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SPORT TOURISM AS THE MOST IMPORTANT ALTERNATIVE FORM OF TOURISM - STRATEGIES AND CHALLENGE

Abstract:

Although tourism is not a sport branch, it covers many sporting activities (sports recreation, sporting events, etc.). It can be concluded that tourism and sport are interrelated phenomena. Link between them dates back to the early beginnings of their development. However, the relationship between them in modern conditions changed significantly. Today, as a result of globalization comes to their connectivity and development of sports tourism. This alternative form of tourism is an important driver of tourism in general, which is confirmed by data from the World Tourism Organization that most funds spent on this alternative form of tourism. Tourists are increasingly opting to travel in order to ride and prefer. It is pronounced travel outside the country's borders in order to look at a sports game, to go skiing, cruising, etc., on the one hand activates the tourists, but the other side and relax and animate. In Western countries, the development of sports tourism is high, that is not the case with the Balkan countries. Taking into account the experiences of developed countries, special emphasis should be placed on the development of sports tourism. This form of tourism is the link for starting the development of an entirely new industry that is booming and which strives modern world and global economy.

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Introduction:

Sports and tourism activities which from ancient times act together today so that sports tourism is undoubtedly one of the most important industries characterized by ever increasing profits and profits, without experiencing almost no shocks and repercussions of the global economic crisis. Modern tourism involves providing comfortable accommodation and a healthy diet but not neglecting the contents of the active leisure, recreation, sports, cultural relaxation with music and entertainment.

Today's tourists many by curious want to explore. They are simply fed up with the regular tourist offer and want something more. It is a new type of tourist-adventurers. They are interested in extreme sports. Their well spend a vacation is not the one lying peacefully on the beach, but rather one that will be filled with lots of excitement and adrenaline increased. Extreme biking, rafting, canyoning, snowboarding, paragliding are just some of the new travel terms that became current last decade. Macedonia has all the natural prerequisites for the development of such tourism.

1.CONCEPT AND DEFINITION OF ALTERNATIVE TOURISM

In scientific thought which deals with the notion of tourism poses a subtle question: what is meant by the term alternative tourism? It is a phenomenon contrary to mass tourism. In literature it is still seen as soft or sustainable tourism. Basically things that permanent growth and increased tourism, which follow the constant changes caused by environmental revolution, increased construction of tourist facilities, negative sociological and cultural phenomena, lead people to demand radical changes in existing tourist phenomenon.

Therefore scientists for tourism favor more alternative forms (new forms of already known phenomenon) than for alternative tourism (which may imply a completely new phenomenon). Alternative tourism involves preserving the environment, traditional environmental and landscape values. Return to nature touch with tradition and their own roots pleasures that the modern tourist are increasingly demanding.

According to the definition adopted at the UN conference in Rome in 1963 under alternative forms of tourism include: business travel trips, congresses and conventions, visit spa resorts, sporting events, visiting cultural and historical monuments, events, places of worship and pilgrimage departure and trips for picnics and walks. This emphasized great changes which have occurred in tourism, changes in supply to changes in travel motives, as well as the needs and behavior of tourists. Today the function of modern tourism development, which is characterized by more and more leisure fund, increase the number of visitors, their standard, and thus change their lifestyle, alternative tourism gets new dimensions. It is known that the tourist needs finds its expression in the tourism demand and tourism offer. It specifically means that tourism as an important activity, must take into account the needs of visitors and tourists should be based on the study of these needs, i.e on the study of their motivation, and also the factors that affect the choice of tourist destinations and the type of tourist stay. Such an approach of the tourist offer is a prerequisite for meeting the desires and preferences of visitors, and also a precondition for competitiveness, quality and financial effects (profits). Simply adjust supply to tourism demand research involves the flow directions in contemporary international tourism research and the characteristics of the tourist clientele ie their needs and interests.¹

From marketing aspect, the needs of the visitors are oriented towards greater diversification and the requirement that a wider range of potential services. While earlier the accommodation and food were synonymous resort - catering service, these services remain today just as an assumption, and less target visitors. They are more and more turning to those destinations that offer new experiences, events, changes. In the structure of complex tourism product changing the weights of importance of the different elements that make up the product. His development as part of the marketing function in tourist – the catering enterprises are leading products to satisfy the biological-physiological needs (food, housing and personal hygiene) to the products to meet the different activities.² In this context, you can specify the level of education which, in the research of tourist motivation emerges as a significant factor of tourist movements. With the increasing level of education of visitors, tourist stay is becoming more active, no matter what actions are working.

¹ Jakovlev, Z., “*Touristic Animation and touristic offer*”, Economy and business, magazine for teory and practice, Euro – Mak – Company, Skopje, November, 2001 year, p. 26.

² Cetinski, V., “*Animation as a segment of modern tourism*”, The Animation of hotelier - tourist industry, the Croatian Association of Hoteliers and Restaurateurs, Opatija, 1999., p. 16.

This fact is very important for the creation of tourist offer, because research shows that tourism trends include an increasing number of people with higher education.³ From this it can be concluded that the more the visitors there will be those who during the tourist stay will seek opportunities for different activities: recreational, cultural and entertainment as well as picnics and walks, which visitors will choose places whose tourism offer will allow such activities.

Alternative tourism requires mutual understanding and equality between the guest and the host. From here it can be concluded that the idea of alternative tourism is very close to the idea of sustainable development. So, in general we can say that the changes that occurred as a result of enormously rapid development, have a major impact on tourism. Tourism demand can no longer be considered as homogenized tourist market as new modern trends in tourism have contributed to the segmentation of the tourism market and the new revolution in tourist movements. Thus create a tourism product optional purchase, and comes to the creation of modern methods in tourism operations. Tourists to meet their different travel needs are beginning to abandon the traditional mass tourism.

All this is reflected in: replacement of existing with new tourist destinations, looking for a new more sophisticated tourism product, creating a realistic price for the real tourist offer and direct communication with potential users of the services.

Tourism has long been not only sun and water. Today's tourists, especially from the younger generation are very curious and want to explore. They are simply fed up with the regular tourist offer and want something new. It so called tourist-adventurers. They are interested in extreme sports. Their well spend a vacation is not the one with the peaceful lying on the beach, but rather one that will be filled with lots of excitement and adrenaline increased. Here we can mention: climbing, extreme biking, snowboarding, rowing in the swift waters, paragliding and others who are particularly popular in the last ten years. Mitigating circumstance here is that do not require special preparations on the ground, because of the extreme sports untouched nature is a sufficient infrastructure.

³ For example: working material of the publishing house "Gruner und Jahr" marking Tourism Exchange in Berlin 1984. Tourism trends and forecast "tourist behavior" of the inhabitants of West Germany until 1990. Materials specifically stated that more and more visitors will love holidays that offer more intense experiences and more activities. It is associated with the change in the structure of your visitors, the increase in the age groups of 20 to 40 years and even with the growing number of visitors with higher levels of education.

Alternative forms of tourism factor that allows for the involvement of different segments of the tourism demand. Namely, in this way different affinities tourist clientele can find attractive content. Thus satisfy their requirements related to their considerable picky. Through alternative forms of tourism provides support in the effort to protect exotic environments, rare colorful landscapes, untouched nature, tradition and culture, and they are activated by their visit.

Tourist offer of the alternative forms of tourism has certain characteristics that must be ignorant, how could the tourism product to be realistic. This means that such an offer has its own unique values that can be used in the promotion and realization of leisure travel. Specific tourism product must emphasize authenticity, uniqueness, the role of local factors etc.

Therefore the tourist offer in this segment of the tourist demand must be explored and studied, and tourism product designed according to the wishes and needs of tourists. Anyone who wants to develop specific types of tourism must know that: in these trips involved a smaller number of people, every tourist has their own individual needs, to meet the wishes and needs of tourists and there is a willingness to meet them, communication with potential tourists should instills confidence and a sense of honesty and friendship, tourist must feel respected and valued, local people have a greater impact in the development of these forms of tourism.

Various tourism potentials affect the formation of the specificity of certain destinations, which in turn affects the ability of certain forms of tourism development in them. I'll list a few of the specific forms of tourism that are most frequently mentioned: religious tourism, sports tourism, rural tourism, cultural, Tourism manifest nautical spa, hunting tourism, and more. Tourism with its phenomena and forms proved that he is a phenomenon without borders. Natural space with its elements provides unlimited opportunities for development of tourism and tourism scene represents the whole world.

Macedonia as a very small part of the world has invaluable natural resources. It is refined with excellent areas in which clean air causes real pleasure. Disaggregated relief interwoven numerous forms various identical landscapes and colors of vegetation to be the one of the most attractive in this part of the world. A special feature of our country is given by the three tectonic (natural) lakes Ohrid, Prespa and Dojran. That's another reason to protect and to leave a legacy to our future generations. Tourism from this benefit should extract the whole society, especially local people living in areas

suitable for these forms of tourism. Benefits should be sought in a variety of areas. Between tourism development deserves special attention. Tourism is an opportunity for the use of protected areas in a sustainable manner. It is also the way to use, protects and promotes environmental center rich in outstanding natural and man-entered content and elements. Development of alternative forms of tourism is particularly important in areas where there is an authentic natural and cultural heritage related to the possibility of sports recreation, cultural experiences and entertainment.

SPORT TOURISM

Although tourism is not a sport branch, it covers many sporting activities (sports recreation, sporting events, etc.). It can be concluded that tourism and sport are interrelated phenomena. Link between them dates back to the early beginnings of their development. However, the relationship between them changed significantly. Even in ancient Rome and Greece, the sport was the instigator of traveling people, and in order to visit major sports events. Lately sport tourism received a broader role, which was created and different relationship between these two phenomena. Functional links between tourism and sport long ago wrote the famous Tourism specialist Hunciker and Krapf. The phenomenon of sport tourism, they explained on the basis of examples of Swiss tourism which developed very early sports tourism, especially winter sports tourism. Sport in contemporary tourism not only perceptive role, but it is also an important content to stay that visitors become active participants in various sports. It becomes not just content to stay, but often the main motive for traveling to a particular tourist destination. Such a relationship between sport and tourism leads to the development of a specific type of tourism: sports and recreational tourism.⁴ Sports recreation in tourism is spoken of as a means of active leisure visitors, or content in which participation is actively.⁵

In this context, it can be concluded that tourism and sports have a lot in common. The first contact point is that tourism and leisure and sport are taking. It specifically means that if a person is engaged in sports and recreation in the place of permanent residence is outside of tourism. And if

⁴ Bartoluči, M., and Andrijašević, M., “*Sport recreation in tourism*”, The Animation in hotelier- tourist industry, The Croatian Association of Hoteliers and Restaurateurs, Opatija, 1999., p. 166.

⁵ Relac. M., “*Sport recreation in tourism*,” Sporting debate - Zagreb, Zagreb, 1979god., p. 7 - 12

the person deals with this kind of recreation outside their place of residence, is considered as a tourist. While it can be concluded that sports-recreation tourism enter into, even when residents of a particular place will be included in tourist flows.⁶ All these factors affect the development of the sport, not only in tourism but also beyond. In fact, it shows the best parallel review of the factors associated with the development of tourism and sport in tabular form:

Table 1. Factors for the development of tourism and sport

Factors for developing tourism		Factors for developing sport and recreation
I Factors of touristic demand		I Factors of demand of sport – recreation services
2) Objective - Population - Urbanization - Income - Free time	3) Subjective - Fashion - Behavior - Habits - Prestige - Faith - Love	- Urbanization and installation - Income of population - Free time - Subjective factors (Fashion, behavior, habits, prestige)
II Intermediary factors - Touristic agency - Tourist companies		II Intermediary factors - Touristic – sport agencies - Sport organizations
III Factors of touristic quote 1) Attractive 2) Communication 3) Receptive factors of touristic factors factors - natural - vehicles - accommodation - anthropogenic - PTT ties capacity		III Factors of sport – recreation quotes - Natural – resource - Sport – recreation and references

Source: Bartoluci. M and Andrijašević. M., “Recreation in tourism,” Animation in hotel - tourism, the Croatian Association of Hoteliers and Restaurateurs, Opatija, 1999god.

⁶ Cicvarić. A., “*The economics of tourism*, “the publishing company” Zagreb “, Zagreb, 1990., p. 27 - 30.

In this context, it is a factor in the area of economic and social life, which on the one hand act need (labor and environment, urbanization, industrialization, etc.), and on the other hand the possibility of practicing (free time, financial resources, transport opportunities, etc.). Togetherness is also reflected in the functions of the two phenomena. Numerous features of tourism and sport can classifications into two groups: Social or humanistic and Economic functions.⁷

A review of the functions of tourism and sport is presented in the following table:

Table 2. Functions of tourism and recreational sports

Functions of tourism	Functions of sport recreation
I Social (Humanistic) <ul style="list-style-type: none"> - Sport – recreation - Cultural – educational - Health - Social – Politic II Economic functions <ul style="list-style-type: none"> - FX - For employing - For developing of undeveloped areas - Multiplier - Conversations 	I Social (Humanistic) <ul style="list-style-type: none"> - Health - Educational - Social-political II Economic functions <ul style="list-style-type: none"> - FX - For employing - Multiplier

Source: Bartoluci. M and Andrijašević. M., “Recreation in tourism,” Animation in hotel - tourism, the Croatian Association of Hoteliers and Restaurateurs, Opatija, 1999god.

Seeing you here it perceives sport tourism, will be given an explanation of the functions of only the sport and recreation SPORTS. Namely, one of the most important functions of the tourism and sports tourism was in e healthy functions. It is known that with the various programs within the range of sports and the recreation, the positive influences on the keeping and improving the health of visitors. Countless of researches have confirmed the thesis that I interest with sports and the recreation contributes to preventing disease who are present to modern live, so also enact advance the functional capabilities

⁷ Relac.M., and Bartoluči.M., “*Tourism and sports entertainment*”, Information - Zagreb, Zagreb, 1987god., p. 36

of the ORGANISM. Healthy function is one of the most important motives for the trip is a change in the place of the steady live, so considering the fact that it is accomplished by the presence of natural resources (sun, water and beam). Owing to these fancied Tao is becoming significant move impetus for the Tourist Development.

Sport and recreation in tourism have an educational function which is expressed through learning and mastering certain sports skills. But it is not only increasing the educational level of visitors, but this feature has some educational influence that manifests itself by creating habits for practicing certain sports and recreational activities.

As a result, sports tourism, time travel and tourism residence, people are introduced, bringing together regardless of social and other differences between them, which is the social function of sport tourism. Sport is almost always tied to travel to different places, he, along with tourism, it becomes “an ambassador of peace among nations.” In addition, the top sports achievements are the best tool for the promotion of individual countries. All this contributes to the affirmation of the political function of recreation sports tourism.⁸

It is well known that the economic functions have extreme importance for the economic development of receptive tourism countries such as the Republic of Macedonia. In this economic advantage and give foreign function. Economic functions of the sports leisure consumption are achieved through a variety of sports products tourist market and thereby generate additional economic effects in tourism. It can be concluded that both sport and tourism important moments recreation, relaxation, change every day and so on. Game and communicability basic elements of sports activities for the holiday, so it should be placed and accent sport tourism. Of course that should not be neglected even recreational - health aspects that occur as the elements.

Sports tourism can be arranged on land and water, in a closed or open space. Indoor sports tourism on land has its advantages and disadvantages. Advantage is that it is not dependent on atmospheric conditions (climate, season, etc.). Main disadvantage is the limited space.

This group includes: activities that do not require special wiring or equipment, such as: gymnastics, aerobics, yoga and the like, activities that require little equipment such as: table tennis, billiards, darts, etc., activities that require special installations or equipment, such as: bowling, sports hall and so on.

⁸ Bartoluci. M and Andrijašević. M., Ibid, p. 172

Sports tourism on land in open space is dependent on atmospheric conditions. This group includes the following: activities that do not require special installations and equipment, such as: climbing a mountain (hill), and the like. Activities that require little equipment and installations, such as: badminton, various ball games, etc. Activities that require special installations and equipment, such as: minigolf, playgrounds and so on. Activities that can take place in the snow, as example: luge, skiing, playing with snowballs and more. It includes all the other activities mentioned above that may take place indoors.

In sports tourism indoor water (pool) include: organized activities such as swimming, water polo, various matches, as well as various water games.

Water sports tourism in open space (lake, sea, river, etc.) include: activities that do not require equipment, such as water polo, swimming, various matches and so on and - Activities that require equipment, such as water skiing, underwater fishing, surprise (diving) and the like.⁹

Concluding remarks

According to some estimates, given the rapid development and faster growth in the field of sports tourism potential economic contributions that brings in the beginning of the 21st century, sports and special sports and activities that provide active rest people in symbiosis with tourism and show businesses will reach the top of the attractive business sectors in the world economy. Although sports tourism in Europe and the world developed and very popular in our country is still in the stage of occurrence and formation, although here there are sporting events that have “power” mobilize many visitors, it is obvious that the potential of sports tourism sufficiently used.

Sports and tourism activities which from ancient times act together today so that sports tourism is undoubtedly one of the most important industries characterized by ever increasing profits and profits, without experiencing almost no shocks and repercussions of the global economic crisis. Modern tourism involves providing comfortable accommodation and a healthy diet but not neglecting the contents of the active leisure, recreation, sports, cultural relaxation with music and entertainment. Today, tourism is linking sport and health, and many other benefits especially active holiday with sports-content kinesiology recreation, entertainment psycho relaxation and so on.

⁹ Cickovski. A., “*Hospitality as a carrier of tourism Socialist Republic of Macedonia*”, Ph.D. thesis, University Center for Economic and Organizational Sciences in Rijeka, Rijeka, 1985., P. 198

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