



Zaragoza University

New opportunities in tourism, sport & leisure.

The case gives Spain

Reverter, J.*; Barbany, J.R.**., Zaragoza University*, INEFC-Barcelona University Spain**.



INEFC Institut Nacional d'Educació Física de Catalunya Barcelona



Barcelona University

New opportunities in tourism & sport

Introduction

Leisure has become, in our country like in the rest of the world, in an attractive market as a consequence of its every time bigger volume of business, expansion, diversification, and continuous evolution (Cuenca, 2004; Higham J. (2004).

Practices of physical exercise, taken care of the health and tourism are part of a group of activities, we can realize during our leisuretime.

Sport and tourism are habitual environments of the organized occupation of leisure. These two social phenomenon are more and more near every day (Standeven and DeKnop, 1999; Hinch et col.2005).

Trip according to tourist destination and motivation (Spain, 1999-2004)

	1999	2000	2001	2002	2003	2004
Entire	100%	100%	100%	100%	100%	100%
Business and professional	4,3%	5,4%	6,2%	5,5%	5,4%	4,9%
Studies	2,6%	3,2%	3,6%	3,4%	3,3%	1,9%
Visiting friends and relatives	17,1%	19,7%	22,9%	23,1%	22,9%	22,3%
Voluntary health treatment	0,7%	0,8%	1,6%	2,6%	1,9%	0,9%
Religion and pilgrimage	1%	1,1%	1,1%	1%	0,7%	0,8%
Leisure, recreation and holidays	70,0%	66,8%	63,2%	63,4%	61,5%	67,9%
Autres motivations	4,2%	2,7%	1,2%	0,9%	0,5%	1,3%
No knows / No remembers	0,1%	0,2%	0,2%	0,2%	0,1%	0,1%

Source of work: personal compilation based on www.let.tourespain.es

Tourism i sport in Spain: macroeconomic importance

Tourism is considered as the first world industry, OMT (2002) and his importance is expected to increase during next years. In Spain, its contribution to the GDP is been calculated around 11-12% and the employment created in 12% (Mondilla, 2005).

Sport, on the other hand, as economic sector, contributes with a added value in the countries of our environment between 2% and 3% and with a volume of employment of 2% (Hill, 2005).

Tourism and Sport: Tendencies

Growing relation between Tourism and Sport.

Tourism and Sport are two elements of development of new products and destinations.

Sports activities have been incorporated as an added value or main activity, to the offer of numerous tourist destinations.

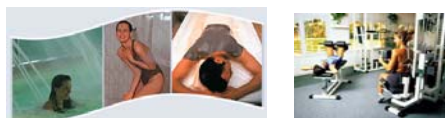
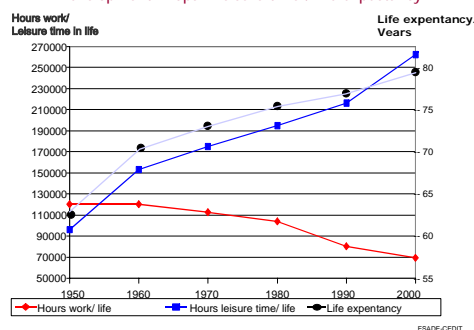
Travels of sport-tourism consequence of the changes in the habits of buying and enjoyment of free time (Innovation).

Specialization of Tourism and Sport. Growing importance of marketing.

1 Some changes in the characteristics give the consumers

- Higher availability of leisuretime.
- Increase in standard of life.
- Annual fragmentation of holidays.
- Concern for the health and the physical activity.
- New experiences search with more sophisticated demands.
- Necessity of escape (sport in the nature).
- Development of abilities and capacities (learning)

Development in Spain leisure time / life expectancy

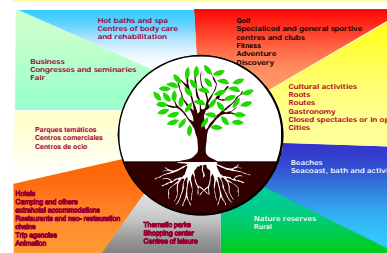


Activities of leisure demanded in Spain 2000-2004

2001	2004
To eat well	Taken care of the body and the health
To rest	To realize cultural activities
Taken care of the body and the health	Spectacles
To realize cultural activities	To meet friends,
To go to the beach	Sport & Adventure
Spectacles	To rest
To go to the mountain	Gastronomy
Shopping	To visit relatives
To go out in the nights	To go to the mountain

Personal compilation based on Centro de Dirección Turística ESADE-CEBIT

2 New opportunities of business



Source of work: personal compilation based on Valls, J.F. (2003)

3 New environments in those new business can be created to satisfy all demands

Hotel & Curhoteles

Inside the group of tourist accommodations can be distinguished one group of hotel accommodation and another second group of extrahotel accommodation (that includes houses, campings, apartments, holiday cities, residences, etc.)

Curhoteles are specialized hotel establishments, which services are related with health and beauty.

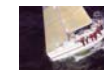


Golf



Organization and promotion of sportive and cultural events.

In the organization and promotion of events a lot of contents are taken part in : political design, educational intervention, animation and administration; products, programs, services and equipment; in the cultural field , tourism, sport and recreation.



The nautical tourism.

The nautical tourism is interpreted like an aspect of the coast tourism, therefore inside the global attractiveness that suppose the climate and the sea, oriented to the diversification and specialization of the conventional offer, by means of the integration of services and sportive installations.



Thematic spaces

Thematic parks, aquatic parks, parks of animal exhibitions, last generation of aquariums etc, are characterized by an intensive development and a near location to city centers or to important tourist destinations.

The main activity is the exploitation of participating attractions of diverse contained, to obtain the satisfaction of new experiences and sensations in the family leisure environment .



Health Tourism

Spa, spas & Centres of Talassotherapy. Centres of Fitness and Wellness

The word well-being (satisfacción o estado de bienestar) is becoming a big phenomenon: thermal and aesthetic centres, centres of fitness and wellness are creating and modifying their structures to offer to the customer a complete experience of well-being.

The centres of leisure-health in our days will be more and more sensory, must be able to surprise and to implicate, to fuss over the body and the spirit.

Conclusion

First, it is necessary to conclude that leisure in Spain is a sector with enormous social and economic significance, which is on the side of the employment, generates investment and creates wealth.

The main models of international business related with the leisure, are immersed actually in a process of growth, of internationalization and adaptation to new products related with the tourism, health and sport.

This new scenario is generating, among other consequences, the necessity to analyze aspects of management and innovation in products related with the leisure that contribute to give a better answer to the challenges, tendencies and that face the responsible of the companies and organizations of the sector.

The phenomenon of the new models of business linked to the leisure is object of defiant investigation and academically innovative because in Spain there are few researches with technician and scientific basis about the relation between leisure, tourism and sport.

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