

Tourism Events and Leisure Industry- BMTP4018

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IRONMAN 2023 Tenby-Impact on tourism destination, visitors' expectation and experience, motivation, demands and needs.

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Introduction

In recent years, sport tourism has become more popular as tourists travel and plan their holidays around sporting events. The sports tourism industry attracts visitors to travel for sports, either participating in sports event or simply because of the destination appeal. It is a multi-million dollar industry.

Sport event called Ironman is a long-distance triathlon races organised by the World Triathlon Corporation. It consists of 2.4 miles swim, 112 miles bicycle ride and a marathon 26.2 miles run completed in that order, a total of 140.6 miles. It takes annually in September in Tenby since 2011. Tens of thousands of people gather in the streets of Tenby to watch the race.

Leisure and events concept

In literature there is a few definitions of 'leisure'. Leisure is not only free and unobligated time. Leisure is a time, an activity, state of being, a culture and it is freedom to choose. Leisure allows you to rest mentally from stress.

An athlete can define 'leisure' by taking part in Ironman. While they participate in such an event it is their state of being, their choice and their way of life. It gives them happiness and life satisfaction.

Social, economic and environmental impact

Sport events provides travellers with unique and memorable experiences and brings significant economic and social benefits to the host destination. This event has also negative impact on social, economic, and environmental.

Social impact

Sport events has an impact on socialization: crowds of people gather to cheer on the participants. It links to people's well-being and 'need' to be a part of something. People all over the world take part in this

event, which results in cultural exchange. People are more aware of what life is like in another countries. It also has an impact on healthy awareness as lots of participant are local. This results in self-care. The event last throughout the weekend, which may result in disruptions to 'local' activities. Anti-social behaviour may occur with so many people in the town.

Economic impact

Holding Ironman in Tenby had an impact on town's reputation and the perception of this place by tourists. Previously, this place was associated with parties, now it is a place where you can get fit, get active and get outdoors. This is an opportunity for further business. During Ironman weekend a huge number of people visit the town. This results in creation of additional temporary jobs for local people. More employees are needed to serve in stores, restaurants, and hotels. Shops open earlier for athletes. Another positive impact is that people travelling to some destination spent money there. This provides profit for local businesses. They talk about Ironman in Tenby in TV, write in magazines and on the internet. This affects the promotion of the region. Many people haven't heard about this tourist place and have never been there, but because of these events they could find out about this town and visit it. The influx of tourists to the city may result in an increase in the prices of services and goods. This has a negative impact on locals who must spend more money on food products or services. Due to the number of cars in the town in this time, there are lots of traffic jams. It affects local community. During the event, many roads are closed, resulting in communication problems.

Environmental

One of the negative effects of this event is environmental pollution. Lots of people come to the town by car, so pollution from car exhaust increase. It also causes overloading of infrastructure. Due to large gathering of people litter and noise pollution also increases. The staging of sport events often carriers a large carbon footprint and generates vast material waste. The development of facilities and equipment for activities requires the use of scarce natural resources. Tourism mass events puts enormous stress on local land use and can leading to soil erosion and natural habitat loss.

Motivations, demands and leisure needs.

McClelland's theory of three needs outlines the three desires that an individual could possibly have. Each person is motivated by power, affiliation, or achievement. One trait is usually more dominant, but the others are present in an individual as well. (McClelland's Theory 1973).

In motivational theories, need is seen as a force within the individual that seeks to gain satisfaction, feeling of fulfilment and enjoyment as well as safety. It seems that there is a need for self-actualisation and personal development that sport and leisure help to achieve. There are many factors that determine people's choices in recreational activities, which is an expression of their demand. These include personal (stage in life, interests, attitudes, and abilities) and social factors (the time at their disposal, job, and income), as well as opportunities presented by leisure providers (quality of activities and programmes).

Needs here are the cause of motivations, not the motivation itself. Need is fundamental, demand is generated by need. The motivations for everyone to take part in a triathlon (in passive or active way) are different. For some people, it will be a need to feel adrenaline and satisfaction associated with taking part in the most difficult sports event. Athletes are motivated to join Ironman for an opportunity to compete and test themselves against elite competition. Social recognition also can be motivation. Some people may do it for charity. If someone in the family suffers of cancer or another disease, people take part in the event to support others. Taking part in sport event is an opportunity to travel and meet new people. Sport events gives you self-confidence and feeling that you can achieve something that not everyone can do. People want to support friends or family so they go and watch the event.

Visitor typology

Sport events generate levels of passion and emotional investment. It influences mass media interest and other positive outcomes related to health, regeneration, and community cohesion. Sport tourism is a travel from one place to another with the intention of taking part in activity or sport event.

Sport tourism define different types depending on the involvement. Active sport tourism is when a person actively participant in a chosen sport. In turn, passive tourist is one who watches sporting event (e.g., fans of triathlon). There is also nostalgic form which is visiting places of historical importance (e.g., Olympic Stadium in Barcelona).

In Ironman participate active and passive tourists. Active are athletes and passive are fans of Ironman, families of participants or local community.

Expectations and experiences

There are five models of tourist experiences- recreational, diversionary, experiential, experimental and existential. Each of these holds different worldviews. (Cohen, 1979). Cohen's typology provides a foundation to describe different experiences that may be had through different tourism activities. Each individual tourist can experience more than one type of experience during a single trip.

Tourism event can be inspiration for travellers when they plan their trip, as they can choose destination based on specific event they want to attend. Accommodation and transportation are taken into consideration when planning the trip, as well as various activities during the event. High- quality experience is essential for customers. Tourist may share their experience with others (social media, word-of-mouth, reviews) it can influence other's decision to attend event. Tourists who return home with good experience may want to repeat trip in the future.

A tourist arrives at a destination with ideas about the type of experiences that may take place. This is influenced by information taken from social media, photos, expectations, and past experiences

from travel. Walls categorises consumer experiences as ordinary–extraordinary and emotive–cognitive (2010). In contrast to everyday experiences, event experiences “provide a space and time away from everyday life in which intense extraordinary experiences can be created and shared” (Morgan, 2008).

Sustainability of future planning in tourism industry

The world we live in is changing rapidly. Industrial and economical progress has had a major impact on our planet. To reduce the impact on environmental and stop the tide of global warming tourism industry should take the appropriate steps.

Here are some of the things stakeholder should consider where planning event. Encourage participants to come by public transport or to share the journey with others. It will minimize traffic congestion and car emission. If this is not possible, encourage to use low emission vehicles.

It is also possible to reduce quantity of waste (reusable tableware, ask people to bring their own bottle or coffee mug etc.) It will reduce litter pollution.

Limit the consumption of electrical appliances. Consider renting equipment rather than purchasing it and when possible, use devices made of recycled materials.

Limit noise pollution- establish calm zones in the event.

Summarise mass events including Ironman have a positive social and economic impact on destination as it brings money to their budget, and it has positive impact on people’s well-being. On the other hand, due to the environment, events should be planned with an awareness of sustainability.

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