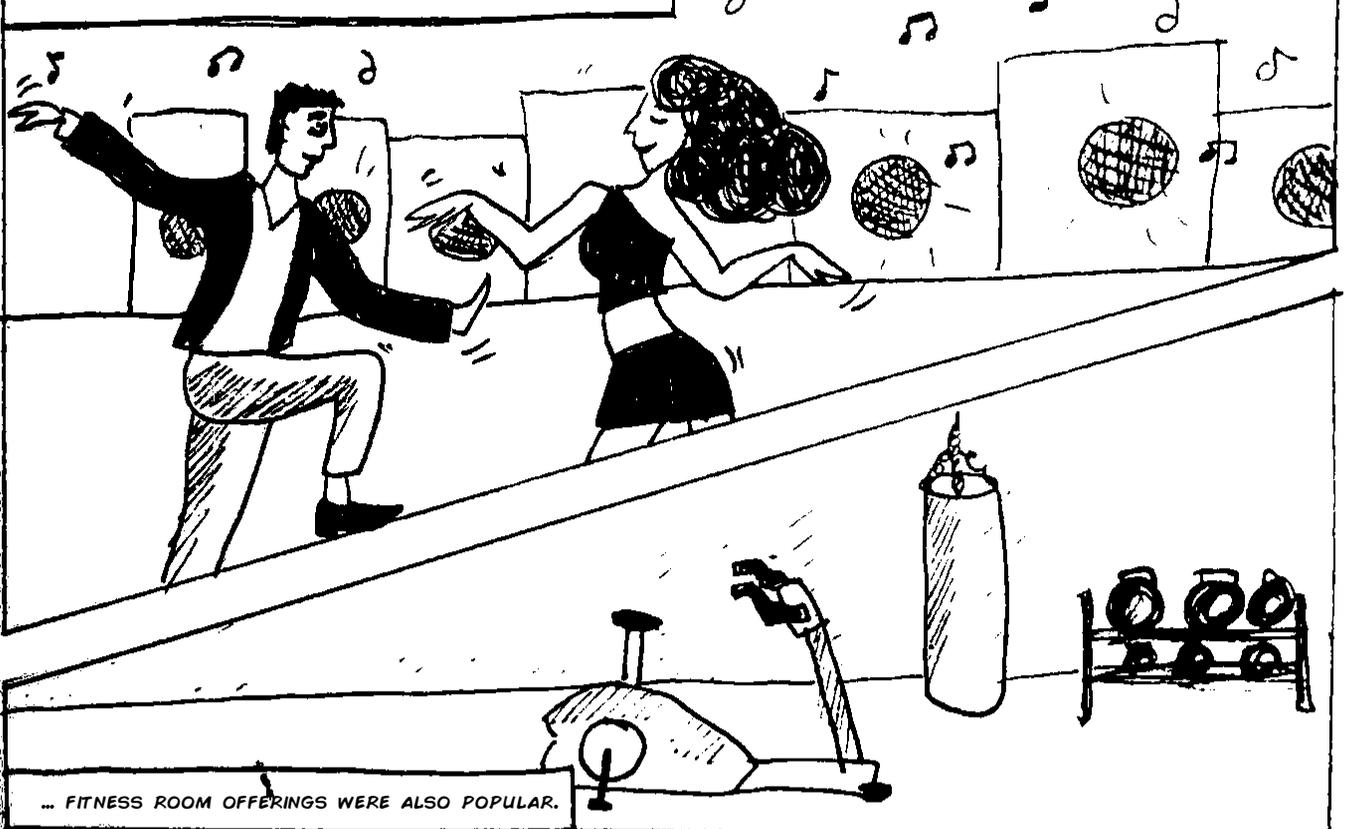
A STUDY OF TOURISTS IN THE GREAT PLAIN REGION SHOWED THAT HIKING TOURS ...



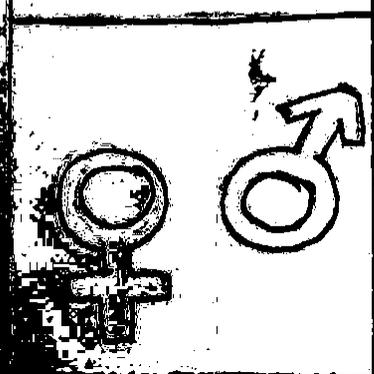
...AND BICYCLING TOURS WERE THE MOST IMPORTANT PROGRAM ALTERNATIVES.



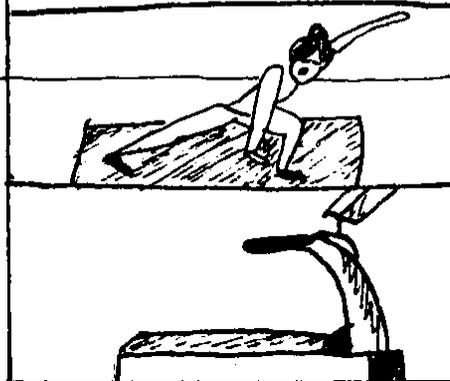
MUSIC, DANCE-BASED ACTIVITIES, AND...



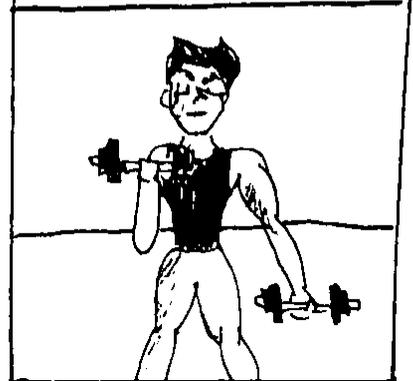
THE STUDY SHOWED A CLEAR GENDER DIFFERENCE



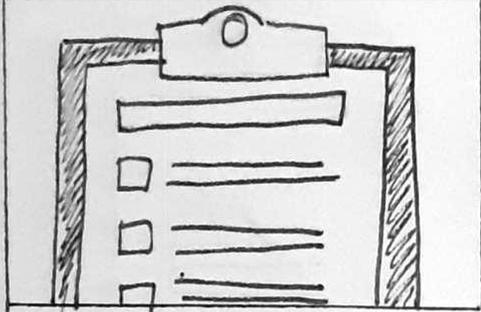
WOMEN PREFERRED YOGA AND THE TREADMILL ..



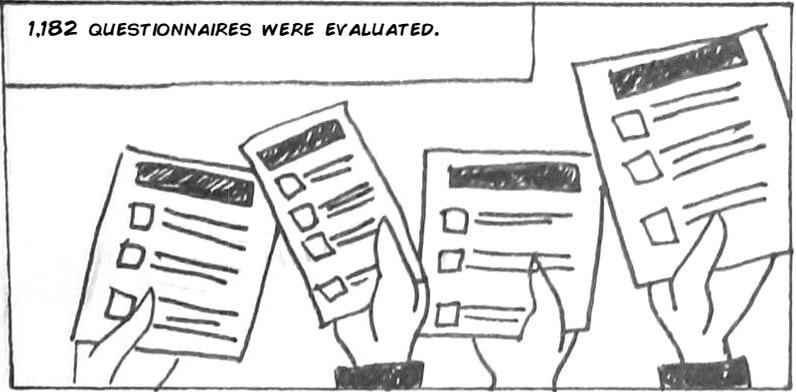
.. WHILE MEN PREFERRED THE FREE WEIGHTS.



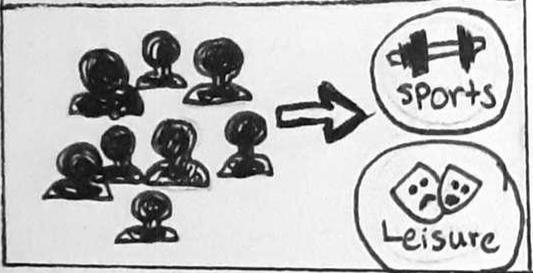
A QUESTIONNAIRE WAS CONDUCTED IN BUDAPEST TO DISCOVER THE TRAVEL HABITS OF YOUNG WORKERS.



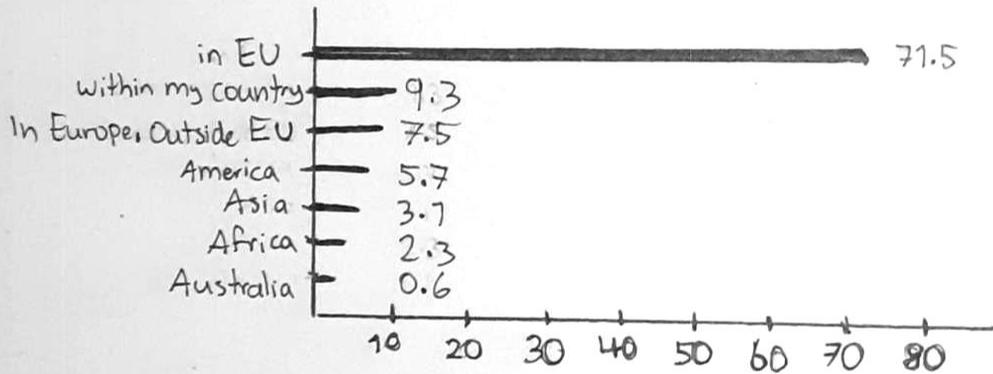
1,182 QUESTIONNAIRES WERE EVALUATED.



WHEN SEGMENTING SPORTS TOURISTS IT WAS FOUND THAT...



... ACTIVE SPORTS TOURISM MOTIVATION IS THE MOST CHARACTERISTIC OF EARLY ADULTHOOD.

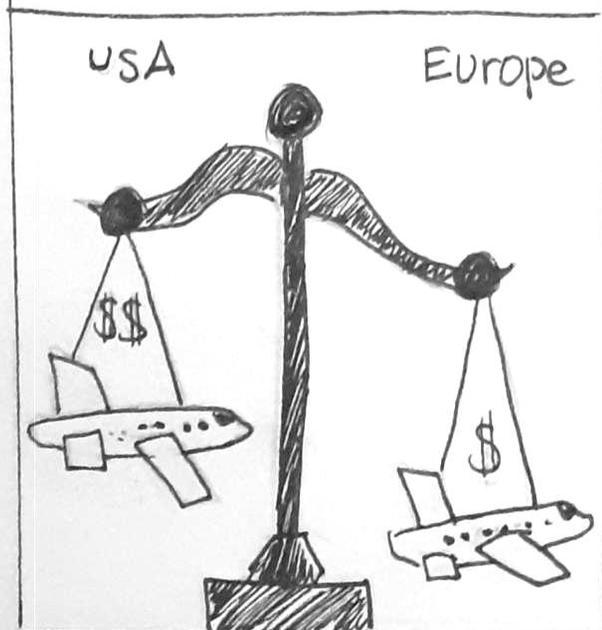


THESE WERE THE MOST POPULAR TOURIST DESTINATIONS OF THE PAST TWO YEARS.

TRAVELING TO THE US HAS BECOME LESS ATTRACTIVE BECAUSE THE FLIGHT PRICES HAVE STAYED THE SAME ...



... WHILST FLIGHTS TO EUROPE HAVE BECOME LESS EXPENSIVE.





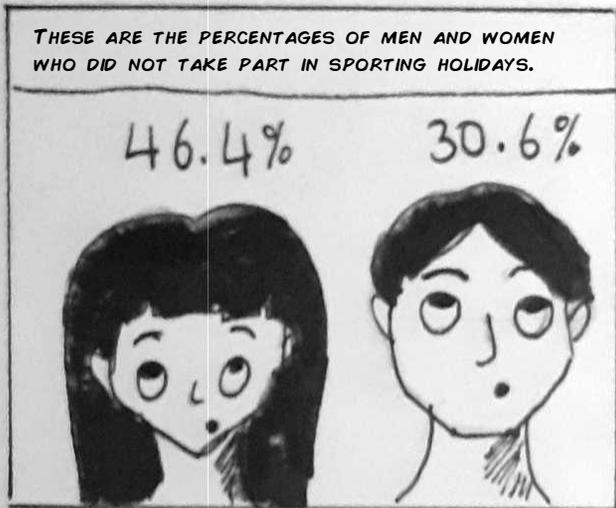
IN THE US, PRICES FOR ACCOMMODATION AND HOSPITALITY HAVE ALSO INCREASED.



36.3% HAD NOT TAKEN PART IN A SPORTING HOLIDAY.



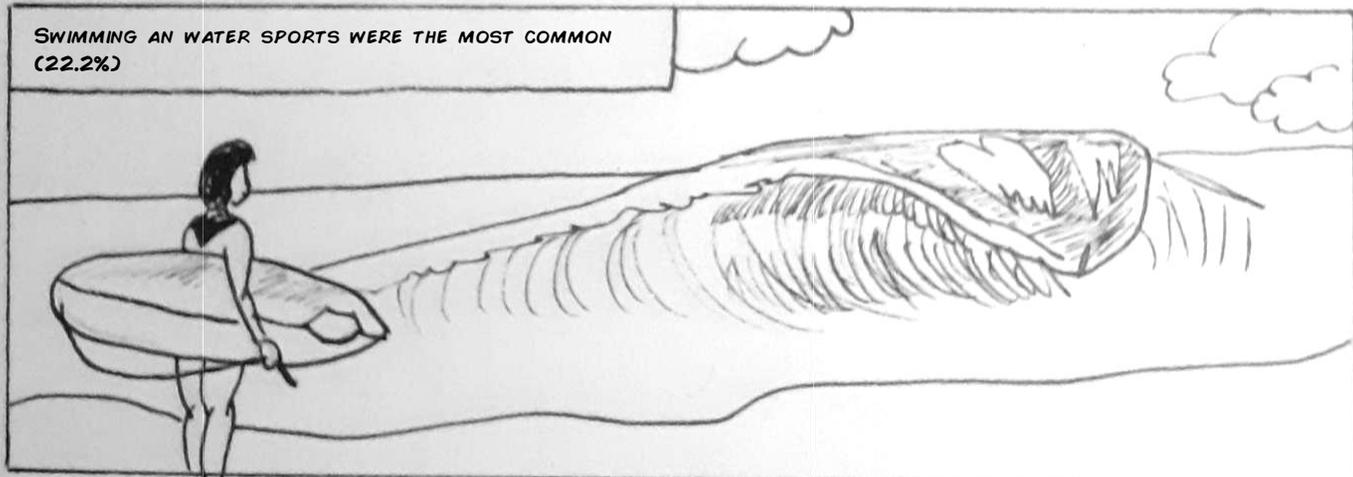
63.7% HAD TAKEN PART IN A SPORTING HOLIDAY.



THESE ARE THE PERCENTAGES OF MEN AND WOMEN WHO DID NOT TAKE PART IN SPORTING HOLIDAYS.



MEN ALSO TEND TO SPEND MORE OF THEIR EVERYDAY FREE TIME ON SPORTS COMPARED TO WOMEN.

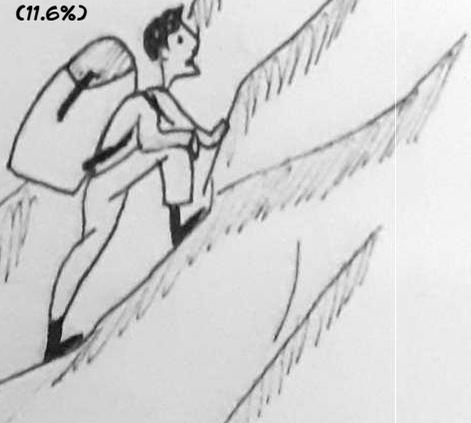


SWIMMING AN WATER SPORTS WERE THE MOST COMMON (22.2%)

SECOND MOST POPULAR IS CYCLING (19.4%)



THIRD IS HIKING (11.6%)



ALSO HIGH ON THE LIST IS WINTER SPORTS (7.7%)



THE END

