

DEMOGRAPHIC IMAGE AS AN IMPORTANT SEGMENT OF THE DEVELOPMENT OF SPORTS TOURISM

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Nikola Panov

Darko Panov

Department of Geography, Faculty of Natural Sciences and Mathematics, Sts. Cyril and Methodius University, **Macedonia**

ABSTRACT

Demographic image following the global, regional, national and local aspect is a very important element for the development of tourism, and consequently, the sport tourism. This paper will present and explore the impact on some demographic features that are most important for the development of sports tourism, as for example: sizable movement of population, age structure, educational structure, gender structure and others. In addition, some other factors will be emphasized, more specifically the ones concerning the connection between demographic elements and various factors regarding the development of sports tourism and how those objective and personal points of view will be compared to economic effects that may result from this type of tourism. Nevertheless, special attention will be paid to the level of the sports culture of the population as one of the most important segments that comprise this issue, their education and all other methodological, scientific and professional aspects that apply in the research that matters and which, unfortunately, are very rare. Therefore, we think that this paper will be able to follow the scientific and professional public, and all other interested readers.

Keywords: Demographic, sport, tourism, development, population.

INTRODUCTION AND LITERATURE REVIEW

Contemporary tendencies in tourism development worldwide, point out to the fact that this is a phenomena that constantly gains new values. This can be seen in both the increase of number of tourists that are included in this branch and its realized revenues, and in the appearance of new service providers, as well as in development of economic and non-economic active stakeholders for new touristic contents [9]. Sport tourism represents a tool for supply of such touristic content. [9] It foresees all forms of active and passive inclusion in sport activities with spontaneous or organized participation, commercial and non-commercial reasons for which temporary leave of the living place and the work environment is necessary. Or [8] Sports Tourism is defined as a specific travel outside of the usual environment for either passive or active involvement in competitive sport, where sport is the prime motivational reason for travel and the touristic or leisure element may act to reinforce the overall experience.

Following the demographic picture from a global but also regional, national and local aspect, it presents a very important element for tourism development. In this paper the influence of some demographic characteristics that are most important and directly connected to tourism development will be reviewed and displayed, like Demographic development which is a complex process [1] which constitutes natural growth of population (birth rate, fertility, mortality and migration), and changes in demographic structures (biological, socio-economic and educational), the sizable movement of the population, the age structure, educational structure and gender structure, migrations, economic structure and some other demographic indicators.

The analysis and connection of the mentioned demographic elements with some of the remaining factors for tourism, especially sports tourism will be provided within the paper. The research relates to the objective, but also the subjective factors which will be compared with the economic effects that can result from this type of tourism. However, the attention should be directed towards studying the sports tourism and the numerous benefits [9] because it is precisely the sports tourism as a selective developmental form that needs to represent one of the most meaningful factors in dismantling the seasonality of tourism. This comes from the fact that in it, the participants are either active athletes whose training activities lasts throughout the whole year, or represent event visitors that can be organized out of the season period. *The analysis of population movement from the aspect of total number, its changes, territorial distribution and urbanization are very important and they show the basic for planning and leading the population politics on regions and countries, planning in agricultures, health, education, social security, special and urban planning and many other spheres of society, including tourism, respectively sport tourism.* Demographic processes, such as depopulation has been present on the European continent for a long time [3] and are due to numerous challenges arising from current economic and social conditions, that have a direct impact on demographic trends [5]. These processes are part of a vicious circle of economic and social decline [4]. That is why, over the last several decades, researchers have explored various factors associated with demographic changes and the scope of scientific research around the topic in the world are numerous and wide, and it is exactly tourism that can represent a driving force and a revitalization factor for certain demographically desolated destinations.

METHODOLOGY

When talking about population and its activities, it is obvious that we deal with complex phenomena [2] which requires application of diverse methods that commonly necessitate a great deal of information, as statistical-demographic, geographical, method of comparative analysis etc. Sports tourism also it is require application of diverse methods that commonly necessitate a great deal of information. That is why the study is based on classical methodology, which is applied widely in tourism studies, such as research methods of analysis and synthesis which allow us a scientific approach in clarifying the role and place of tourism in national and local economy.

REVIEW OF THE BASIC DEMOGRAPHIC INDICATORS

The development of demography as a separate scientific discipline is directly connected with the other scientific disciplines, especially the ones that study the population as a subject of many complex spatial relations and features because of understanding and explaining the space and its transformation and valorization.

In continuance, an analysis will be given, one that describes the basic demographic

indicators and their mutual connection with tourism. In this direction, to cause an increase in the number of tourists, it is necessary to study the listed demographic indicators and on the basis of the analysis from the gathered results, to establish a certain prognosis. These forecasts should be accompanied by specific draft proposal measures and activities. While the gathered results and knowledge should direct us towards potential touristic emissive regions, which should cause a growth of the number of tourists, especially foreign tourists. The method of execution of these studies is quite important because the inappropriate approach could mislead us to wrong steps towards tourism planning.

THE MOVEMENT OF THE POPULATION

The fluctuation of the population numbers and its dispersal in the world, has constantly increased and changed throughout the centuries. In this time interval, the growth differentiated depending on the natural and social conditions. Today, the population of the Earth is such to have a great disproportion in the spatial distribution, but also in the level of natural population growth. If the average density of the population on this planet for 2016 is 43,4 people per 1km², there are some areas with over 800 people per 1km² like Bangladesh, but there are also areas with only 2,6 people per 1km² like Australia.

These indicators, among the rest, are one of the important factors for development of not only tourism, but also of sports tourism. Here, it is surely referred to positive and negative or limiting components in given situations and areas. Certainly this demographic element is not always in correlation to the life standard of the population in specific areas and regions, but the number of residents of one country, region or a broader area, all condition the extent of development of the sport recreation, namely the sports tourism, in the function of tourism, respectively touristic economy, or as today many countries refer to it as touristic industry.

The movement of population number can be observed from two aspects, from the aspect of competing sports tourism and recreational sport tourism. Here, with a goal to clarify this division, we have to provide a short definition of what competitive and what recreational tourism is. The first includes all types of travels for the purpose of participation in certain sport competitions, regardless of whether it is domestic or international, while the second includes the desire to be present at sport competitions which is almost always followed by recreation, in accordance to what kind of competition it is, or a travel because of desire for sport recreation.

In relation to the afore mentioned, when it comes to the competitive character, it is logically to make a conclusion that the countries which have higher population have a higher possibility to classify athletes from almost all types of sports. For example, as a result of traditions for specific sports USA which according to data from 2017, has 325.8 million residents, has a much bigger possibility to execute a selection for almost all kinds of sports. Such is the case with the Russian Federation with 143.5 million residents (according to data from 2013), China with 1.382 billion inhabitants (according to data from 2013) and others which, as a result of the abovementioned factors, when at big sports competitions, especially at the Olympic games, world and continental competitions, win medals in the biggest number of disciplines, or have competitors in almost all disciplines. Normally, as we mentioned earlier, this type of tourism is closely associated with the traditions for certain types of sports but also with natural-geographic and socio-economic specifics of the countries.

Every touristic worker, when looking for a source or market for tourists, will usually look up the number condition of every population at a specific touristic market. This is the

basic logic of market economy, because wherever the offer is the largest, the choice is also the broadest. Also, the nations with higher population, according to the previous definition for competitive and recreational-observational sports tourism, outnumber the rest, and with that, the economic effect for the organizers, namely the hosts of the large sport competitions, is much higher.

AGE STRUCTURE

The age structure is a demographic indicator that is not directly connected to tourism and touristic development, but its analysis can provide a realistic basis for certain touristic development. The interest of certain specific attractions is different for the young, the mature and the old population. These categories are important because each one of the mentioned age groups has a different interests, desires and needs.

Even though the age structure does not represent a crucial factor in relation to the potential possibilities for development of sports tourism, it does represent one of the components according to which we can make certain analysis. These analyses are regarding the development of sports tourism, regardless of whether its character is competitive, recreational or observational, the age structure shows the potential vitality and the biodynamic of the population in specific areas, states, regions, and even on continental level. To make it easier to follow this problematic, at this point we will highlight the fact that the young population is the one whose age limit is 19 years, the mature is ranging from 20-59 years and the old group starts from 60 years. One division is publicly accepted, according to which those countries that have over 30% of population up to 19 years are considered young, while those that are considered old are the ones whose population percentage of 60 years and more is 12%.

With the aforementioned in mind, it makes sense to conclude that nations, namely the states, where the young and mature population prevails, have larger possibilities to plan the type of sport tourism which has a competitive character. Still, in contemporary conditions, and looking from the aspect of the fact that the sport tourism is one of the most profitable tourism types at all, and all of this is a result of the living standard of the population in certain countries, here we must not be oblivious that, older population which maybe, as spectators and admirers of certain traditional sports but also as recreation seekers, most actively participates in the realization of the economic benefits of sport tourism. This is most noticeable in the winter-sport tourism at the Alps, whereby according to some unofficial data, the structure of the spectators of the competitions is in correlation with the abovementioned observations.

As the young people that have more time for leisure, but low buying power, may stand out, the mature population has a larger buying power but less leisure time.

The aforementioned observations in this part of the paper can bring us to the conclusion that age structure does not represent a limiting factor in the realization of the economic benefits coming from practicing the sport tourism. On the contrary, and considering that the representatives of all age groups in some way take part in the realization of the economic effects that are inducted by sports tourism, the age structure is actually a large convenience for this type of tourism. We can confirm this with the fact that the largest touristic operations or approximately about two thirds of the overall touristic profit in the world is realized in Europe and USA which are oldest continents in the world, of course in a demographic aspect.

However, still in relation to age, the category of sport tourists encompasses a diapason (7-77) starting from a participant in children sports camp, all the way to a participant in sport games of retired people or master tournaments.

NATURAL GROWTH

The analysis and knowledge of the basic values of natural growth through the levels of birth rate and mortality is important because of long-term observation and preparation of a plan or strategy for planned development of tourism. The data will enable an establishment of prognosis to observe the population and it will become possible to note the movement of the population in the emissive zones on one, and in receptive zones on the other hand.

The goal is to establish the real picture and which content could be offered by the providers of touristic services, and what would be attractive for the receivers of touristic services. According to the United Nations projections, [7] until 2025 the contribution of the young population will decrease, compared to the old population which will increase. It is considered that until that year, participation of the young population (0-19 years) will be 24.5%, while the old population (over 65) will be represented with 9.7%, only to have this ratio changed in 2050 to detriment of the young population which will encompass 20,1% of the overall population, while the old population will climb to 15.9% worldwide. When it comes to the developed countries this ratio will be even more discouraging and it is foreseen that in 2050 the percentage of old population will increase to 25%.

GENDER STRUCTURE

Gender structure, considering that because of different reasons too broad to be explicated in this paper, nowadays is not “discriminating” at all. Here we think of the fact that, contrary to the situation from few decades ago when it could not be imagined for some sports to be practiced by women (soccer, wrestling sports etc.), today they actively take part in almost all sports. This of course relates to the competitive character of this type of tourism.

The situation with the participation of women in sport-recreational activities but also the observing part, whereby almost every sport competition could be noted to have a large presence of the representatives of this gender, and most often in the highly developed countries in which the cultural level is also on a satisfactory level. Unfortunately, in touristic statistics the data of this character are not evidenced and systematized, therefore we are not able to provide some more specific data except the most general ones, which we mentioned earlier, namely, the visual ones.

Still, from statistical data for gender structure, considering the global and local level, in some countries and even continents, especially the ones in the Middle East, and even some parts of the Balkan peninsula, in the middle parts of Africa and some other places, there is still one kind of gender discrimination present, regarding women. Therefore, for example, the tradition in these countries to nurture the male children more, which unfortunately are considered as more valuable, contributes for the harder life of the women population, which has a large influence over the larger degree of their mortality. The tradition that female individuals are not allowed to practice sport activities is still influential, and with that, they are not allowed to practice any type of such recreational activities. This type of condition in these countries directly mirrors over the development not of tourism only, but also over the development of sports tourism. Contrary to that, in more civilized countries, meaning in the countries where these traditions are completely

unimaginable, employment rate of women in tourism is much higher than men population, similar as in almost all other tertiary branches which directly derive as a result of sports tourism, namely of the economic effects realized by it.

[6] Tourism often stands out as an activity that influences the emancipation of women and increases the activity of women work force. There is an assurance that the process of emancipation of women can be more or less dynamic, depending on the selection of basic directions of societal development, or of that which economic activity is given priority in development, and whether this activity engages women in work, which is interpreted as a foundational factor of emancipation.

EDUCATIONAL STRUCTURE

Educational structure represents one of the quite important elements that influences the overall development of society, and with that the overall development of tourism, respectively sports tourism. In this direction, theoretical research for the beginnings of tourism development have a large influence, as well as its trends of movements during the research periods all the way to the contemporary scientifically research observations and projects that deal with this very important problematic. Accordingly, it is not an accident that we have a data that says that those countries in which the first scientists that deal with tourism appeared, namely the countries in which tourismology was established as a separate scientific branch, it is in these countries where tourism is most developed and in some states, it represents a main pillar in the realization of gross social product. With the aforementioned data, we would like to emphasize that in those countries which paid more attention to the educational structure in the tourism sphere compared to others, the effects of this economic branch, which some call a touristic industry are exceptionally large.

In Republic of Macedonia, unfortunately the influence of the educational system and the education of the educational personnel which are or will be engaged in this economic branch, did not have much attention until ten years ago. In the last decade, there was a more serious approach towards creation of higher educational institutions which train cadres for work in the tourism sphere. This period coincides with the period when tourism in our country is expanding, and the number of visitors and overnight visits starts to grow with a large progression.

Still, besides the above mentioned demographic components for the development of tourism and with that of sports tourism, there are many other remaining demographic factors out of which some have larger and some smaller significance. At this point we will enlist just a few of them, like for example the **geographical population distribution**, in which there is separation of areas and countries with a different population density, namely overpopulated areas which are a predisposition for higher development of tourism, then densely populated areas, areas with medium population, sparsely populated areas and non-populated areas.

In this part, the meaning of the **economic structure** should also be pointed out, the structure of the active population according to the occupation, respectively the contribution in the main sectors, is an indicator for the social economic development of the world, of a country or a region in general.

The analysis of the population in relation to the previously mentioned structure could be reviewed from two aspects in function of tourism.

We know that the population is engaged in four sectors (primary, secondary, tertiary and quarterly), it is very important to know which of those employs the highest number of the

population. According to statistical data in the industrially most developed countries in the world, the biggest part of the active population is engaged in the tertiary and the quarterly sector, with an average of over 70%, while in developing and under developed countries the primary sector is dominant with approximately 50%, while in the tertiary and quarterly sector the participation of the active population is approximately 25%. All of this is closely connected with the educational structure of the population and with overall total revenues, which when combined, it gives us a complete picture of a certain area for the economic power of the population and its possibility to be a participant in the touristic movements.

However, data shows up to the potential mass of tourists, thanks to their economic activity and of course the available income, depending on the activity they are engaged in. Therefore the scope of the work force in tourism and hospitality is not a sufficient indicator of the influence of tourism over the economic structures. The need for complex touristic services initiates the development of a chain of other economic activities, so we need to consider the indirect action of their participation in the shaping of the touristic offer.

Many researchers are dealing with establishing indirect employment in tourism. Since there is no developed method for establishing the overall scope of employment in tourism, different authors suggest different coefficients of multiplication.

As remaining population structures, the life standard, the problem with world hunger, the national income and the population and in this direction we would mention **migrations**. It is also very important to know the migration movements in the past, for the sake of tourism, how their dynamic was and the direction of the population migration, because all of this has a big influence in people's travels. We may mention USA as an example, where the biggest part of the settlers is from Europe, where those with English ancestry are dominant and the life ideal of every American is to at least once in their lifetime visit the country of his/her ancestors. We can note the same with the example of Republic of Macedonia, where a large part of our emigration during the whole year comes to visit the country of their parents and grandparents. All of these belong in the group of foreign tourists because the biggest part of them possess a citizenship of the country where they come from, but the family, emotional and sentimental reasons are those that are predominant in the intention of spending their annual vacation in their ancestor's country, instead of other destination in the world. Understandably, if the touristic offer includes a certain activity that involves sports tourism (like different competitions, where the tourists are active or passive participants etc.) the value of the touristic destination increases. Migrations, especially the temporary ones, are important for the destinations too, especially during the touristic season, where the number of migrants increases, which most often occurs thanks to the possibility for seasonal work.

CONCLUSION

The human is the basic driving force of the overall social economic and political life of the whole planet, and that is why its studying is quite important, including views from different aspects depending on the needs. In this direction, every successful touristic employee must have a knowledge of demography and the basic demographic indicators in order to successfully participate in the touristic stock exchanges. The link of the touristic and demographic development is an exceptionally complex one. The analytical instrument which would confirm the totality of the effect of the factors of touristic activity of the population does not exist. However, even the fragmented

establishment of global positive consequences has a value because of targeting tourism as a factor of revitalization and a stimulator of economic development. However, it is quite important to have a serious approach to the analysis, because even overly detailed elaboration of the mentioned problematic could not provide final answers, as because of the flotation of the factor itself and its numerous development forms, but also because of the autonomy of the system of the population. Still tourism is persistently apostrophized as a factor of revitalization of the space with unfavorable demographic trends.

Up until now, the empirically confirmed and theoretically formulated effects of the tourism relate to the impact of the first massive forms of tourism, developed in time of exceptional investments of the overall community in a new and perspective economic area. It is also a time of different touristic organization, a different touristic market. Even in such constellation of potentials, stimulation measures, social climate and a period of “social enthusiasm” in the area of tourism, demographic effects are not uniformed.

Only after a complex and interdisciplinary correlation research of the development of the population and tourism can we talk of what are the preconditions for tourism to truly become a catalyst of the population growth or recovery. The shortcomings may be excessive expectancies, inadequate investments, ambitious interventions in touristic construction and the emergence of monuments of touristic infrastructure, which witness the irrationality and failures.

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