

Determination of Typologies of the Visitors Coming FIBA World Championship 2010

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ABSTRACT Characteristics of foreigners who visit an area for sports events could have a significant impact over the volume of touristic development and growth trend in tourism. In this case, analysis of demographics of foreigners in that area is essential in shaping the carrying capacity, projects regarding promotion of tourism and the services to be provided. This process depends largely on the importance of mega events. The aim of this study is to profile the structure of FIBA World Championship 2010 visitors. For this purpose, the researchers carried out semi-structured bilateral interviews with voluntary foreigners (n=372) to analyse their touristic profile. During the Championship held in 2010 in Turkey, surveys were conducted with spectators. The data collected was analysed through SPSS 14 statistical packaged software (SPSS 2009), by means of frequency, percentage and chi square tests.

INTRODUCTION

The present study reveals which tourist typology, the spectators in sports events support in accordance with the tourist typologies developed by Cohen and Plog. This typology was produced using the studies of Cohen (1979), and Plog (1974). The purpose of the present study is to find out the tourist typology of the spectators coming with sports tourism purposes and then quantitatively reveal the typology in order to contribute to the selection of target market for the tourists coming to sportive organizations. There are many researches on typology in tourism related literature. Many of these typology related researches studied variables such as: demographic features (Shoemaker 1994), the effects of the destination on the tourists (Murphy 1991), travelling frequency (Woodside et al. 1987), the relationship between tourist behaviour and destination (Küçüktopuzlu 1995), the reasons for travelling and how tourist perceive the conditions of the destination (Rızaoglu 2003) and socio-cultural foundations (Dogan 1987).

The typologies developed in researches on demographic features and behavioural criterion can be used in daily marketing processes such

as: the selection of target market, market classification, pricing, and marketing communication. These criteria contribute to strategic marketing planning by explaining the structural and basic aspects of tourist life (Decrop and Zidda 2006). Earlier studies suggest that socio-psychological features of tourists are studied in theoretical typology studies. Plog (1974) defined eight different psychographic dimensions in his research on personality structure. These are: courage, search for pleasure, acting momentarily, self-confidence, acting planned, being patriarchal, being intellectual, and being people oriented. Cohen (1979) studied tourists in four groups in accordance with their motives and behaviours. The purpose of the present study is defining the tourist typology of the spectators of an international basketball event and determining a target market selection method.

INTRODUCTION

Various features of touristic organizations and regions result in various tourist groups. Researches on the preferences and behaviours on these various tourist groups define tourist typologies. Based on Maslow's hierarchy of needs, it was found that there were significant relations between touristic behaviour and need, after the satisfaction of every need (Küçüktopuzlu 1995). The extent and diversity of a sportive organization are also affective in the emergence of various tourist typologies. According to Rızaoglu (2003), general tourist typologies are stud-

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ied in two dimensions. These are: relational-interactive, and cognitive-canonical. The present research studies the reasons, conditions, plans to travel again to the region, organization styles, who they travel with of the passive participants of an international basketball organization in the cognitive-canonical framework.

Cohen (1979) classified the experiences and roles of tourists into four types (Mathieson and Wall 1992). The first of these is "Organized Mass Tourist". This type of tourists prefer to travel to places that are preferred by the society, and not to go beyond the ordinary. Familiarity is at the highest; novelty is at the lowest level. They especially prefer package tours. The second is "Individual Mass Tourist". Basic arrangements for their travel are generally made by travel agencies, but they plan most of their time. They don't want to visit places with the same group and prefer to plan their own time. Novelty is a little higher. The third is "The Explorer". They plan their own trips, and avoid travelling to well-known places. They prefer developed places. They wish to see new places. They seek comfortable accommodations. The fourth is "The Drifter". They are generally middle-income citizens of developed countries such as Western Europe Countries, USA, Canada, and Australia. They plan their own trips, and don't seek for familiarity. They are interested in local culture. Novelty is at the highest and familiarity is at the lowest level. Plog (1974), classified tourist types in three groups. According to this classification, allo-centric tourists seek for individual discoveries, and adventure. They organize their own trips, and interact with local. They seldom travel to the same destination more than once. Mid-centric tourists travel to destinations that started to get popular. They don't prefer to be bound to a specific group. They arrange their programs in accordance with their own preferences. Psycho-centric tourists prefer to travel the same destinations frequently, and buy package tours from travel agencies. They prefer destinations that are similar to their own culture. They exaggerate the problems they encounter (Murphy 1991).

In a more comprehensive way, Plog stated that mid-centric tourists made up the 60 percent of this classification. Allo-centric and psycho-centric tourists made up the 20 percent each. All types of tourists certainly affect the local people of their destinations. However, many countries promote hotel and holiday village use, and

prevent mass tourism through visitor-local interaction (Lea 1988).

METHODOLOGY

The purpose of the present study is testing the validity of the typology developed by Plog (1974), and Cohen (1979), and finding out to which typology the tourists who came to FIBA Basketball Championship as spectators belong. In order to determine the typology, a questionnaire form including 7 demographic, and 15 information-based questions was developed. These statements are ordered according to categories. The statements were prepared in accordance with Plog's and Cohen's definitions (for example, "Who do you travel with?, Who organizes your trips?, Would you like travel to this destination again?").

The universe of the research consists of the spectators of FIBA World Basketball Championship. The sample was formed by 372 tourists who participated as spectators in 2010 FIBA World Basketball Championship held in Turkey.

The questionnaire forms were filled in by randomly selected spectators 1-2 hours before and after competitions. For the reliability of the research, the researchers waited with the participants during implementations, and answered participants' questions when needed. Collected data were analysed in SPSS 14 statistical packaged software. Frequency, percentage analyses and chi-square tests were used.

The questionnaire included questions related to demographic features such as: age, gender, marital status, educational status, and occupation. In order to define the typologies, 11 multiple-choice questions were included in the questionnaire. These were about who their trip was organised by, whether they got information brochures to learn about the features of the region, who they travelled with, whether they travelled to the region before, their accommodation, whether they would like travel to the region again. Internal reliability of the questionnaire was calculated as 0.82. Cronbach alpha reliability coefficient of the English form of the questionnaire was calculated as 0.78.

FINDINGS

Table 1 shows that 66.4 percent of "allocentric" tourists organized their trips themselves, and 69.1 percent of them stated that they would like to travel to the same destination again. Find-

Table 1: Tourist types defined by Plog (1974) and the percentages of the participants' answers

<i>Plog (1979)</i>	<i>Tourist type features</i>	<i>FIBA World Basketball Championship, General Total</i>	<i>Sub-categories</i>
<i>Allo-centric</i>	Organize trip themselves (Who organized your trip?)	66.4%	Organized myself
	Travel to the same destination again (Would you like travel to this destination again?)	69.1%	Yes
<i>Mid-Centric</i>	Travel individually (Who do you travel with?)	30.4%	Boyfriend/girlfriend
		17.7%	Alone
		10.5%	With a group
<i>Psycho-Centric</i>	Prefer packaged tours of travel agencies (Who organized your trip?)	22.3%	Travel Agency
	Travel to the same destination again (Would you like travel to this destination again?)	69.1%	Yes
		5.4%	No
		25.5%	Maybe

ings show that 30.4 percent of “mid-centric” tourists travel with their boyfriends/girlfriends, 17.7 percent of them travel alone, and 10.5 percent of them travel with a group. As for “psycho-centric” tourists, 22.3 percent of them prefer package tours of travel agencies, and 69.1 percent of them stated that they would like to travel to the same destination again.

Table 2 shows that 22.3 percent of the organized mass tourists stated that they preferred package tours by travel agencies.

The researchers can see from Table 2 that, 10.5 percent of individual mass tourists avoid being bound to a group.

As for explorer tourists, 66.4 percent stated that they organized their trips themselves.

Lastly, 67 percent of the drifter tourists stated that they organized their trips themselves and 65.7 percent of them were middle income citizens of Western European Countries.

The researchers found a significant difference between that single tourists travel with their friends, married tourists travel with their spouses, and divorced tourists travel alone ($p=.000$) (Table 3). There is also a significant relationship between that male spectators came to basketball championship alone (28.1 percent), and that female spectators came with their female friends (26.2 percent) ($p<.000$). As for the age variable, 67.7 percent of the spectators between the ages 24-30 organized their trips themselves ($p<0.000$), and again 67.7 percent of them would like travel to the same destination again. There is also a significant relationship between these two variables ($p=.000$). In terms of educational status, 28.2 percent of the college graduates and 36 percent of the high school graduates organized their trips themselves, and there is a significant relationship between these two ($p<.002$). As for

Table 2: Tourist types defined by Cohen (1972) and the percentages of the participants' answers

<i>Cohen (1972)</i>	<i>Tourist type features</i>	<i>FIBA World Basketball Championship, General Total</i>	<i>Sub-categories</i>
<i>Organized Mass Tourist</i>	Prefer specifically package tours (Who organized your trip?)	22.3 %	Travel agency
<i>Individual Mass Tourist</i>	Avoid being bound to a group (Who do you travel with?)	10.5 %	With a group
<i>The Explorer</i>	Plan their own trips (Who organized your trip?)	66.4 %	Organized myself
	Don't travel to the same destination again (Would you like travel to this destination again?)	5.4 %	No
<i>The Drifter</i>	Plan their own trips (Who organized your trip?)	67 %	Organized myself
	Middle class citizens of Western European Countries (What is your average income?)	65.7 %	Medium

Table 3: Percentage and Chi-square distributions of opinions of spectators of FIBA Basketball Championship

Questionnaire items	Sub-categories	Percent	Sub-categories	General total n=372	χ^2
<i>Marital Status+ Travel With</i>	Singlen=178	47.8	friends	38.2%N=68	.000
	Marriedn=120	32.3	spouse	40.8%N=49	
	Divorcedn=32	8.6	alone	71.9%N=23	
<i>Gender+Travel With</i>	Malen=242	65.1	alone	28.1%N=68	.000
	Femalen=130	34.9	girlfriend	26.2%N=34	
<i>Gender+Travel Organizer</i>	24-30 years oldn=133	35.8	myself	67.7%N=90	.000
<i>Age+Travelling to the Same Destination Again</i>	24-30 years oldn=133	35.8	yes	67.7%N=90	.000
<i>Educational Status+ Travel Organizer</i>	Collagen=105	28.2	myself	63.%N=63	.002
	High schooln=134	36	myself	73.9%N=99	
<i>Occupation+ Travel Organizer</i>	Workern=110	29.6	myself	77.3%N=85	.000
	Public n=82	22	myself	72.%N=59	
<i>Occupation+Travel With</i>	University studentsn=51	13.7	myself	68.6%N=35	.000
	Workern=110	29.6	Boyfriend/girlfriend	31.8%N=35	
	Public n=82	22	spouse	26.8%N=22	
	University studentsn=51	13.7	alone	29.4%N=15	
	Unemployedn=38	5.6	alone	55.3%N=21	

the occupations, 29.6 percent of the workers, and 22 percent of the public servants, and 13.7 percent of university students travelled their trips themselves to participate in the championship, and there is a significant relationship between these variables too.

The question "Who organized your trip?" was answered by 72 percent of the participants as "myself", 16.4 percent said "travel agency", 4.6 percent of the participants said their workplace organized their trips, and 3.2 percent of them came along with the teams, and 1.9 percent (mostly university students) stated that their schools organized their trips. The question "Do you travel alone or with company?" was answered by 28 percent of the participants as "alone", 26.6 percent said "with friends", 19.1 percent said with girlfriends/boyfriends, 14.5 percent stated that they travel with their spouses, 9.4 percent travelled with a group, and 2.4 percent stated that they travelled with their spouses and children. For the question "Have you ever travelled to this destination before?", 59.9 percent of the participants said that that was their first trip, 26.1 percent of them said they had been there four times and more, 9.4 percent of them said that they had been there twice. Finally, for the question "Would you like to travel to this destination again?", 69.1 percent of the participants said "yes", 25.5 percent of them said "maybe", and 4.6 percent stated that they wouldn't visit to that destination again.

DISCUSSION

Data collected within the scope of the research were grouped as follows in accordance with the purpose of the research.

1. Data Related to Personal Information; 65.1 percent of the tourists who participated in 2010 World Basketball Championship, and the research were male, and 34.9 percent of them female. 35.8 percent of the participants were in 24-30 age range. 47.8 percent of the participants were single, and 36 percent of them were high school, 28.2 percent of them were university graduates. 29.6 percent of the participants were workers, and 22 percent of them were public servants. Accordingly, 51.6 percent of the participants who came to World Basketball Championship as spectators were public servants and workers.

2. Cohen, stated that tourist typologies differed according to preferences and expectations, and this effected tourist-local interaction, tourist motives, travelling arrangements, pleasures, preferences, and expectations. According to Cohen, "The Drifters" organize their trips themselves, and enjoy places and experiences that they are not familiar with. Most of the participants of the present research were young, university students. They are mostly citizens of Western European Countries, USA, and Australia with average income.

The researchers found a significant relationship between the "age" variable and "organiza-

tion of the trip" for the tourist who came to international basketball championship ($p < 0.01$). The participants in the 24-30 age group mostly travelled their trips themselves. Additionally there is also a relationship between "occupation" and "organization of the trip" ($p < 0.00$). There is a significant difference between employed participants and students. These types of tourists who have the economic freedom and plan their own trips belong to "the drifter" tourist typology.

The participants of the present research on the typology of tourists peculiar to sports tourism mostly organized their own trips (72 percent). In the 25th Travel and Tourism Researches Association Annual Conference held in 1995, it was predicted that the share of the organized group travels would decrease in accordance with the long-term tourism trend, and due to technological developments most people would organize their own trips. In the last 15 years, this prediction has had a tendency to become true.

In addition, it can be seen in Table 2 that, 67 percent and 66.4 percent of the participants answered the question "Who organized your trip?" as "myself". These findings are in agreement with Cohen's "drifter" and "explorer" typology.

The typology developed by Plog is classified as "allocentric", "mid-centric", and "psycho-centric" in accordance with the life style of tourists. "Allocentric tourists organize their own trips, are small in number, interact with locals, and rarely travel to the same destination more than once. Mid-centric tourists prefer destinations, which are becoming popular, and travel individually. They use agencies for their travels and make their own package tours. Psycho-centric tourists prefer comprehensive package tours, stay in accommodation facilities, prefer travelling to the same destinations frequently, and exaggerate every little problem" (Bull 1995).

There are significant relationships between age, education and occupation variables in terms of the organizer of the trip ($p < 0.000$).

There is also a significant correlation between age and preference to visit the same destination again. 67.7 percent of the participants in the 24-30 age group wanted to travel to the same destination again ($p < 0.000$). Most of them planned their own trips and wanted to travel to the same destination again.

According to chi-square analysis ($p < 0.000$) there is a significant relationship between items "Who do you travel with?" and "Who orga-

nized your trip?" 73.8 percent of the participants who organized their own trips stated that they travelled alone, and 14.4 percent of them preferred travel agencies. In their research Crotts and Edmann (2000) found that individual travelling was preferred typically in western societies, and eastern societies preferred to travel in groups.

Another research on the reasons for preferring the organizer of trips, conducted by Minnesota University (Dogan 1990) found that married couples, who travel together, have tension between them because they spent too much time together and had high expectations, and therefore they wanted to travel alone for their next trip.

There is a significant relationship between the questionnaire items "Have you ever travelled to this destination before?" and "Would you like to travel to this destination again?" ($p < 0.000$). 69.1 percent of the participants who had travelled to that destination for the first time stated that they wanted to travel to that destination again. This finding is in agreement with Plog's definition of psycho-centric tourists as "they prefer to travel to the same destinations frequently".

CONCLUSION

The participants of the present research organize their trips themselves, prefer travelling to the same destinations more than once, they travel not individually but with company, and they don't prefer the package tours of travel agencies. There is a significant relationship between the tourist typologies. The researchers think that the following suggestions will contribute to making use of these significant relationships.

RECOMMENDATIONS

The present study defined the typology of tourists who came to world basketball championship in accordance with tourist typologies developed by Plog and Cohen. The typologies were first defined through face-to-face interview method, then the validity was tested via quantitative methods such as chi-square and frequency. The quantity of the sample was adequate for representing the universe of tourists who came to a championship as spectators. Other services or similar typologies can be developed for the

typologies defined in the present research. In addition these typologies can be used to determine the target market. Travel agencies should present attractive price offers and take effective measures in order to reach this tourist typology. They can offer early reservation or last minute discounts. For the marketing of international basketball organizations, managers, federations, private advertising and travel businesses should follow policies intended at young university students. As mid-income class prefer to attend basketball organizations more, the pricing of accommodation should be arranged according to these tourists. That they don't make use any information brochures about the destination before their travels, or their familiarity with the destination are important factors for the advertising campaigns. The tourists who preferred comprehensive package tours stayed in their accommodations for 4-6 days. This shows that these tourists were not there just for the organization but also for touristic purposes. Some teams stay in the tournament for a long time, and this increases the cost for their spectators. Therefore, these tourists make their own organizations. Some tourists, who come to organization destination, don't prefer package tours. Federations, which work with travel agencies, should take this into consideration. The success of the organization is of utmost importance for the image of the destination. Tourists who belong to this typology prefer travelling to the same destinations more than once, and this can contribute to the economy of the place. So, the needs of organization committee should be met.

Finally, further studies should be conducted in other world championships in order to test the validity, and the limitations of the typology suggested in the present research.

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