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An Analysis of how Self-Efficacy Relates to the Driver's of the Active Sport Tourist

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AN ANALYSIS OF HOW SELF-EFFICACY RELATES TO THE DRIVER'S OF THE
ACTIVE SPORT TOURIST

by

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University of Nevada – Las Vegas
May2011

A professional paper in partial fulfillment of the requirements for the

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Abstract

An Analysis of How Self-Efficacy relates to the Driver's of the Active Sport Tourist

by

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The active sport tourist is a subset within the tourism industry that can be further analyzed to understand this type of traveler. The driver's of such a tourist include Risk Theory, Individual's view, Geographical Approach, Role Theory, Consumer Behavior and Group Based Nostalgia. These drivers are compared and analyzed to self-efficacy and how a sport decision or destination relates to self-efficacy. The sources of self-efficacy are defined and an analysis of the active sport tourist's relationship through the cognitive, motivational, affective and selection processes are explored.

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PART ONE

Introduction

The purpose of this paper is to analyze the current research available for drivers of the Active Sport Tourist and how it relates Self-efficacy. The active sport tourist will be defined, discussed and analyzed to further understand the unique attributes of this form of tourism. A discussion on the current available research of Self-Efficacy will be outlined to give a clear understanding of the topic. Opportunities exist in relating what drives the Active Sport Tourist and its affect on Self-Efficacy. As this area of the tourism market is explored and expanded, it is important to better understand how self-efficacy's relationship with Active Sport Tourist builds and guides their decision making.

Guest engagement can influence the active sport tourist's destination travel location. By reviewing the different drivers of the active sport tourist this study will review areas that could create a more loyal consumer and the active sport tourist could link sport participation and destination traveling to their favorite locations time and time again. The success of the activities is how it will relate to the active sport tourist's level of self-efficacy; where they choice to go and what they choose to can be based on one's own belief of self-accomplishment.

Purpose Statement

These adventure traveler's, thrill seekers, backpackers, and overland travelers often find the destination second only to the actual adventure and or sport they are traveling to participate in. (Weed 2008) The potential for relationship and guest engagement is enhanced. Numerous methodologies exist in the efforts of finding ways to enhance this type of traveler; these same methodologies are the drivers this study will explore. The study seeks to increase the explanatory research available and explore the many drivers in regards to the active sport tourist

placing an emphasis on how it relates to Self-efficacy. Furthering this research will deepen the breadth of knowledge on the subject and continue research efforts in providing and marketing the active sport tourist.

Justification

The importance of this study seeks to analyze the drivers of the Active Sport Tourist as an important component necessary for not only building Self-efficacy, but how self-efficacy can be a driver in the decision making process. This form of tourism is based on the tourists not only interest in sports, but the desire to participate in them. This connection between sport and tourism challenges the Active Sport Tourist to find ways to engage and connect with their motives for travel. Destinations throughout the world have an opportunity to use the recreational aspects of the region to increase tourism based on the drivers of Active Sport Tourists.

Constraints

This is a review of existing literature only and the discussions are the concluding interpretations from this study only. The Literature Review is based on the collective studies throughout the field of study for the Active Sport Tourist. The study will accomplish a comprehensive but limited list of drivers; the drivers are based on the existing research available. The analysis of Self-efficacy is based on the current available research and is limited in scope to what is available in this Literature Review. The conclusions are based on the analysis of the author and are not tested in case study.

PART TWO

Literature Review

Definition of Active Sport Tourism

According to Mike Weed in *Sport & Tourism; A Reader*, sport tourism can be explained as “leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities” (Weed, 2008, pp. 9). Sport tourists can be both active and passive participants in any sporting activity that is either casual or organized. It also “necessitates travel away from home and work localit(ies)” (Weed, 2008, pp. 15). To link sports and tourism together there has to be a “unique interaction of activity, people, and place” (Weed 2008, pp. 16). The cultural phenomenon that surrounds the participants of sport tourism introduces the concept of economic and social connections. There is a question of which one drives the other; a tourist who travels for the sole purpose of sport participation or those that travel and then coincidentally participate in sports (Weed, 2008). “Sport and tourism” in the case of this Literature Review will be synonymous with “sport tourism”, “adventure tourism” and “outdoor tourism”.

Tourism destinations are places that attract and provide for the needs of visitors (Higham 2005, pp. 8). The locations vary from destination resorts, to stadiums located in rural towns. The places attract the sports traveler and provide the resources, infrastructure, and services required to meet the needs of the participant (Higham 2005, pp. 8). As with the definition of sport tourism itself, destinations also lack a general consensus what exactly a destination requires. Most research up to this point has been to prove that there is a relationship between sport and tourism and what it is, but further research needs to assist in explaining the reasons a person would choose sports as a basis for travel.

Sports themselves fall into three categories; watching sporting events, visiting sports related attractions, and active sport participation (Gibson 1998). The third category is the focus of this Literature Review, but with the limited amount of scholarly research available, the two other categories may be discussed. Active Sport Tourism is comprised of the individuals that travel to participate in the sport activities. The sports with the most research are golf, skiing, tennis, fishing, mountain biking, and scuba diving (Gibson 1998). The active sport tourist can be linked to the adventure tourism categories. “These can embrace both the broad and narrow activities of the wide range of sports” (Weed 2008, pp. 195). From mountaineering in the Sierra Nevada Mountains to a Safari in the desert, those that choose to participate are immersing themselves to intensify their experience.

The Active Sport Participant

Active Sport Tourism can be divided up further into Activity Participants and Hobbyists. Activity participants are those that engage in sport related travel in the form of leisure travel and Hobbyists are amateur players who travel to take part in competitions in their chosen sports (Gibson 1998, pp. 157). In Heather Gibson’s *Active Sport Tourism: Who participates?*, she found that very few Americans are actually involved in sport, fitness, and exercise on a regular basis. According to the Surgeon General’s Report on Physical Activity Gibson used from 1996, less than 20% of Americans are sufficiently active; 60% are not regularly active, and 25% are not active at all (Gibson 1998, pp. 159). Further research into the leisure sport activities according to a market share analysis by Warnick and Howard in 1985 found that only 5% of the adult American population participates (Gibson 1998, pp. 159). In another study of the over a ten year period in the late 80’s and early 90’s found that only 2% of the total adult participation

accounted for 75% of the total participation rates in mainstream physical activities (Gibson 1998, pp. 159).

The active sport participant research is based on a very small segment of the American population. Gibson's study shows the 1993 Bureau of Census reporting US residents participation in common active sport tourism. The census results show that age, gender and income are a determinate on who participates in active sports (Gibson 1998, pp. 160). Another indicator found by Rudman (1984) found "that these differences are accentuated over the life course...while participation in sport decreases with age...white males with higher levels of education and income are more likely to remain actively involved in sports..." (Gibson 1998, pp. 160). The conclusion is that participation is based on "financial resources and cultural capital that class background brings and this is structured by gender, ethnicity, and race" (Gibson 1998).

The active sport participant can be described as "more affluent, better educated, and more active than the traveler in general" (Gibson 1998). They can be motivated to improve existing skills or travel to try new activities. Gibson reviewed a study done by R. Schreiber from 1976 regarding the definition of the sports traveler. He found that the active sport participant is "motivated by a sense of accomplishment" (Gibson 1998, pp. 161). The active sport tourist is more likely to be male, affluent, college educated, willing to travel long distances to participate in their favorite sports, likely to engage in active sport tourism well into retirement, and tend to engage in repeat sport activity (Gibson 1998).

History of Active Sport Tourism

The Sports Traveler. Sports travelers have been traveling to watch, experience and participate in their favorite sports since athletes competed in Greece to honour the god Zeus around 776 BC (Gibson 1998). Historically speaking, the affluent sectors of society have been

the ones to routinely travel to participate in leisure sports. The rise of golf in the 19th century is another example of the rise in opportunity for the active sport tourist (Gibson 1998). The Olympic Games stands as an edifice for sports travelers. The games represent national interests in sport tourism. (Weed, 2008)

Though the existence of active sport tourism is evident in practice by the amount of travel magazines, travel shows, and television commercials focusing on sports travelers, the research available is very limited in scope. Tourism and Sport each have their own basis of ideas and concepts and an extensive body of knowledge. It has been the past two (2) decades that research has been compiled, analyzed and reviewed regarding Active Sport Tourism. According to Gibson in an article for the Journal of Sport Management, to move forward in active sport tourism researchers need to be “theoretically grounded, and the authors (would) have to draw upon a range of disciplines, including policy studies, consumer behavior, leisure studies, sociology, anthropology, as well as sport and tourism studies to frame their work” (Gibson 2003, pp. 208).

Sport Tourism Destinations

Tourism destinations “have developed at locations favoured by resources such as iconic cultural attractions, outstanding natural landscapes and/or favorable natural resources for leisure tourism” (Higham 2005, pp. 8). Destinations are based on the existing administrative boundaries set by local, regional, and national governments. Within these political boundaries, how the area is branded and marketed is based on this dynamic. (Higham 2005) Destinations are also defined by the resources available. Throughout a country destinations can offer “specific sport tourism experiences because they are characterized by distinct sport and tourism resources. These resources may, within the tourism sphere, relate to tourism infrastructures, levels of service

development, tourist attractions and information services” (Higham 2005, pp. 17). Climatic conditions also specify and limit the activities offered at destinations. (Higham 2005).

Regions throughout the world have used tourism to attain economic development. These regions and others have realized that “sports events also constitute a reason for visiting a destination” (Gibson 2003, pp. 208). Gibson also points out that the “how” a region might attract people has been lacking. Researchers have been steadily growing in nature and books have begun to be published emphasizing the aspects of sport tourism and sport tourism destinations.

Economic Impacts

Tourism is in fact a business, a way to generate income on a personal, local, regional, or national level. Whether it is a large scale event such as the Olympics or an adventure group run by an entrepreneur, the impacts of Sport Tourism link a financial return with providing a wanted, needed, or desired service. The study by Kasimati, *Economic Aspects and the Summer Olympics*, she found that “covering the period of 1984 through 2012, all the *ex-ante* economic studies indicated the significant role of the Summer Olympic Games in the promotion of the host economy (Weed 2008, pp. 324). The Olympics is the largest International sporting event. The funds come from local, regional, and/or national avenues, from broadcasters, sponsors, the Olympic family, athletes and dignitaries as well as tourists. (Weed 2008, pp. 314). The overall economic effect is going to come through direct, indirect, and induced effects. Direct effect is the new money spent by outside visitors in areas of hospitality. Indirect effects are the subsequent effects of the new money minus any leakages in the host economy. Induced effects are the proportion of household income then re-spent in other businesses in the economy. (Weed

2008, pp. 315) When these effects are analyzed, detailed models are to be used in order for economists to accurately quantify the effects of hosting an event such as the Olympics.

The economic benefits for sport tourism are going to be similar to those of holiday tourism. According to Fedline in the study, *Host and Guest Relations and Sport Tourism*, evidences suggest that sport tourists yield higher returns because they on average spend more per day. Sports tourists often redistribute money from urban areas to rural areas where it is desirable for municipalities to receive the revenue (Weed 2008).

Definition of Self-Efficacy

“Perceived self-efficacy is defined as People’s beliefs about their capabilities to produce designated levels of performance that exercise influence over events that affect their lives” (Bandura, 1994). When a person carries a strong belief in self-efficacy, they have the ability to look at one’s ability to accomplish a task at hand to be based on a skill set that can be acquired regardless if that same person carries the knowledge or the understanding just yet. A person with a high level of self-efficacy can self activate and move through challenges and will often look for opportunities to be challenged whilst staying committed to see it through to completion. (Bandura, 1994) Self-efficacy can be balanced with the notion that a person can obtain the skills they need to complete what ever they start. It could be understood that the higher a person’s self-efficacy the more they are willing to challenge themselves for not only more challenging events, but also future events or tasks. (Tal-Or, Boninger, Gleicher, 2004)

Sources of Self-Efficacy. Self-efficacy affects the processes that a person uses to make decisions, take action and complete their task or event. (Bandura, 1994) As Bandura explains in Self-efficacy, from the Encyclopedia of Human Behavior, a person will find four (4) sources for the development of self-efficacy. The first is found through the ability to master experiences. (Bandura, 1994) This can be found by attempting varying tasks and to find ways to complete the

task more efficiently each time. Efficacy in one's self can be built by experiencing both successes and defeats. Perseverance is part of the human spirit that limits the idea of chance and luck into the equation of building self-efficacy.

The second source of self-efficacy is to be able to see and model after other people. When a person can watch the efforts of another person and see the results based on their efforts, self-efficacy in the observer is heightened. (Bandura, 1994) It is also mentioned that when the observer can see similar characteristics in oneself to the person completing a task or event it will influence self-efficacy. If the person were to succeed it is a positive source, however a failure will do just the opposite and can negatively affect self-efficacy in the observer. The ability to find and see similarities from the observer's perspective is very important in creating a source of elevated efficacy. When the observer can compare themselves at the same level, they can also observe ways of adding to their existing level of knowledge in the subject. With the increase level of knowledge through observed acquisition will raise perceived self-efficacy. (Bandura, 1994)

Being persuaded is the third source of building self-efficacy. (Bandura, 1994) A person may have many ways to be influenced by social persuasion. One can receive a verbal persuasion in the midst of both defeat and success and it can continue to build self-efficacy to power through one's own ability to accomplish the given task or event. This source of increasing self-efficacy is better suited for a person who already has a high-level of efficacy at the start of an event or task as they will find themselves in situations more often that require a challenge that can be influenced in this way. Persuasion can also be self-guided according to Bandura through "somatic and emotional states in judging their capabilities" (Bandura, 1994). When a person is defeated either physically or mentally through varying ailments, this will have a negative impact

on self-efficacy in the midst of a challenge. The fourth source of building self-efficacy is one that reacts to the negative reflections and thoughts of one's mindset. By allowing change in the negative emotion in their mental and physical states and how the person observes themselves, can build awareness and provide the proper tools to either avoid this kind of pain or how to endure such an emotional and physical state.

Self-efficacy is a contributor not only to the completion of a challenge, but a means to reflect on how much effort a person is willing to put into a task. When the person has the common belief that they will be able to succeed, the level of willingness and effort is increased. While self-doubt will hinder the process of completion of the effort level, a very high self-efficacy could reduce the level of effort and create a counter-affect. (Bandura, 1986) An important element of self-efficacy is that when someone does not complete their challenge, a person with a high level of self-efficacy will look at their failure as a lack of knowledge that can still be obtained while a person with low levels of self-efficacy will attribute the failure to lack of ability. (Bandura, 1986)

Another influence of self-efficacy is the notion of self-protective mechanisms. (Tal-or, et al, 2004) In a study done by Tal-or, Boninger, and Bleicher, *On Becoming What We Might Have Been: Counterfactual Thinking and Self-Efficacy*, that evaluates how students reacted to a test through various trials giving a test and a process of allowing second-guessing to the original scores, they found that self-protection mechanisms altered self-efficacy. When a person did not succeed at a challenge and anticipated that they would have to repeat the task, then they lowered their expectations of completion for the next time. This self-protectiveness creates a "low expectation for themselves before they enter the event of failure" (Tal-or, et al, 2004). During this same experiment, it was found that those that correctly answered the questions were

unexpectedly surprised and became even more pleasant regarding their outcomes. This means of self-protection could be countered with the events of unexpected success, building a level of self-efficacy.

Active sport tourists are those that find their lives not only guided by their sport of choice, but could be linked to the possible self they see themselves as. (Murur, 2010) In a study by Welch, Hulley and Bearuchamp, *Affect and Self-Efficacy Responses During Moderate-Intensity Exercise Among Low-Active Women*, they found that even in non-athletes or thrill seekers that self-efficacy has played a role in the continuants of exercise. The study took into account those that were exercising with a goal in mind or timeframe and those that did not. The satisfaction that one feels in these moments of exercise were measurable; the participants of the study given a specific timeframe had a decrease in the percentage of self-efficacy that declined as the time increased, but it did not decline as fast as those that were unaware of their timeframe. (Welch, et al, 2010) Possible selves is a concept that illustrates the person someone either wants to become or the person someone wants to avoid being. (Murur & Martin, 2010) For those that report to have achieved their goals in relation to exercise and continue to be life motivated exercisers, they have higher self-efficacy than those that have a feared possible self or are unable to achieve their hoped for possible self.

Another study by Hatzigeorgiadis, A., Zourbanos, N., Goltsios, C., & Theodorakis, Y. found that self-efficacy increases as performance increases: the ability to use motivational self-talk to encourage performance amongst a group of young tennis players suggested that self-efficacy “may be a viable mechanism for explaining the facilitating effects of self talk on performance” (Hatzigeorgiadis, et al 2008). The study also mentions that high self-efficacy is an important psychological asset for athletes. This study shows the importance of building self-

efficacy to promote a maximized gain for a desired outcome. Looking at what this could do for an active sport tourist is to enhance how a tourist could be engaged further in their surroundings and be activated in their abilities to have reoccurring needs to increase the challenges of the sports they partake in.

Drivers of Active Sport Tourists

Risk Theory

Currently, Active Sport Tourism in some aspects is still viewed as “an extension of adventure/outdoor recreation; the contribution of the tourism aspect is generally ignored” (Weed, et al 2008, pp. 58). Risk theory involves activities and specific skill sets with the “deliberate seeking of risk and uncertainty of outcome” (Weed, et al 2008, pp. 58). Adventure Tourism for example is an aspect of Active Sport Tourism in which its central role is risk. It is believed that without the role of risk, a decrease in participation would occur. There is also the aspect that adventure tourism is “pursued to gain knowledge and insight” (Weed, et al 2008, pp. 58). For a person to take a risk, Weber quotes a study done by Walle (1997) regarding Maslow’s (1954) hierarchy of needs to point out contradictions between this and the prevalent risk theory of adventure (Weed, et al 2008, pp. 58). In short Maslow’s hierarchy of needs allows a look at the concept of fulfilling needs and being able to achieve the wants and desires that supersede basic human survival. “Walle implies that lower level needs have to be fully satisfied before individuals attempt to fulfill needs at higher levels of the hierarchy” (Weed, et al 2008). The risk taken for an adventure tourist is to seek its own emotional reward. The insight and knowledge seeking tourist is thought to base their decision on the accomplishment of improving skills and an existing knowledge base (Weed 2008).

Individual’s view

Weber in addition explains that a “psychological movement” through a study done by Turner in 1973.

Once individuals are out of the structural context of society, they go through a three-stage ritual process: a spatial and social separation, liminality, and integration. This process can also be observed with adventure tourists. They, by traveling to destinations peripheral to their home environment, have removed themselves both physically and symbolically from their normal structured world and their social group. The separation stage is followed by the entry into the state of antistructure where *communitas* can be experienced (Weed, et al 2008, pp. 65).

A *communitas* can be described when one's state of self is matched in the challenge before them and the skill set that they currently have; this creates what she describes as a “flow experience”.

Adventure Sport Tourism is an avenue that an individual can experience both of these psychological and physical needs.

The Geographical Approach

This driver's is based on the concepts of space, place and environments. The base of Active Sports Tourism or more generically that of the Sport and Tourism is focused around that of traveling to a destination. Briefly, space “refers to specific locations, be they local, regional, national, or supernational...place is a space with meaning...environment relates to the natural and built resources that are used to support activities” (Weed, et al 2008, pp. 73). Some sports are dependent on certain geographical resources while others are “portable or transferable” based on standard features (Weed, et al 2008, pp. 73). This approach explains the connection of people to their destination and their dependence on it. It provides an “organizational heuristic that gives useful guidance” (Weed, et al 2008, pp. 85).

Role Theory

Role theory is based on the assumptions that people “enact different roles at different times in different situations” (Weed 2008, pp. 115). Within role theory one person who is a “sport junkie” or “sport lover” is completely consumed on their travels by the participation or experience in and of sports. This could be a traveler that is visiting a ski resort and focuses entirely on skiing or snowboarding, ice climbing, snowmobiling or ice skating. Another sports tourist is one that travels to the same resort and finds themselves with a list of ideas from sitting by the fire with a book, skiing, and visiting the local museums.

Consumer Behavior Research

In respect to Sport Tourism and the Adventure traveler, Sung in the article *Classification of Adventure Travelers*, conceptually linked consumer behavior with eco involvement theories and identified five components that in essence affect both: (1) centrality, (2) importance, (3) pleasure, (4) interest and (5) self expression (Weed 2008). Using this method, researchers can focus their findings on understand the behaviors of the active sport tourist. The activity to participate is the main reason why a sport tourist traveled; it is the exploration of one’s behavior that can explain the why. Involvement theory can stem from consumer behavior research and analyzes the individual’s needs, desires, tastes, attitudes, and personal value systems (Weed, et al 2008, pp. 226).

Group-Based Nostalgia Sport Tourism

The study by Fairley, *In Search of Relived Social Experience: Group-Based Nostalgia Sport Tourism*, he illustrates and presents information regarding nostalgia and sport tourism in context with all three definitions of Sports Tourism; active sport tourism, event sport tourism, and nostalgia sport tourism. (Fairly, 2003) He identifies that sport consumption at its core is a

social experience that could cause group travel to relive a sport-based event and not just travel to a particular site. This study highlights areas that could be used to engage with guests in the habitual aspects of nostalgic sport related travel. These studies “illustrate how people from diverse backgrounds with seemingly nothing in common...momentarily neglect their differences, accept other as social equals, and come to behave as a unitary group” (Fairly, 2003, p. 286).

Liminoid and liminal experiences allow groups of individuals to act in *communitas* based on the co-operation of the group because they are temporarily distancing themselves from everyday life. (Fairly, 2003, [Turner (1977)]) Nostalgia is identified as a common theme in Fairley’s study of the experiences and motivations of small group travel. Through identification with the traveling group, generating nostalgia based on active sport tourism could create repeat marketing abilities. (Fairly, 2003).

Five roles of nostalgia were identified: nostalgia as motive, norms and rituals as objects of nostalgia, best experience as objects of nostalgia, nostalgia as a basis for trip suggestions, and nostalgia through socialization. - Fairly, 2003, p. 291

A common thread of nostalgia is present in a Business Week article, *Hotels That Have A Story to Tell* by Garland, Dallas & Palmeri (2005). This article is concentrated at historic hotels that the Travel Industry Association of America has identified to focus on homes of historical purpose or cultural related activities. Nearly 217 million trips were made in 2002, an increase of 13% from 1996. (Garland, et al, 2005) Now it is a far stretch to use or any historic research to draw on research for a brand new luxury hotel, however, based on the nostalgia sports tourist, there could be a link to the historic or cultural aspect of a particular place that will cause reoccurrence. Finding loyalty in guests to a hotel that are active sport enthusiasts, this base

research could assist in directing further research particular to generating a presence from a building and drawing on the history of the area to generate travel to a particular area.

PART THREE

Introduction

Active Sport Tourism is a synthesis of tourism and athletes. Athletes of all kinds; self-proclaimed, “lifers”, professionals, semi-professionals, amateurs, recreationalists, and anyone that decides traveling and sport participation are synonymous with each other. The following discussion reviews this type of traveler to see if there is a connection with self-efficacy. There are various sources that have been identified within the Literature Review of self-efficacy; mastery of experiences, social models, social persuasion, and a reduction in negative emotional and physical interpretations of one’s self. For the perspective of the Active Sport Tourist, there are identified methodologies or drivers that will cause the person to seek their particular destination for travel and reason for travel; Risk Theory, Individual’s View, The Geographical Approach, Role Theory, Consumer Behavior Research, and Group-Based Nostalgia. Relating the sources of self-efficacy and the drivers of the active sport tourist will be looked at through the Cognitive Processes, Motivational Processes, Affective Processes and Selection Processes. Cognitive Processes are those that “involve the acquisition, organization and use of information” (Bandura 2004); Motivational Processes are the “activation of action, the level of motivation that can be reflected in choice courses of action, and in the intensity and persistence of effort” (Bandura 2004); Affective Processes are the “regulation of emotional states and elicitation of emotional reactions” (Bandura 2004); Selection Process is the process of choosing amongst present options. (Bandura 2004)

Analyzing Active Sport Tourism and how it relates to Self-Efficacy

Cognitive Processes

Self-efficacy involves the process of personal goals and the selection process of how a person will organize and choose their course of action. In these scenarios a person with a high

level of self-efficacy will envision a successful outcome with positive supports and guides within in the cognitive process of thought. The Active Sport Tourist Role Theory and Individual's View is a driver that can relate to this process. The idea of acting out another scenario could require a high level of self-efficacy in order to see a successful outcome. For example they need to have a task oriented frame of mind and become completely engrossed within their experience or challenge. For example a weekend backpacking trip could be driven by the role theory method to bring them to a new place. The challenges that could be met for the traveler could be very challenging and a heightened sense of self-efficacy could bring a person through the cognitive process of thinking and putting together a scenario in their heads as to a successful backpacking trip.

Individual's view relates again to the "flow experience" in which they have removed themselves from what is normal and everyday life for them, to a new experience that puts them in a new environment. Similar to the backpacking example, say the traveler was removed from the city and place in the mountains for a solo trip and they then have to integrate themselves (the cognitive process) into their environment. A person suffering with a low sense of self-efficacy would not be able set themselves in a place of success that failure did not loom, nor be able to draw from the source of mastery that would have given them a sense of self-efficacy. Removing the elements of negative thoughts would create a successful backpacking trip.

Motivational Processes

All of the drivers of the Active Sport Tourist are activated during the motivational process. The higher the self-efficacy in the person, the more they have the ability to attribute their failures to insufficient effort versus the opposite, low ability for someone with low self-efficacy. (Bandura, 1994) The causal affect of motivation on any of the drivers would have a direct impact on the level of self-efficacy a person has to offer the sport. The sport may require a

particular skill set and someone with a high level of self-efficacy would attribute their lack of trail knowledge in the backpacking scenario to the failure to complete the trail without assistance from a mountain guide. The social models and social persuasion from a guide would continue to enhance the active sport tourist's trip or overall experience. Specifically looking at the Consumer Research methodology for analyzing the active sport tourist they can explore their own behaviors in these circumstances.

Affective Processes

In the study completed on Action Sports in the International Journal of Sports Marketing & Sponsorship, Young J., Hyeown, P., and Claussen C.L., analyzed Action Sports and the consumer's motivation. In the review, they looked at a silver medalist of the 2006 Olympics and her reaction to the fall she made while doing a "trick" during a border cross run for the gold. She was way ahead of her other teammates, but the trick to bring her to the finish line was not landed, nor required and caused her the medal. Her reaction to this situation was one of excitement in being able to participate in the event and that even with her failed attempt; she still received a silver medal. (Young, Hyeown, Claussen 2008) This frame of mind comes from the sources of self-efficacy and the drivers that cause a person to know that she has the gold level of expertise, but it was to her own undoing and that alone that she did not get the gold medal. The affective process would determine the silver medalist's ability to deal and cope with stress, and to the amazement of those around her, her high level of self-efficacy would be what brought her to her current state of mind. Mastering her experiences will be the building of her sport participation and the process that she uses to find reasons for her to continue to come back to the same sport regardless of a perceived failure by the rest of the watching Olympic community. Risk Theory potentially plays a fairly large role as to the motivation to attempt the trick at all in such an important part of the race and at such a crucial moment of the game. It is the risk and thrill of

the move and the potential perceived outcome that cause the extra sense of thrill in an already daring sport like Boardercross.

Selection Processes

The selection process in its relation to both the Active Sport Tourist and Self-Efficacy attributes the level of self-efficacy to then correspond to the lifestyle choices they make; in this context, what sports a tourist would travel to participate in. (Bandura, 1994) From action extreme sports to mainstream sports, travelers have a lot of different options to choice from and there are many destinations that will bring them the satisfaction of the challenged event. The Geographical Approach to finding the ambition of competing in a sport like a marathon or triathlon can be chosen based on the destination holding the events. The geographical approach would find ways to assist in the unexpected win or perhaps the building of experience prior to the scheduled marathon. Online and group training for such an event as a marathon can build the skill level while attributing to both social modeling and social perception and all the while, reduce physical and emotional stress with preparation.

Conclusion

The Active Sport Tourist has many drivers in which decisions to travel are based off of. The most comprehensive research came from Mike Weed's, *The Reader*. This book has a comprehensive selection of varies studies completed on the topic of Sport Tourism. The Active Sport Tourist draws for a selection of these studies and the others presented throughout this review. Self-Efficacy has its place within the Active Sport Tourist and it relationship to what drives the sport participant to continue to repeat future events. A naturally heightened sense of awareness to one's self and their ability to accomplish the sport of choice is self-efficacy and a source and driver to continue on in a lifestyle of travel and dedication.

Of the current drivers explored, Risk Theory has the most comprehensive understanding of the drivers. This theory evaluates the idea behind the need to compete with one's self for the adventure risk and thrill that the sport provides. Tourism is part of the exploration and feeds into the increased knowledge that the athlete completes and the increase in a specific skill set. The mastery of this sport is the source of building self-efficacy. The Individual's view is a methodological view of the flow experience; it is the combination of a challenge to increase a new or current skill set. This is similar to a risk theory approach in which the tourist finds themselves in a situation of a challenge. This driver in particular is not based on the specific risk taken but the advancement of a skill based on the fact that it is a challenge to the tourist. Self-efficacy relates to the Individual's view methodology. Both of these similar drivers are based on the psychological and physiological needs to travel and participate in sport activities. These activities play a basis for travel destination and where their needs will be met so exploration can be possible.

The Geographical Approach to the active sport tourist distinguishes the traveler as one in search for a destination. These geographical areas by nature will draw particular active sport tourists to their specific areas. The sport is often times dependent on the geographical area. Skiing for instance is a specific sport that can only be enjoyed during very specific areas with very specific weather conditions. Similar sports with specific geographical needs include but are not limited to rock climbing, surfing, river kayaking and rafting for example. These sports will bring the active sport tourist to specific locations throughout the world. These areas can focus travel based on these sports and assist in providing amenities to enhance the experience. The Geographical approach also involves the aspect of political boundaries. These boundaries are based on governments and the rules and politics associated with them. These boundaries are also

the ones that a person's capacity for active participation can handle. How much a person can remove them and have the ability to support them during their sport activity.

Role Theory enlists an active sport tourist into the idea that the basis of travel is the different role that the person gets to fill while traveling. Looking at the demographics of the active sport tourist, one can have a very day to day routine life, but when the idea of travel is introduced, becoming something different or becoming someone else by participating in a sport related activity will draw that person to continue these adventures time after time. Role theory is very generalized in its specific research with the active sport tourist, however this is an area where a great depth of previous knowledge can be specifically applied to Self-Efficacy. This existing knowledge will continue to provide a base for future studies to be completed on the active sport tourist driver of Role Theory.

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