

SPORTS TOURISM, LEISURE METHOD

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Abstract: *The process of using free time in nature tourism as recreation or sport activity and is a socio-economic phenomenon of mass, including relationships and activity occurring within a country and the material and spiritual flow between countries.*

Sports tourism is a subset of an industry generating capital, jobs and creating the image of a country / region. This article is aimed primarily a statistical analysis of this form of tourism at national and European level with which we wish to note that although Romania has various forms of relief, and such an arrangement it is a big advantage, though no have been major investments in this type of tourism.

The development of increasingly high global sports movement, the emergence of new destinations, the development of road and air transport modes and infrastructure and the development of the Internet, all contribute to the development of sports tourism.

Keywords: tourism, leisure, sport tourism, regional development

JEL Classification: I10, I15, I19

1. Introduction

Today, the concept of free time experiencing a wide circulation. Called "leisure", "leisure", "Freizeit" translated "leisure", "pleasant occupation", "leisurely", meaning not too greatly differentiated from people to people.

Joffre Dumazedier defines leisure as a set of activities in which the individual can fully commit to your preference or to recover, either for fun or to develop information and training, after the obligations of fulfils their professional, family and social. Leisure time, which is the time remaining after work, consists of constrained time (time for sleep, personal and household activities, different social tasks) and recreation. [1]

Importance of using leisure time increases with the shortening of the working week and work automation. Technical development has led to the limitation of driving, diminished activity due to the emergence of automatic performance. Decreased physical activity is offset by increased intellectual activity. So free time appears in a growing share for multilateral development as personality, which provides intellectual perfection, moral, aesthetic and physical.

Organizing leisure activities should be the conscience of the people, and the various groups as it is an activity of prime necessity of prophylactic role in the life of increasingly complex contemporary.

In the process of using free time in nature tourism as recreation or sport activity consisting of walking or crossing different specific transport of distances to visit scenic regions, municipalities, economic objectives, historical, cultural. Representing a table socio-economic phenomenon, including relationships and the activities that take place within a country and the material and spiritual circuit between countries. [2]

From etymologically the word comes from the English tour tourism (travel), which was created in England around 1700, to describe the action of voyages in Europe in general and France in particular. This term was later taken up by most European languages, meaning leisure travel. The word tourism was used for the first time in 1811 and tourist word was first used in 1840. In 1936 the League of Nations defined foreign tourist phrase as someone travelling abroad for at least 24 hours. United Nations charged this definition correcting and limiting it to a maximum period of stay of 6 months.

2. Types of tourism

Tourism activity is well supported by a valuable tourism potential, different from country to country, which are organized according to different types of tourism. May be known in the world tourism: sea spa tourism, with a large territory development, practiced for cleaning helioterm or climate or having other motivations therapeutic mountaineering and winter sports practiced broad area for hiking and practicing climate cure winter sports, tourism,

spa treatment, which leverages the therapeutic qualities of natural factors (thermal and mineral springs, mud, ionized air) cultural tourism, organized sightseeing of art, culture and other achievements of human activities; commercial tourism exhibition, whose practice is occasioned by high profile events (fairs, exhibitions), which attract many visitors, tourism festival, dedicated to the cultural and artistic events (ethnographic, folkloric) national or international sports tourism as we know it large national and international expansion, with the motivation of different sports disciplines competitions, domestic and international, to major sporting events (Olympics, regional competitions, World Championships etc.). hunting tourism (safari), practiced by countries Western generally throughout Africa, Latin America, and the arctic and Antarctic territories.

Among the more intense forms of tourism practiced I can mention:

1. Pilgrimage. History of European tourism can be said that has its origins in medieval pilgrimage. Although it appeared religious reasons, the pilgrims of Canterbury Tales regarded the experience as a form of vacation.

2. Medical Tourism. Medical tourism is ancient, but it became important only in the 18th century. In England it was associated with places full of mineral thermal water treat various diseases from gout to liver or lung. Today medical tourism is associated with spas sea thalassotherapy spa cure or specific medical treatments.

3. Cultural Tourism. This type of tourism has existed since the first forms of tourism. There are some European routes dating from the 17th century. Cultural tourism can mean understanding or experience promoting cultural specificity of an area/region/ country. Cultural tourism visits to some objective means of culture, exhibitions or fairs, or participation in some festivals.

4. Sports tourism. Sports tourism is associated with sports in general and can mean travel-related sports, practicing certain sports, and hiking or outdoor.

5. Incoming. It involves travel in their own country to visit different places in order to relax, learning, knowledge of new jobs or traditions.

6. International Tourism/External. With the development of infrastructure and tourism industry has developed. International tourism grew especially after the Second World War. In the post-war period there was a surplus of aircraft and also a surplus of pilots ready to fly those planes. Those were the first charter planes flying to Paris, Rome, etc.. Introduction of flights to certain destinations in the post-war period was a very important factor for the development of international tourism and construction led to the formation of the first airports and flight companies. Nowadays there is no impediment to visiting any tourist attraction.

7. Business tourism. Represents travelling for work, is associated with business travel, participation in training programs, seminars, etc...

3. Tilt, forecasts and developments in global tourism

The next decades will bring significant changes in the demographic structure of the world (average age, the proportion of ethnic and religious groups). The main trends that will influence the global tourist flows include but are not limited to the following:

1. The world's population will double in the next 50 years. Life expectancy and hence the average age of the population of the world will increase. Seniors (pensioners) will have time and resources to travel. Overview of tourist destinations, personal safety and quality of care are and will remain extremely important issues. Demand for travel is elastic depending on price but this market potential to mitigate seasonality should not be ignored.

2. The Internet will be used more and more tourists and potential visitors both for information and for purchasing holiday travel products and travel arrangements. Access to information and Reviews in touch with their travel experiences and attractive tourist destinations (blogs) will be free and universal.

3. Aviation development, diversification and increase the speed of land vehicles will allow relatively easy access (and cheaper) to tourist destinations at great distances (overseas departments).

4. Increasing interest tourism programs/holiday that combines relaxation and entertainment possibilities of knowledge of the culture and history of the peoples of the world "Edutainment". Areas that will be able to retain the character and authenticity of the traditional way of life will be of interest to more and more segments of tourists and potential visitors.

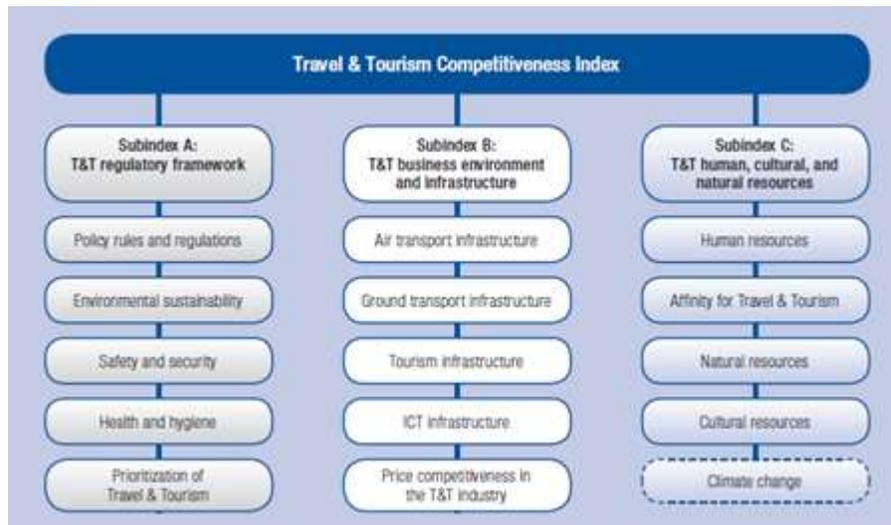
5. The effects of globalization are evident all over the world. Most accommodation and leisure facilities will provide uniform conditions likely will be similar but not identical. Under these conditions individualizing services and conservation/nature destination highlighting become extremely important.

6. Environmental quality, lack of pollution, cleanliness and attitude of the local population will be more important than the variety of potential tourists for shopping and entertainment opportunities.

7. Although new experience will be interested, most of the prospective tourists will want to continue their healthy lifestyle when they travel. Facilities for sports, nutrition and access to information will remain important motivational elements.

According to reports in terms of global tourism trends, regions will organize large-scale competitions such as World Championships, Olympic Games and other competitions also will be topping the charts in terms of increased tourism in the coming years. Another factor that determines this trend is the high economic growth in these areas. In the World Economic Forum (WEF) in 2001, it was proposed to calculate a competitiveness index, by which it can determine the competitiveness of the different countries globally. The Global Competitiveness indicator was established as an evaluation indicator that provides an overview of the main factors involved in the formation of national competitiveness. After analyzing the main elements that should be evaluated to set the indicator for the assessment of competitiveness: Global Competitiveness Index (Global Competitiveness Index GCI). GCI provides an integrated picture of the main factors involved in the formation of national competitiveness. These key factors (pillars of competitiveness) by determining GCI are grouped into three categories as follows: (1) basic requirements (institutions, infrastructure, macro economy, health and education), (2) efficiency factors (superior education and training of human resources, market efficiency, and responsiveness to new technologies) and (3) factors of innovation (business environment quality and innovation). [3]

Global Competitiveness Index



Source: World Economic Forum (WEF), The Travel & Tourism Competitiveness Index, 2013
Picture no. 1

For 2013, the World Economic Forum Global Competitiveness Index calculated globally and for each country. Thus, according to the WEF report, Romania is ranked 68 in the world with an index of 4.04 down five places from 2011.

In table 1, can see Romania global competitiveness index, calculated for 2013.

Global Competitiveness Index for Romania in 2013

Table no. 1

Economy	OVERALL INDEX		SUBINDEXES					
	Rank	Score	T&T regulatory framework		Business environment and infrastructure		T&T human, cultural, and natural resources	
	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Romania	68	4.04	66	4.61	68	3.67	73	3.85

Source: World Economic Forum (WEF), The Travel & Tourism Competitiveness Index, 2013

As can be seen from the data presented in the table 1, the lowest value is recorded into the business and infrastructure.

In Tables 2, 3, 4 will surprise institutions, infrastructure, macro economy, health and education, efficiency factors (higher education and human resource training, market efficiency, responsiveness to new technology) and

innovation factors (environmental quality business and innovation) that contributed to the global competitiveness index calculation for Romania in 2013.

Global Competitiveness Index for Romania in 2013
Regulatory framework

Table no. 2

Country/Economy	T&T REGULATORY FRAMEWORK		PILLARS									
	Rank	Score	1. Policy rules and regulations		2. Environmental sustainability		3. Safety and security		4. Health and hygiene		5. Prioritization of Travel & Tourism	
			Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Romania	66	4.61	87	4.33	58	4.67	63	4.89	54	5.36	103	3.77

Source: World Economic Forum (WEF), The Travel & Tourism Competitiveness Index, 2013

Global Competitiveness Index for Romania in 2013
Business environment and infrastructure

Table no. 3

Country/Economy	BUSINESS ENVIRONMENT AND INFRASTRUCTURE		PILLARS									
	Rank	Score	6. Air transport infrastructure		7. Ground transport infrastructure		8. Tourism infrastructure		9. ICT infrastructure		10. Price competitiveness in the T&T industry	
			Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Romania	68	3.67	93	2.59	109	2.87	34	5.07	59	3.42	84	4.41

Source: World Economic Forum (WEF), The Travel & Tourism Competitiveness Index, 2013

Global Competitiveness Index for Romania in 2013
Human, cultural, and natural resources

Table no. 4

Country/Economy	T&T HUMAN, CULTURAL AND NATURAL RESOURCES		PILLARS							
	Rank	Score	11. Human resources		12. Affinity for Travel & Tourism		13. Natural resources		14. Cultural resources	
			Rank	Score	Rank	Score	Rank	Score	Rank	Score
Romania	73	3.85	83	4.73	122	4.11	88	3.25	41	3.31

Source: World Economic Forum (WEF), The Travel & Tourism Competitiveness Index, 2013

A comparative analysis between European countries (Table 5) Romania ranks 35th of 42 countries.

Global Competitiveness Index for Europe in 2013

Table no. 5

Country/Economy	OVERALL INDEX			SUBINDEXES					
	Regional rank	Overall rank	Score	T&T regulatory framework		Business environment and infrastructure		T&T human, cultural, and natural resources	
				Rank	Score	Rank	Score	Rank	Score
Switzerland	1	1	5.60	1	5.94	1	5.42	2	5.63
Germany	2	2	5.20	8	5.67	6	5.20	7	5.31
Austria	3	3	5.30	2	5.80	11	5.11	9	5.24
Spain	4	4	5.38	14	5.48	5	5.30	8	5.38
United Kingdom	5	5	5.38	17	5.44	10	5.13	3	5.57
France	6	7	5.31	9	5.58	7	5.18	11	5.20
Sweden	7	9	5.24	12	5.54	23	4.80	8	5.30
Netherlands	8	13	5.14	16	5.45	15	5.01	16	4.97
Iceland	9	16	5.10	3	5.77	13	5.00	36	4.47
Finland	10	17	5.10	5	5.74	22	4.89	24	4.65
Belgium	11	18	5.04	18	5.43	26	4.78	10	4.90
Ireland	12	19	5.01	7	5.68	19	4.96	40	4.41
Portugal	13	20	5.01	20	5.42	27	4.78	19	4.84
Denmark	14	21	4.98	25	5.31	16	4.98	26	4.64
Norway	15	22	4.95	11	5.55	28	4.77	33	4.53
Luxembourg	16	23	4.90	21	5.41	20	4.90	39	4.42
Malta	17	24	4.92	15	5.47	14	5.06	49	4.22
Italy	18	26	4.90	50	4.90	29	4.76	14	5.05
Cyprus	19	29	4.84	22	5.35	21	4.80	46	4.27
Estonia	20	30	4.82	19	5.55	30	4.72	51	4.19
Czech Republic	21	31	4.78	28	5.24	37	4.40	28	4.61
Greece	22	32	4.75	39	5.02	33	4.65	38	4.58
Croatia	23	35	4.69	42	4.99	39	4.43	42	4.37
Slovenia	24	36	4.68	33	5.12	35	4.52	52	4.11
Hungary	25	39	4.51	26	5.29	49	4.16	54	4.08
Montenegro	26	40	4.50	34	5.09	50	4.14	47	4.26
Poland	27	42	4.47	49	4.92	58	3.94	32	4.56
Turkey	28	46	4.44	64	4.62	62	4.08	27	4.63
Latvia	29	48	4.43	35	5.08	40	4.40	77	3.81
Lithuania	30	49	4.39	41	4.99	48	4.19	61	3.98
Bulgaria	31	50	4.38	58	4.79	45	4.24	53	4.10
Slovak Republic	32	54	4.32	43	4.96	60	3.92	55	4.06
Russian Federation	33	63	4.16	92	4.24	46	4.22	58	4.02
Georgia	34	66	4.10	30	5.18	80	3.40	91	3.67
Romania	35	68	4.04	66	4.61	68	3.67	73	3.85
Macedonia, FYR	36	75	3.90	57	4.79	74	3.58	100	3.58
Ukraine	37	76	3.90	60	4.73	71	3.62	98	3.59
Albania	38	77	3.97	63	4.65	90	3.31	63	3.96
Armenia	39	79	3.90	51	4.88	88	3.34	94	3.65
Serbia	40	89	3.78	74	4.50	81	3.40	100	3.45
Bosnia and Herzegovina	41	90	3.78	75	4.47	95	3.19	92	3.68
Moldova	42	102	3.60	65	4.61	87	3.16	120	3.04

Source: The Travel & Tourism Competitiveness Report 2013

In 2013 the European average index value was 4.78 showing above average competitiveness on a scale from 1 to 7. More than a quarter of European states 42 had indices of competitiveness which surpasses the threshold of 5.00 (Finland, Sweden). Also about ¼ of the 42 European Member Record indices of 5.00 , 5.50 (Mara Britain: 5.38, 5.39 Austria, Estonia 4.82) led the Romanian Competitiveness Index for 2013 according to Strategy requirements Lisbon had a value of 4.04 is below the European average (4.78) and well below the most competitive countries (WEF 2013)

4. Sports tourism

Travel-related sporting events or hobbies sports tourism is one of the segments with the fastest development in a global industry with revenues of about \$ 4.5 billion, says a study by Research and Markets. In coming years, the contribution of travel and tourism to global domestic product will exceed 10%, say experts in the field. Cities , regions and even countries reveals increasingly more importance of sport as an activity practiced any form (for performance or leisure) on the local, regional or national . In some countries, comes to sports activity and 20-25% of the revenue generating tourism sector.

Tourist "sport" is why large amounts of money in Euros or dollars are spent to winning the competition for the Olympic Games, World Championships and other competitions of various sports large scale. Major sports events contribute not only to increase revenue but also to modernize local infrastructure by building new accommodation

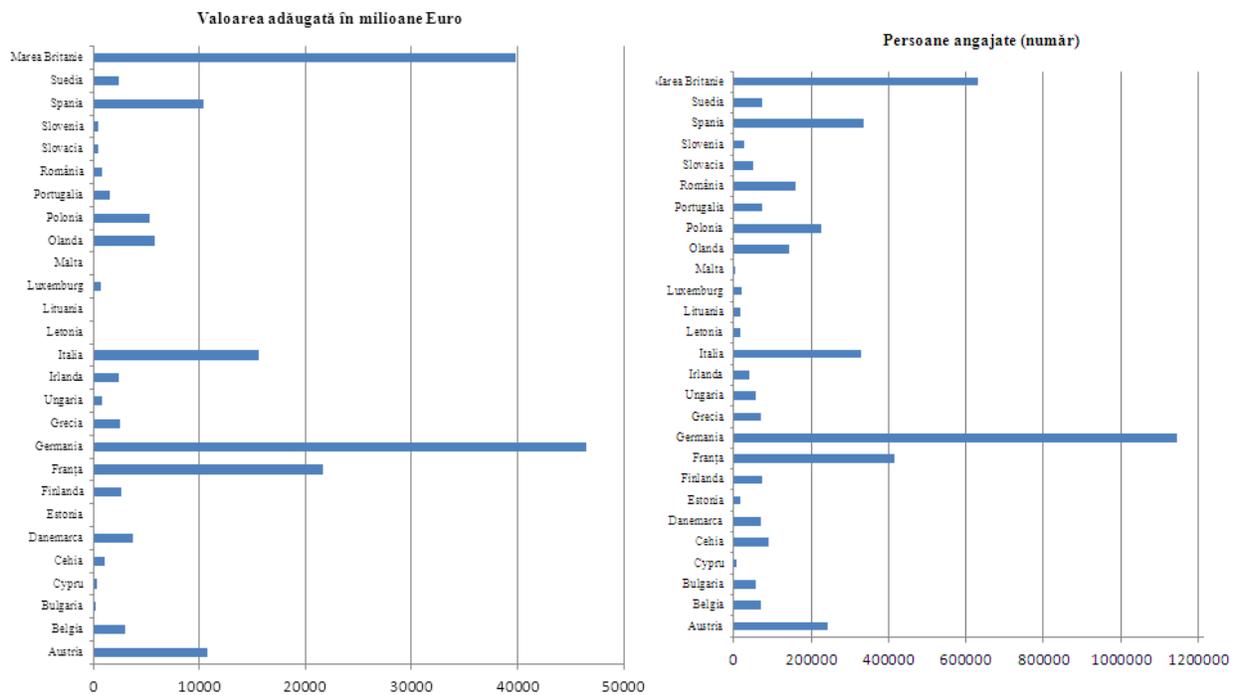
and ancillary areas (restaurants, cultural and sporting -purpose etc.). Modernization of road infrastructure by building highways and roads national and airport modernization and expansion of old and building new ones.

Sport tourism industry is closely related to the transportation industry. Without a developed transport industry cannot develop any tourism industry in general and especially sports tourism. The consumer wants to reach destinations in the best condition, safe in the fastest way possible at the best price. And developed an appropriate infrastructure is extremely important. An efficient transport infrastructure, transports connected to the international contribute to economic competitiveness, facilitate integration into the international economy and the development of new domestic activities.

Tourists athletes whether participants or mere spectators, are passionate and open to new experiences and often stimulate other tourism. Direct benefit they bring tourists to access a destination athletes is profit, not indirectly increasing number of visitors in the coming years and hence economic growth that place. In the period 2011-2012, based on data collected in all 27 EU member countries was conducted a study on the contribution of sport to economic growth and employment in the EU.

The main results of the study are illustrated in Fig. 2.

Sport contribution to growth and employment in the European Union



Picture no. 2

As can be seen from Fig. 2 Germany ranks first in European countries regarding the contribution of sport to economic growth and employment in the European Union, followed by the UK and France.

The figures were reported in three indicators:

1. Sports and just mean what it means sport practiced ;
2. All goods and services are needed to make sport;
3. All goods and services that are related to sports activity, without being required to do sport.

Doing an analysis of the three indicators , the recreational, cultural and sports services make their greatest contribution in terms of economic, educational services sector followed in sport, and the last sports related services ie hotel services and restaurant. Direct and indirect contribution of sport to the economy of the European Union is 2.98% of GDP, about 294.36 billion Euros. The amount contributed by each inhabitant is between 5-10 Euros for residents of south-eastern Europe noting that this value is increasing and 50-100 Euro for residents of west Europe, except that here this value tends to remain between the values mentioned.

From an analysis of specific sectors that are important in increasing the contribution of sport to the European three sectors stand out:

- Sports tourism;
- Fitness and media;
- Education Sports.

For the EU, the total labour force employed in the sports movement is 2.12 %, which indicates that the contribution of sport actively participate in labour. The highest number of sports-related jobs can be found in Germany, 1,146,234, which represents almost 27 % of all sports-related jobs in the EU. Follow the UK, with more than 610,000 and France, with more than 410,000 jobs in sport.

The most important implication of the sports activity that can be drawn from the results of this study is:

- sport is an important economic sector in the EU , the share of national economies and can be comparable with the agriculture or forestry and fishing combined with the potential for future growth;
- sport is an industry where labour is continuously increasing;
- sports products and services can be found in many other sectors such as tourism, insurance, legal, and more.

5. Conclusions

The tourism industry in general and especially sports tourism is one of the most important industries of a country or region. Capital is an industry generating jobs, and creating the image of a country/region. Attract foreign investment and regional development or local causes amazing.

Countries with an efficient transport infrastructure connected to the transport network are International countries where tourism has made a huge imprint on economic growth competitiveness and development of new domestic activities. The first three places at the European level regarding the contribution of sport to economic growth and employment are occupied by Germany, Britain and France.

Unfortunately, our country is in the middle of the rankings, ranking 68 in the world and 35th in Europe and 42 countries. This is due to unfavourable sporting results obtained low in recent years our country, underdeveloped infrastructure and lack of strategy.

Tourists athletes whether participants or mere spectators, are passionate and open to new experiences and often stimulate other tourism. Direct benefit they bring tourists to access a destination athletes is profit, not indirectly increasing number of visitors in the coming years and hence economic growth site, by creating new jobs.

The tourism industry in general and especially sports tourism is growing. With the development of technical progress, sport tourism industry grows, too. As for the predictions on sport tourism industry, they are positive in the coming years. There are many reasons for the development of sports tourism industry including: development of increasingly greater global sports movement, the emergence of new destinations, the development of road and air transport modes and infrastructure and rollout. All these factors help to develop sports tourism industry in the long term. Also industry sport tourism development may be adversely affected by a number of factors among which I remember: climate change and global warming, aging, natural disasters and terrorism.

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