

# AN EMPIRICAL RESEARCH STUDY ON SPORT TOURISM IN SPORT-FOR-ALL EVENTS : COMPARISON BETWEEN SINGLE-NIGHT AND MULTIPLE-NIGHT TOURISTS

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生涯スポーツイベントにおけるスポーツ・ツーリズムの実証的研究  
スポーツ・ツーリストの滞在日数別比較

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## Abstract

スポーツと観光であるツーリズムは、これまで各々の分野で研究が積み重ねられてきているが、この2領域を統合させた実証研究は洋の東西に関わらず、極めて少ない。「スポーツとツーリズムの2領域を統合する必要が迫っている」という Glyptis (1989:166) の指摘に呼応するように、日本スポーツ産業研究会 (1990) もスポーツツーリズムをスポーツ産業の一つとして取り扱っていく必要性を強調している。しかしながらこの分野の研究は未だ萌芽期にある。そこで本研究では宿泊を伴うスポーツイベントへの参加者を“スポーツ・ツーリスト”と定義し、生涯スポーツイベントに参加するスポーツ・ツーリストの実態を明らかにすることが目的であった。

栃木県日光市光徳温泉において開催された第6回奥日光クロスカントリースキー大会 (N=1,200) と埼玉県東松山市の第15回日本スリーデーマーチ (N=1,500) を対象として、質問票によるフィールド調査を実施した。イベントの性格とスケジュールによって調査方法は、クロスカントリースキーでは配票郵送法、スリーデーマーチのウォーキング大会では集団面接法を用いた。1,649

人の質問票が回収されたが有効な質問票は959 (有効回答率:35.4%) であった。本研究に協力した959名の成人のうち、スポーツ・ツーリストの条件を満たした554名が分析の対象として選出された。スポーツ・ツーリストの実態を明らかにするため調査項目には個人的属性、旅行形態、滞在日数、交通手段、観光状況、支出額などを網羅した。収集したデータは研究の性格上、記述統計を主とし、滞在日数別にクロス集計を行った。

滞在日数が単日のサンプルは、年齢に偏りがなく家族や友人の同伴が多かった。滞在日数が複数のサンプルは、中高年が多く、単独参加や家族参加が主流であった。支出総額の約3/4は交通費と宿泊費が占め、滞在日数に関係なく節約する傾向が見られた。また滞在日数に関係なく節約する傾向が見られた。単日の滞在にも関わらず、約3分の1のサンプルがイベント終了後に観光活動に参加しており、生涯スポーツイベントのスポーツ・ツーリストが観光活動への関心が高いことが窺われた。しかしながら経済的理由とともに早朝から夕方までのイベントプログラムがサンプルの観光活動を阻害していると思われた。

**KEY WORDS:** *Sport Tourism, Sport Tourists, Sport-for-All Events, Sport Excursionists*

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## Introduction

A significant increase in leisure time has made it possible for the majority of the Japanese population to engage in traveling. A number of studies have been conducted on tourism in the North America and in Great Britain. Most of the research studies have focused on socio-economic impacts, motivational factors, travel destinations, and push-pull factors of tourists. Glyptis (1991:166) stated that "sport and tourism have been treated by academic and practitioner alike as separate bodies of activity." Since an international seminar on outdoor education, recreation and sport tourism was held at the Wingate Institute of Israel in 1986, quite a few researchers have discovered that sport and tourism have become inextricably linked in recent years. Nevertheless, integration of the two has been very rare at the academic level, especially in the field of sport and leisure disciplines. Thus, the main purpose of this study was to explore sport tourism in Japan.

## Review of the Literature

Zürn (1973) conducted a survey study on sport tourism in the city of Cracow in Poland. Zürn attempted to explore the links between sport, recreation and tourism. He classified normative sport/recreation patterns of Cracow residents into two types; seasonal tourism and week-end tourism. On the basis of collected data, Zürn reported that economic factors had an important influence on week-end tourism. His study was a pioneer work; however, very little insight into sport tourism was provided.

After Zürn's explorative study, this area of study appeared to be neglected until the 1986 international seminar on outdoor education, recreation and sport tourism in Israel. De Knop (1987) and Ruskin (1987) provided an overview of socio-economic aspects of sport tourism and noted that solid empirical studies needed to be conducted. Like De Knop and Ruskin, Wang (1987) also reported the socio-economic impact of sport tourism in Singapore. But Wang did not conduct an empirical study.

After a series of survey studies using principal component analysis, Yiannakis and Gibson (1992) identified thirteen leisure-based tourist roles. Yiannakis and Gibson attempted to describe the process by which leisure-based tourist roles were conceptualized and measured by employing a three-dimensional scaling analysis. The three dimensions which Yiannakis *et al.* used were familiarity-strangeness, stimulation-tranquillity, and structure-independence. The findings indicated that tourist roles could be clearly described by using three dimensional scaling analysis. They added the "Sport Lover" role to the thirteen existing leisure-based tourist roles in their article. The "Sport Lover" role described by Yiannakis and Gibson meant that people remain active, engaging in favorite sports during their tour regardless of the length of stay. This additional tourist role was very similar to Zürn's classification of recreational tourists and seemed to eventually lead into an empirical research study in sport tourism. However, they failed to explore this sport lover role in their study, which might have given more in-depth information relating to sport tourism.

In our review of the literature, the definition of sport tourist seemed to be identical to

Yiannakis and Gibson's sport lover: a sport tourist's a primary purpose is to engage in favorite sport activities. There have been no studies that focused on tourists whose main purpose of journey was to attend sports events as spectators. Matsumoto and Nogawa (1990), Nogawa, Kikuchi, Yamaguchi and Chogahara (1991), Nogawa (1992) and Kudo, Nogawa, and Aida (1993), on the other hand, attempted to focus on sport tourists whose main purpose of journey was to participate in some type of sports events in Japan.

From 1988 to 1990, Nogawa conducted survey research studies on Japanese sport tourists participating in the Honolulu Marathon. He tried to determine the characteristics of Japanese sport tourists and their economic impacts on the event site, Oahu island (Nogawa,1992). In his cross-sectional studies, the findings indicated that the main characteristics of Japanese sport tourists were portrayed as follows: atypical souvenir shoppers, tight budgeted, less tourism oriented, less competition oriented, and once-in-a-life-time type participants.

Using the same research procedures of Nogawa (1992) and Nogawa *et al.* (1991), Kudo *et al.* (1993) conducted a survey study on tourists participating in the walking event. Although the sample size was relatively small (N=120) and the majority of sample subjects were elderly, Kudo *et al.* reported that sport tourists in the walking event showed little interest in touristic activities such as sightseeing, souvenir shopping, or a city tour. Kudo *et al.* concluded that tourists participating in sports event should not be treated as typical tourists by local business people.

Previous studies attempted to scrutinize the links between sport and tourism; however, the terms sport tourism and sport tourist were somewhat ambiguous. The questions as to who sport tourists are, what characteristics sport tourists possess, and whether there are any differences between sport tourists and general tourists, have not been fully answered yet. Therefore, the specific purpose of this study was to explore the characteristics of Japanese sport tourists who participated in Sport-for-All events.

As there have been very few empirical research studies done on sport tourism, this study was designed to be exploratory and could be followed by survey studies and more detailed analyses. A Sport-for-All event is defined as an event which does not require any entry qualification, does not offer any championship prizes, and has very little competition among participants. Limitations of this exploratory study were that only those who participated in Sport-for-All events were surveyed, and that different procedures of data collection had to be used due to the nature of events.

## **Definition of Terms**

### **Sport Tourist**

The definition of sport tourist has not been established yet. A sport tourist can be a person who engages in favorite sports during his/her tour, or who attends sports events like Olympic Games as a spectator, or who participates in sports events like the Honolulu Marathon. In other words, Kenyon's (1969) concept of sport involvement should be integrated into the definition of sport tourist. So a combination of Kenyon's definition of

sport involvement and the definition of tourist, acknowledged by the World Tourism Organization (Leiper, 1979), should lead to a better definition of sport tourist.

In a broader sense, a sport tourist can be defined as a temporary visitors staying at least twenty-four hours in the event area visited and the main purpose of whose journey is to be involved with sport regardless of the locale, and who uses the sport as the reason for the trip. In this study, the researchers defined sport tourist as a temporary visitor staying at least twenty-four hours in the event area visited and the main purpose of whose journey is to participate in a sports event and who is secondarily attracted by the area.

Sport tourists appear to be divided into the following three categories on the basis of the main purpose of their journey; event participants, event spectators, and sport lovers. Event participant refers to those whose main purpose of travel is to participate in an organized sports event, whether competitive or non-competitive. Event spectator refers to whose main purpose of journey is to attend an organized sports event. And sport lovers refers to those for whom participating in a self-organized sports is one of the main reasons for traveling. Further thorough discussion on this categorization and the definition of sport tourist needs to be done in the future.

### *Sport Excursionist*

In comparison with sport tourists, the people who commute to participate in a sports event and do not stay overnight are defined as sport excursionists in this study. Sport excursionist refers to a temporary visitor staying less than twenty-four hours in the event area visited and whose main purpose of travel is to participate in an organized sports event.

### *Sport-for-All event*

A Sport-for-All event is defined to be an event which does not require any entry qualification, does not offer any championship prizes, and has very little competition among participants. The concept of Sport-for-All events is that every participant is a winner.

## **General Overview of Tourism and Sport Participation in Japan**

The years 1991, 1992 and 1993 saw the number of Japanese traveling abroad exceeding the ten million mark. Paralleling the U. S. Dollar-Japanese Yen relationship in 1994, approximately 930,000 Japanese tourists visited the U. S. in the first quarter of 1994 (The Yomiuri : August 20, 1994). The Japanese international travel deficit with the United States. exceeded more than \$100 million in 1993. The Ministry of Transportation in Japan reported that domestic travel related expenditures reached \$200 billion in the fiscal year 1991 (The Yomiuri : May 27, 1994). This phenomenal boom in both international and domestic travel has been an increase in the number of Japanese people from all social strata in the last six years.

Domestic travel is no exception. Leisure White Paper (1994) estimated nearly 61 million Japanese, 58.4% of the total population, had an average of three pleasure trips a year in 1993. An average annual expenditure of the domestic tourist is approximately \$1,161 (Leisure White Paper : 1994, p. 42). Yamada (1994) reported that net profits for travel agencies have significantly dropped although the number of travelers has increased. He also mentioned that

the duration of pleasure trips has become relatively short (an average stay of one or two nights) and one day trips becoming very common in the last three years.

Kanko Hakusho (1993), White Paper on Tourism published by the Japanese Management and Coordination Agency, reported the characteristics of Japanese domestic tourists as follows:

- 1) they were fond of relaxing at hot springs (44.8%), sightseeing (42.5%), engaging in favorite sports (34.2%), and souvenir shopping (22.6%);
- 2) the most common types of traveling party were family groups (23.8%) and private friends (23%);
- 3) the most popular traveling group size was 4-5 people; and
- 4) private automobile (44.8%) became the most popular means of transportation for domestic traveling (pp. 27-36).

The majority of domestic tours were the organized mass tours, and the average travel expenditure for a two-night trip was around \$510, while an average one-day trip cost nearly \$77 (The Yomiuri : May 27, 1994). Toyokawa (1994) gave a breakdown of travel expenditures of domestic tourists. According to a series of bi-annual survey studies done by the Japanese Tourist Association, 37.6 percent of the total expenditure was for lodging accommodation, 27.5% for transportation, and 34.9% for souvenirs, meals, and miscellaneous (Toyokawa, 1994 : 35). Yamada (1994) also indicated that recent changes in lifestyle, especially among younger generations, have resulted in developing more diversified and individualistic travel styles such as choosing less expensive trips, and less structured/organized mass travel.

A significant increase in the number of Japanese from all social spectrum participating in a wide variety of sports-related events and activities has been observed (Leisure White Paper, 1994). Sport-for-All events have become the mainstream of health and sports related activities in Japan since 1988. Approximately 4,000 Sport-for-All events have been conducted nationwide each year. Every single town, city, region and prefecture appears to be keen to promote Sport-for-All events for health benefit of inhabitants as well as economic reasons. Substantial increase in sport participation, especially among elder people, has been witnessed (Management and Coordination Agency, 1992). This is because Sport-for-All events tend to emphasize very little competition, and are designed for anybody to be able to participate in without vigorous physical preparation, regardless of gender or age. Yamaguchi (1992) reported that the people who participated in the National Sports Festival for the Elderly, tended to engage in touristic activities such as sightseeing and hot spa visiting during and after the Festival. This national event began in 1988 and has a strong emphasis on participation, less emphasis on competition. Yamaguchi indicated that those who participate in a low competitive sports event are likely to seek touristic activities in order to take advantage of their opportunities.

## **Research Methods and Procedures**

Two separate survey studies were conducted at two different Sport-for-All events just

outside of the Tokyo metropolitan area in 1992 and 1993 (see Table 1). Those who participated in these events could either stay overnight near the event site or could commute to the event site in a one day trip.

The reasons for selecting these Sport-for-All events particularly were (1) no championship competition was involved so that the researchers assumed the majority of people participating in these events would be tourist-oriented rather than just event participants, and (2) a broader social spectrum of people could participate in these events.

Table 1. Methods and Procedures of the Studies

Site of Event	Nikko, Tochigi Prefecture	Higashi Matsuyama, Saitama Prefecture
Sports of Event	Crosscountry Skiing	Walking
Date of Event	February 27, 1993	November 1-3, 1992
Sample subjects	1,200	1,500
Total participants	1,500	78,000
Data collection	February 28-April 20, 1993 By Mail	November 1-3, 1992 By Group Interview
Instruments	Written Questionnaire	Written Questionnaire
	Informal Interview	Informal Interview
	Direct Observation	Direct Obsvation
Return Rate	36% (433)	80% (1,216)
Usable Data	337	217

#### Sample subjects :

Researchers invited 1,200 adults participating in the Oku Nikko Cross-Country Skiing, and 1,500 adult walkers of the Japan Three-Day March to participate in this study. Thus, a total of 2,700 adults were invited for this study.

#### Sites of events :

The Oku Nikko Cross-Country Skiing was held in Tochigi Prefecture, a very popular tourist spot located two hours by train from the Tokyo metropolitan area. The Japan Three-Day March took place in Higashi Matsuyama of Saitama Prefecture, just outside the Tokyo metropolitan area. Both event sites were located within two hours of the heart of Tokyo and were easily accessible by train.

#### Length of study :

The Oku Nikko survey was conducted from February 28 to April 20, 1993. The survey study on the Japan Three-Day March was conducted between November 1 and 3, 1992.

#### Research instruments :

A self-administered written questionnaire was employed in both survey studies. In

addition to the survey method, informal interview and direct observation were employed for qualitative data at the event sites. The questionnaire consisted of 19 question items covering such issues as socio-demographics of the sample, motivation factors, travel expenditures, touristic activities, means of transportation, type of accommodation, type and size of traveling party, and program assessment. The questionnaire was developed by the researchers on the basis of literature review and extensive field work. Most question items required subjects to fill in blanks or circle appropriate numbers. A four-point Likert-scale type answer was designed to ascertain program assessment and the likelihood of future participation.

Original work of this study started in 1988 and the instrument was originally designed and developed by Nogawa, Yamaguchi and Kikuchi in 1988. Various modifications on the instrument were made in the process while the researchers conducted survey research continuously at various locations. Several variables were added and dropped in accordance with the purpose of this study.

#### Procedures of Data collection :

Two different procedures were employed in this study due to the characteristics and schedules of the events. A mail survey was used for the Oku Nikko survey, while group interview was employed in the Japan Three-Day March survey. Almost identical self-administered written questionnaires were utilized in both survey studies (see Table 1).

Written questionnaires with stamped envelopes and cover letters were distributed to all 1,200 adult subjects at the registration desks on February 28, 1993. The subjects were asked to return their answered questionnaire in the stamped envelope immediately upon returning to their homes. Of the 1,200, 433 questionnaires were returned by April 20, 1993 (return rate: 36%).

The questionnaire with a cover letter was handed to 1,500 adult walkers near the registration tables where event participants collected a certificate of completion, refreshment, and badges. A team of nine survey assistants asked walkers to cooperate with the survey by answering the questionnaire. The subjects who agreed to participate in this study were asked either to answer the questions to the survey assistants, or to fill out the questionnaire and return it to the survey assistants. Of the 1,500, 1,216 questionnaires were returned but usable ones were only 526 (a usable rate : 35.1%).

A question item regarding travel expenditures was answered with estimated figures rather than actual ones because the time of data collection was made at the end of event, not the end of their trip. Most sample subjects were uncertain whether they would engage in touristic activities so that the majority of the sample did not answer a question item in relation to touristic activities.

#### Analysis of data :

A total of 959 subjects voluntarily participated in this empirical study. Of the 959, 554 subjects fulfilled the criteria of "sport tourist" and became the sample subjects for data analysis. Data obtained from 554 questionnaires were analyzed descriptively. The 554

subjects were divided into two groups on the basis of event sites. The great majority of the cross-country ski group (N=337) stayed only one night, whereas the walking group members stayed approximately three days in Higashi Matsuyama (N=217).

Table 2. Socio-demographic Information of Sample

	Cross-country Ski Group (N=337)		Walking Group (N=217)	
Sex				
Male	164	59.2%	149	68.7%
Female	113	40.8%	68	31.3%
Unknown	60		0	0.0%
Age Group				
Under 20	30	9.2%	19	9.3%
20-29	59	18.1%	9	4.4%
30-39	78	23.9%	17	8.3%
40-49	72	22.1%	39	19.0%
50-59	59	18.1%	57	27.8%
60 & over	28	8.6%	64	31.2%
Unknown	11		12	
Residence				
Tokyo	113	33.9%	46	22.1%
Kanto region	205	61.6%	89	42.8%
Hokkaido region	0	0.0%	3	1.4%
Tohoku region	4	1.2%	9	4.4%
Chubu region	11	3.3%	36	17.4%
Kinki region	0	0.0%	11	5.3%
Shikoku region	0	0.0%	5	2.5%
Chugoku region	0	0.0%	6	2.9%
Kyushu region	0	0.0%	3	1.4%
Unknown	4		9	
Marital status				
Single	138	42.6%	43	20.8%
Married	186	57.4%	164	79.2%
Unknown	13		10	
Educational Background				
Elementary school	4	1.3%	4	1.9%
Junior High school	16	5.2%	33	15.9%
High school	79	25.7%	73	35.1%
Two-year college	55	17.9%	36	17.3%
Four-year college	118	38.4%	53	25.5%
Graduate school	25	8.1%	4	1.9%
Others	10	3.2%	5	2.4%
Unknown	30		9	



## Results and Discussion

Data obtained from the questionnaires were analyzed separately for each group. Demographic information of subjects is presented in Table 2. Table 2 shows that male participants were predominant in both events. The majority of the walking group members were in middle-aged and elderly, while the age of counterparts in the cross-country ski group was normally distributed. Walking events have been viewed as an event for the elderly in general. Cross-country ski is relatively new to the majority of population. The marital status and educational backgrounds of the sample seemed to reflect the age makeup of the sample.

The cross-country skiing event was planned to draw participants from the Kanto region, in which Tokyo is one of seven prefectures. The great majority of participants (95.5%) were found to be residents of Tokyo and the other Kanto prefectures. The walking event, on the other hand, was a nationwide event to attract walkers from all over Japan. Approximately 65 % of the sample subjects resided in Tokyo and the Kanto region. The socio-demographic information alone indicated that the existence of an inverse correlation between the distance of residence and the rate of participation.

Table 3 reveals the type and size of traveling party in both groups. Traveling with a family group or private friends appeared to be very popular among single overnight participants. The most popular type of traveling party among multiple-night participants was traveling alone, followed by traveling with private friends. Since it would be difficult for family members to take vacations together for a long period of time, the researchers expected

Table 3. TYPE & SIZE OF TRAVELING PARTY

	Cross-country Ski Group (N=337)		Walking Group (N=217)	
TYPE				
Traveling Alone	66	19.6%	80	37.2%
Family Group	106	31.5%	46	21.4%
Friends of Sport Clubs	50	14.8%	22	10.2%
Private Friends	88	26.1%	20	9.3%
Others	27	8.0%	47	21.9%
Unknown			2	
PARTY SIZE				
One person	66	20.4%	80	39.8%
Two people	96	29.6%	41	20.4%
Three people	44	13.6%	14	7.0%
Four people	39	12.0%	10	5.0%
5-10 people	58	17.9%	23	11.4%
More than ten people	21	6.5%	33	16.4%
Unknown	13		16	

that traveling with family members would decrease in multiple-night trip. The findings supported the assumptions of Tierney (1994) and the researchers. Besides traveling alone, the most popular size of traveling party was two in this sample.

Transportation used for their trip is depicted in Table 4. Results show that more than two-thirds of the tourists in this study utilized the train system, the most popular means of public transportation in Japan. Use of private automobiles was relatively small. Some of the reasons were that the organizing committees of both events asked participants not to drive as a means of reducing traffic at the event site, and the limited availability of parking space, as well as ecological-economic reasons. Nevertheless, 35% of the cross-country ski participants utilized their cars because of economic reasons, event schedule and convenience. They seemed to employ automobiles as means of transportation with intention of sharing traveling costs with their companions. A significant increase of automobiles in Japanese households and rising price of public transportation will force participants to use their own automobiles for event participation more often in the future (Kokumin Seikatsu Hakusho, 1993). The size of the various traveling party seemed to reflect the chosen modes of transportation.

Table 4. Means of Main Transportation\*

	Cross-country Ski Group (N=337)		Walking Group (N=217)	
Train-Japan Railroad	48	14.2%	161	74.9%
Train-Private Company	166	49.3%	142	66.0%
Private Auto	117	34.7%	33	15.3%
Highway Bus	1	0.3%	7	3.3%
City Bus	3	0.9%	19	8.8%
Others	4	1.2%	16	7.4%

\* Multiple Response

Table 5 presents type of accommodations. Nearly half of the participants of the cross-country ski group used hotels or inns. Twenty-seven percent stayed in private lodges. Both accommodations were very close to the event site and the prices ranged between \$90 and \$150 (9,000 ~ 15,000 yen) for hotels or inns and between \$60 and \$90 (6,000 ~ 9,000 yen) for private lodges. The prices for all three accommodations included a room and two meals. Other accommodations were business hotels in downtown Nikko, a half hour bus ride from the event site. One of the main purposes to stage this cross-country ski event was to boost the local tourist business, particularly hotels and souvenir shops. Thus, these accommodations, recommended by the organizing committee, were somewhat expensive, even though a considerable discount was made for the event participants.

Table 5. Type of Accommodations

	Cross-country Ski Group (N=337)		Walking Group (N=217)	
Hotel & Inn	159	47.2%	57	27.8%
Private Lodge	94	27.9%	12	5.9%
Private Home	3	0.9%	8	3.9%
Others	81	24.0%	128	62.4%*
Unknown			12	

\*Special accommodations were arranged by the Organizing committee  
Special accommodations are as follows; Welfare centers, Youth hostels,  
Public sport centers & school gyms

Unlike Oku Nikko, the organizing committee of the Three-Day March made arrangements for inexpensive accommodations in association with the host city, Higashi Matsuyama. Most public places such as welfare centers, youth hostels, public sport centers and school gyms were arranged to be special accommodations for participants. Those accommodations were located within walking distance from the event site and prices were around \$35 (3,500 yen) with one or two meals per day. Higashi Matsuyama is not a typical tourist spot, so that the shortage of hotels has been a problem for this nationwide event.

Total travel expenditures by breakdown of subjects are shown in Table 6. The average total expenditures of the cross-country group were \$277.55 (27,755 yen) and ones of the walking group were \$303.68 (30,368 yen). From the figures in the breakdown, total expenditures were calculated to \$250.90 (25,090) among the cross-country ski group and \$409.32 (40,932 yen) among the walking group, excluding the amount of provision money. The range between \$100 and \$299 was the mode for both groups (see Figure 1). Comparing the two groups, subjects from the walking group estimated total travel expenditures to be about \$100 lower than the breakdown while this discrepancy in the cross-country group was \$26. This sort of discrepancy in subject response often happens in participant survey studies, and is not unique to sport-related surveys. Davidson and Schaffer (1980) and Hefner (1990) indicated that people attending the events were rarely eager to provide accurate responses regarding economical matters. The findings of this study seemed to support their assumption. The figures in the breakdown seemed to be more reliable than the total expenditures because the total average expenditures of the walking group was almost identical to the report from the Yomiuri newspaper (May 27, 1994).

Table 6. TOTAL EXPENDITURES & BREAKDOWN\*

	Cross-country Ski Group (N=337)		Walking Group (N=217)	
<b>Total Expenditures</b>				
Under \$100	29	9.5%	46	22.4%
\$100-\$299	189	61.7%	70	34.2%
\$300-\$499	55	18.0%	48	23.4%
\$500-\$699	20	6.5%	25	12.2%
Over \$700	13	4.2%	16	7.8%
Unknown	31		12	
Average Total Expenditures	\$277.55		\$303.68	
<b>Breakdown (average)</b>				
Transportation	\$ 94.74	37.8%	\$115.30	28.2%
Lodging	\$ 95.67	38.1%	\$167.59	40.9%
Food & Beverages	\$ 22.64	9.0%	\$ 50.35	12.3%
Gifts & Souvenirs	\$ 23.03	9.2%	\$ 49.57	12.1%
Other	\$ 14.82	5.9%	\$ 26.52	6.5%
Total Average	\$250.9		\$409.32	

\*Breakdown did not include Preparation

Average Preparation \$74.33 \$107.04

\*\*One US Dollar is equivalence to 100 Japanese Yen

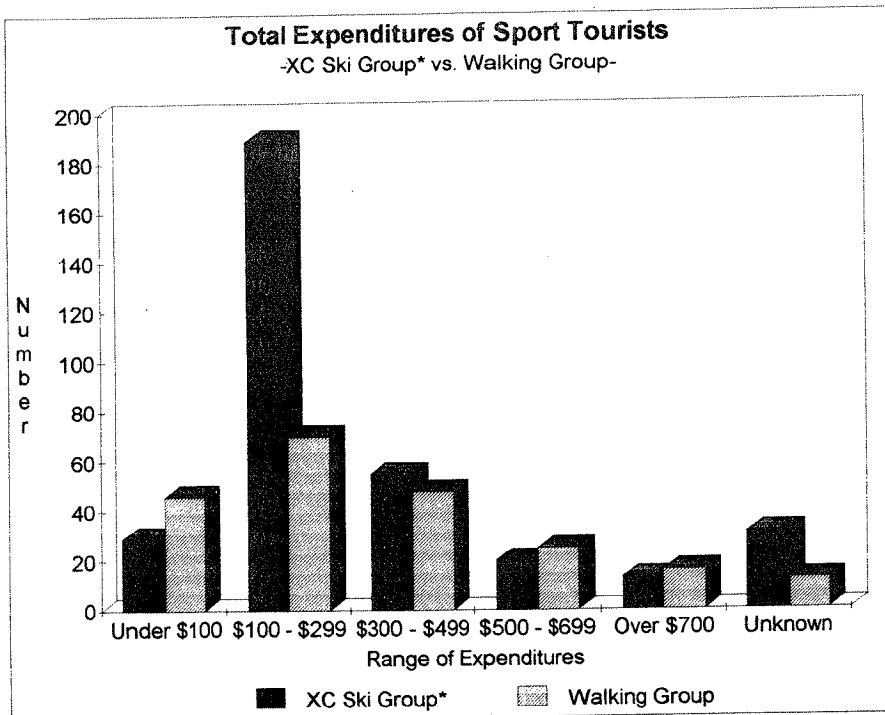


Fig.1. Total Expenditures of Sport Tourists  
\*Cross-country Ski Group

Lodging and transportation inevitably occupied approximately 70 percent of the total budget for both groups (see Figure 2). These two items were the main expenditures for sport tourists regardless of the length of stay. The sample subjects of the walking group spent twice as much money on gifts and souvenirs than their counterparts of the cross-country ski group. The sample subjects of the cross-country group spent considerably less money (24.1% of the total expenditures) on foods, souvenirs and others compared to 34.9% of the domestic Japanese travelers (Toyokawa, 1994).

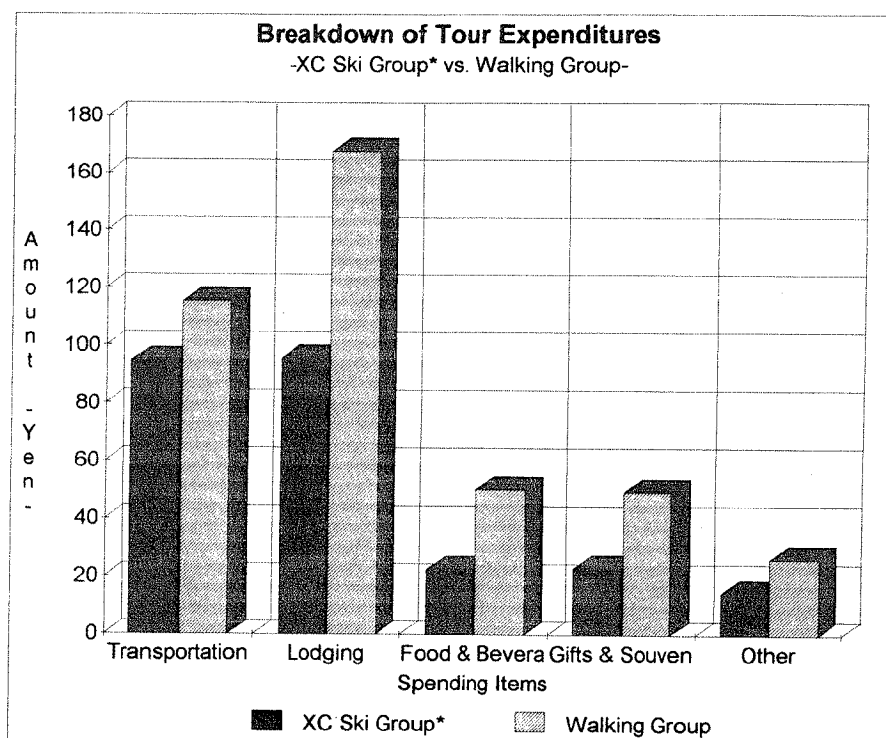


Fig.2. Breakdown of Tour Expenditures  
\*Cross-country Ski Group

As far as touristic activities were concerned, only data for the cross-country ski group were available. So sport tourists were compared with so-called sport excursionists, day trippers, on the basis of their actual touristic activities (see Table 7). Nearly one-third of the sport tourists appeared to engage in touristic activities such as sightseeing, visiting hot springs and historic places even though they stayed only one night in Nikko (see Figure 3). The findings indicated that sport tourists could be lured to become more active tourists if conditions were arranged. Sport excursionists, on the other hand, hardly engaged in such activities. It was assumed that differences in touristic activities between sport tourists and sport excursionists occurred probably due to internal and external factors. Internal factors mean the nature of Sport-for-All events and characteristics of this sample. Sport tourists in Sport-for-All events have much higher interest in and motivation toward touristic activities,

along with event participation, than sport excursionists. External factors mean time and financial problems. The schedule and the cost of the trip appeared to inhibit this sample from engaging in touristic activities. In fact, both the cross-country ski and the walking events were held from early morning to late afternoon so that sample subjects had inadequate free

Table 7. Touristic Activities of Cross-country Ski Participants

Touristic Activity*	Sport Tourists (N=337)		Sport Evcursionists (N=94)	
	Count	Percentage	Count	Percentage
Historic Temple	20	7.1%	3	3.2%
Natural Scenery	44	13.1%	5	5.3%
Theme Park	5	1.5%	4	4.2%
Hot Springs	57	17.0%	12	12.8%
Others	43	12.8%	4	4.2%
No Activity	231	68.5%	82	87.2%

\*Multiple answer

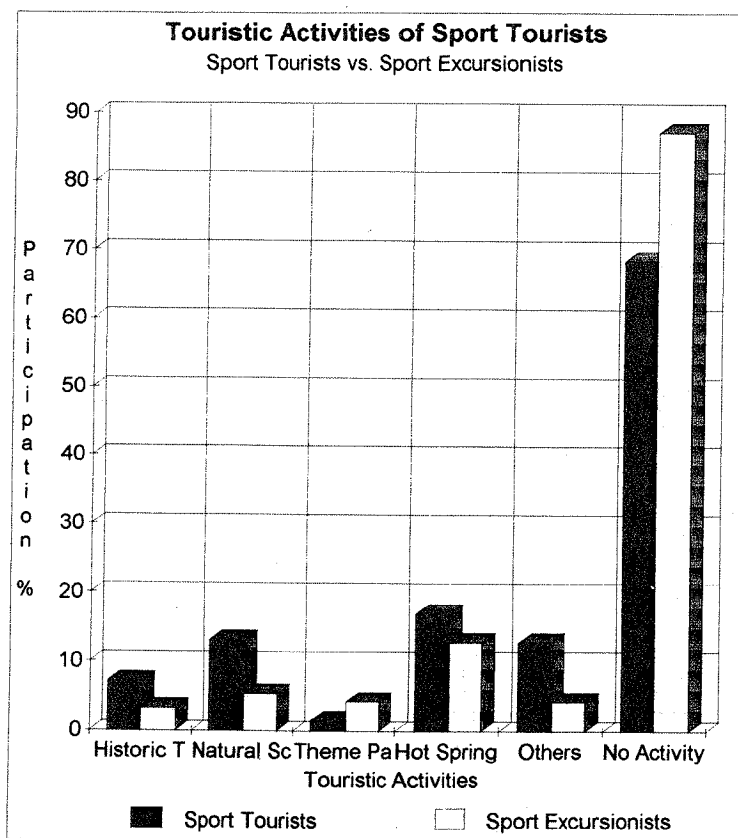


Fig.3. Touristic Activities of Sport Tourists

time to enjoy touristic activities. Time constraints seemed to affect the cross-country ski group particularly which was largely single-night sport tourists.

Two general conclusions can be speculated from the findings. The time factor seems to inhibit single-night sport tourists from engaging in touristic activities; while economic factors prevent multi-night sport tourists from touristic activities. The "sport tourists" seem to be quite different from traditional tourists in terms of expenditures, but they are potential tourists. In order to lure the sport tourists to engage in more touristic activities, the findings imply that event organizers, as well as the chamber of commerce, at an event site should provide quick and inexpensive, yet meaningful touristic activities.

## Conclusions

Within the limitations of this study, the following conclusions were made;

- 1) The sport tourists of the Sport-for-All events were somewhat different from general tourists in terms of patterns of expenditures. The Japanese sport tourists appeared to be very conscious about economic situations which led them to choose inexpensive fares and accommodation, and to engage in fewer touristic activities.
- 2) Sport tourists have the potential to become active tourists in terms of touristic activities and expenditures. Their limited touristic activities were due to time constraints and economical reasons, rather than their interest and motivation.
- 3) The traveling styles of sport tourists differed on the basis of the length of tour, which was closely related to economical factors.

## Recommendations

1. To conduct thorough examination on the definition of sport tourist.
2. To conduct empirical research studies to determine whether any differences in touristic activities and travel expenditures exist among three types of sport tourists (spectator oriented, sport lovers, and event participation oriented).
3. To conduct international comparative research studies to ascertain whether or not any cultural differences in touristic activities and travel expenditures exist among these groups.
4. To undergo empirical research studies to find whether or not any differences in touristic activities and travel expenditures exist between competition oriented sport events and participation oriented sport events.

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