



An Analysis of How Motivation and Interpersonalism Impacts Participants' Behaviour in Sport Tourism: the Case of Olympic Games

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Abstract

This paper investigates and seeks answers to explore the motivational and interpersonal factors that can affect the behaviours of sport tourists and players. It focuses primarily on international scale events such as the Olympics. Moreover, the data gained through this research can assist such organisations to better understand the factors that affect the behaviours of visitors and players, which can act as a powerful tool while persuading their target audiences.

International events such as the Olympic Games and FIFA world cup are two of the largest events in the world, they gather interest from all around the globe and over the years, they have played a huge role in the advancements of sports and tourism generated with these sports. In order to understand the logic behind people and players who travel for sports, the paper investigates Maslow's motivational theory along with several other publications that are taken to understand the interpersonal aspects behind their motivation. Furthermore, various publications with previous research referring to the FIFA world cup have also been investigated in this paper, in order to further understand and validate the work.

In conclusion, gaining a deeper insight into the behaviours and the factors that have the power to change these behaviours is significant as it can completely change the ways of creating engagement and interacting with the sports players and tourists.

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Chapter 1: Introduction

1.1 Background information

The Olympic Games, more than any other event in the world, generate interest from nations, audiences and media outlets from all over the world. In combination, the Olympic Games are newsworthy, engaging, thrilling and filled to the brim with human interest (Gardiner, 2002).

The first tourism movement in this area dates back to the beginning of the Olympics in ancient Greece, when spectators travelled long distances to witness the games. The variety of sporting

activities in the Olympics have played a crucial role in contributing towards its success (Yildiz, 2015). The Olympics are one of the world's largest organisations. They are held in a different region each time that is chosen from a group of candidate nations or cities and with thousands of athletes from over 200 different countries they gather immense amounts of attention. While one of the Olympic Games' goals is to promote the growth of sports culture and athletes through competitions in specific sport disciplines, another one is to evaluate the socioeconomic benefits that these massive organisations provide (Yildiz et al., 2015).

Sport tourism is a fast-growing section of tourism (Gibson, 2010a). It defines a traveller whose travelling is coherent with leisure and sport (Redmond, 1991). It can be segregated into three main sections: observing sport events, staying at the sport related attractions and affective attendance (Gibson, 2010b). To clarify the motivation, it can be declared that it is a stamina of behaviour or a psychological mechanism with definite guidance (Bergin, Ford and Hess, 1993). Furthermore, there are two main types of motivation. The primary motivation is Intrinsic and it is a productive function, and satisfying on its own (Whang & Hancock, 1994a). In contrast, extrinsic motivation is an attempt to do a burden in order to get an accolade (Whang & Hancock, 1994b). As interpersonalism needs a broader examination in the context of sport tourism, the explanation is as follows. Interpersonalism targets the interaction of people and is a noticeable aspect in psychology (Johnson, 1949a). People collaborate into interpersonal behaviour as a result of clarifying an issue which demands transmission (Hayes, 1994). Johnson (1949b) indicated that interpersonal relations were vital for the organisation, happiness and health of society which was uncovered by clinical psychology and psychiatry. In addition, under light of the foregoing, the researcher of this work seeks to gather significant and trustworthy data for the study by examining the relationship between Olympic tourists' motivations and their interpersonal characteristics. Gammon and Robinson (2003a) discussed that when defining a contrast between sport tourism and tourism sport, it is important to consider another factor and the contrast is based on the motivation, it is the motivation of a tourist. The contradiction between the two examples mentioned, is a desire of a tourist. All in all, sport tourists' primary aim is sport while tourism sport has more relation with tourism than sport (Gammon and Robinson, 2003b). In the same manner, tourists should be accepted in relation to the promotion of sport, tourism, their choices and behaviour (Standeven and De Knop, 1999). Cohen (1972) was earlier mentioning that there are more classifications of tourists. When focusing on leisure categorised sport tourists, there are two types of sport tourists: The hobbyist who can be defined as an active participant and activity participant, who is not focused on competitiveness but rather more on amusing oneself (Hall, 1992). Olympic games generally happen on an international level and attract tourists from all over the world, with reference to the low amounts of research on similar subjects this paper aims to understand and analyse the factors that motivate tourists and players in order to explore, describe and explain the subject more deeply.

1.2 Rationale

Previous studies have indicated that most of the research has been done to give more profiles to the sport tourists, rather than to explain the behaviour of them (Ottevanger, 2007). With this research paper, the author aims to fill in the gaps of previously done studies to eventually achieve a greater understanding of how motivation and interpersonalism can impact behaviour in sport tourism. Furthermore, one of the goals of this study will be to investigate the profound essence of sport tourists of distinct categories. As well as, sport tourism needs a deeper research on the four main categories of sport tourism to measure their behaviour (Robinson and Gamon, 2007). Crawford and Jackson (2005) suggest that preference for activity occurs, as a result of interpersonal constraints and individual motives, accordingly further research should consider the relationship between these variables. Given that, the paper discusses motivation and influence of behaviours in sport tourism.

1.3. Aim and objectives

The aim of this research is to explore how motivation and interpersonalism impacts behaviour in sport tourism, an investigation of the case study of Olympic games. Objectives of the study:

- To identify the motives and drives of individuals for engaging in the Olympic games.
- To evaluate and discuss the psychological aspects of behaviours occurring in Olympic tourism.
- To analyse how motivation can be linked with the interpersonal aspects of Olympic tourists.

Chapter 2 - Literature review

2.1. Sport tourism and behaviours of sport tourists

De Knop (1987) was writing on this topic early and suggested that sport tourists are individuals who engage in sport while being on vacation. Sport tourism was approved as a definition of travel that is associated with relaxation (Redmond, 1991) Depledge (1998) describes sport tourism as a new approach in tourism, but as an action it is not newborn. Moreover, sport tourism is not only about sport therefore the definition by Bouchet, Lebrun and Auvergne (2004) suggests that the reason for being a part of sport tourism is being in nature and socialising, which indicates that the relaxation and need of being active is not

the only attitude. Glyptis (1991) argues that the sport and tourism has not been recognized as the same field by the ones engaging in it and by the scholars. It is interesting that the word sport comes from a word 'disport' which originally means to divert, in the other words, to redirect your power from your commonplace life burdens (Edwards, 1973). Furthermore, Standeven and De Knop (1999) discovered that there are groups of sport tourists, active and passive sport tourists as well as specialists and the spontaneous sport tourists. According to Gammon et al. (2017) the active sports tourist enlist into playing in space, whereas the space is believed to be an object for particular play, the growing of mediatization leisure activities, experiences and divine locations consumed as a result of active sport tourism is a new concept called 'playing with space'. In the same manner, Hall (1992) has divided sport tourists in two groups and found out there are hobbyists, who are participating more or less passionately and the action participants who are not focused on the rivalry but rather on the experience. Moreover, the background of sport tourists will be given. Independence is one of the characteristics sport tourists have, because of the fact that sport tourists elect their own activity depending on time, power, area and frequency, however the varied choices the sport tourists make, when choosing can be reflected on a decision making process of choosing a sport activity or combining certain sport activities as a part of their holiday (Bouchet et al., 2004a). Furthermore, self-actualized individuals, when being physically active, feel completed, healthwise, which decreases their stress equivalents and increases their vitality and relief from pressure (Dienot & Butel, 1999). Similarly, according to Barel and Butel (1988) it is not only crucial to sense a healthy lifestyle, nevertheless also wise usage of free time, as well as vacation available. The ecological experience is in demand, due to the tourists that are seeking for instance enjoyment in nature, being active, consequently, tourists are generating new associations, which gives them more meaning to existence and a sense of belonging (Duhamel and Sacareau, 1998). Last but not least, is social attachment. According to Maffesoli (1988) when participants join likewise activities they are increasing the positive attitude of everyone towards that particular sport exercise. As an example of mentioned theory, on most of the major sporting events participants help each other, interact and share intense unique moments, accordingly it can be a good opportunity to form relationships and it can be agreed that sport tourism consumption is also about affection and emotional attachment (Bouchet et al., 2004b).

2. 2. *Interpersonal psychology*

To define interpersonal behaviour we have several points to support it. Each person has its own conscious and unconscious behaviours and these behaviours are arising from the psychomotor actions and goal oriented social and personal needs, from what we can terminate that people are the central parts of mentioned psychology (Johnson, 1945a) The relations between people have a deeper meaning than subject to object relationships, yet a person is unpredictable and even when alone asks himself what will people around think of him (Johnson, 1945b). Our reactions and motives depend on the habitat and what is the sense of association around us, for instance, the reflection of Lincoln represents the idea: "We live for the people, by the people and for the people." The society decides what are the main goals and standards in our life and at the same time we are the society who wants what other people want (Johnson, 1945c). People do something because of the joy and satisfaction they gain in exchange for doing it, however also because of the social significance it brings (Johnson, 1945d). When sharing something to another person, as an example of anxiety, conflict and deficit there is bilateral confidence and cooperation found, by sharing we are joyful (Johnson, 1945e). Depending on the quality of relationships we can define when the interpersonal relations bring positive or negative side effects, for instance when interpersonal behaviours are hesitant, adverse and greedy the people endure nervous and physical disorders, however if the relationships are assured and lovable the society is satisfied and whole (Johnson, 1945f) It is important that an adult person discovers that the we-relationship the child is born in is essential in his way to maturity and living in the social environment (Johnson, 1945g). With socialising a person may get a picture of himself from other people's perspectives, eventually self-expression is a part of the social interaction (Johnson, 1945h).

2. 3. *Motivational theory*

The model of needs from Maslow is the elemental, yet fair and self explanatory way to clarify the needs and motivation of people and their behaviours toward their needs. To analyse this model we can say that first of all the main demand needs to be fulfilled, which are physiological and safety commitments. Physiological needs are biological needs of an individual which are crucial, for instance: food, shelter, clothing, air, warmth, sleep and sex and the safety needs are: being secure, the law and the absence of fear, as well as being protected (McLeod, 2018a). Secondly, when the essential

needs are fulfilled the psychological needs can be accomplished. These are also divided into two fields. Belongingness and love are for example the needs of interpersonal behaviours within work or among associates (McLeod, 2018b). The esteem needs are two independent groups within, one is self esteem of your own identity, which are for instance grace, victory, self-determination and proficiency, while the esteem as a desire of reputation which is noticed from the community, are for example prestige and status (McLeod, 2018c). Last but not least, is self-actualization. Maslow (1943, 1954) explained that fulfilled people are doing everything they are skillful of and when people are seeking fulfilment, it is based on their motivation. In the same manner, a person is always growing and keeps evolving in a direction that is important for a specific individual, for instance, some people achieve self-actualization by constructing literature and others through sport (Maslow, 1962). To link the motivation with sport tourism, the sport fans can be classified primarily. According to Ritchie et al. (2000) fans can be classified into three major groups, depending on their motivation to witness a sporting event, those are: the frequent, eager and casual spectator. The eager spectators' visit was planned essentially due to the sport itself, in addition they are more likely to be the day-trippers in contrast to the casual fans, on the contrary, frequent spectators are more likely to join interesting non-sport activities. Furthermore, Bouchet et al. (2004c) showed that self-actualization is based on experiencing certain unknown risks while feeling self-worth and discovering certain new talents, to clarify, people who are actively participating in any form of activity with a purpose to achieve a deeper sense, for instance losing weight, while they are in the nature, interacting with people and subjected to certain amount of risk. Similarly, Mead (1934a) described motivated behaviour as being attentive of behaviour and doing what is the most crucial to an individual. In order to explain this matter, a case is being presented. If eighteen players of no identity are divided into two groups the game would be ineffective, because there would be no reasoning to compete and at first, the participants will be careless of the team they play in, until unless one team starts winning, formerly some of the team players might wish to be on the winning side. Until the reward is offered in the game, it has very little opportunity to be observed by the spectators and involved by the players, however if there is no motivation, cheating and insensitivity become a necessity (Mead, 1934b).

2.4. Empirical research

Previous research illustrates various reasons for motivation, background, interests and constraints of the attendees has been done for the case of

FIFA world cup. Prior to the research, a pre-test has been made to avoid counterproductive study, consequently the survey has been sent to the people who were described as entering soccer in the Yahoo search field in the United States, in addition 89 surveys were completed and sent back via email (Kim and Chalip, 2004). In the first place, fan motivation was studied, more precisely, self-esteem (Funk et al., 2001). The examination had a gap of enthusiasm on the participants and how observers identify themselves with the team, in addition the measurement was made with the scale, containing agreement or disagreement of certain factors (Funk et al., 2001). The logic behind travelling to attend the FIFA world cup was measured by using three different mechanics: the disappearance, learning and social aims (Beard and Regheb, 1983). The results from the research present that the attendants' responses only differentiate in their motives of disappearance, as well as the interest in the sport is a primary interest. Also they have similar interests in the culture of a hosting event and socialisation with people (Kim and Chalip, 2004). On the other hand, to focus on a smaller scale sport tourist a previous study of dividing winter sport tourists by motivation with the case study of recreational skiers indicates, that the main factors of the motivation have been studied, for instance: enjoyment of the environment, community-based recognition, socialisation, achievement, escape and excitement (Alexandris et al., 2009a). In this study 300 adults, the majority of whom were males, in the famous greek skiing resort were given the questionnaire, however only 268 participated (Alexandris et al., 2009b). The results of a evaluation of a 35 motive scale of agreement explained: that people who wanted to escape were directed by vacation and relaxation, while people who scored huge on reputation activity, however individuals who scored great on excitement and risk, were simply eager to find an exciting activity and be exposed to potential risk (Alexandris et al., 2009c). Besides that, people who enjoy nature were guided by the enjoyment of the nature, similarly people who wanted to develop skills were driven by the improvement of the chosen skill, whereas the people who scored highest on the socialisation desired to obtain more social contacts or cherish the existing connections, finally, the people who were navigated by the achievement were focused on skiing as a tool for benefiting themselves on self-esteem as well as achieving goals and improving themselves (Alexandris et al., 2009d). The focus of these researches was to analyse the desires of attending and in the other study of participating in a sport or an event while depending on the interests and constraints, however the studies differentiate in the activity of people involved in the sport, to simplify, in the first the observers are analysed and in the second the participants are

investigated. The analysis of these two studies do not state the importance as well as the link between interpersonalism and motivation, however the motivational aspect of a participant and observer is evidently defined.

2. 5. Conclusion

From the outcome of the investigation it can be concluded that the motivational theory, sport tourism behaviours and interpersonalism psychology which is mentioned above in empirical research and in the research paper as well, will help to fulfill the aim and the findings of this research. Sport tourism is a new sector in tourism, however it is not a modern activity. Sport tourism has been growing in demand, consequently sport voyagers are individuals with a deeper meaning of travelling than narrowly tranquility, indeed they are driven by some form of motivation which gives them the meaning of this act. While, for instance, being active or observing the sports event, the interpersonal factor is inescapable, due to the fact that it is crucial for both, the participant and the observer. Although, the consumers in sport tourism are dependable on the preferences of every individual, on the other hand it can be agreed that sport tourists gather because of emotional attachment to the sport, travelling and other humans. Therefore, the research gives a better understanding of sport tourists, in spite there are some limitations that have to be considered.

Chapter 3 – Methodology

3.1. Aim and objectives

The aim of this research is to explore how motivation and interpersonalism impacts behaviour in sport tourism, an investigation of the case study of Olympic games. Objectives of the study:

- To identify the motives and drives of individuals for engaging in the Olympic games.
- To evaluate and discuss the psychological aspects of behaviours occurring in Olympic tourism.
- To analyse how motivation can be linked with the interpersonal aspects of Olympic tourist

3.2. Research design

The researchers' philosophical way of thinking is based on the beliefs that reality is socially constructed and that understanding individuals and their interpretation of the world is of crucial importance (Bogdan et al., 1998). With that said, this part of the research is based on the

interpretivist paradigm which is sometimes referred to as a research alternative, humanistic, constructivist, naturalistic and anti-positivist paradigm (Hussain et al., 2013). With reference to the researcher's way of analysing the world and the desire to attain a deeper insight into the behaviours of certain sport tourists, the paper favours this approach. Moreover, the paper will be using an inductive approach, which is based on the participants' view to construct a wider theme (Soiferman, 2010). The inductive approach is based on going from specific to general conclusions and generally involves gathering of information from individuals to identify themes which allows the researcher to develop theories inductively (Creswell et. al, 2007). Moving on, the paper will follow an exploratory case study design, which will help in further exploring the impacts of motivation and interpersonalism on behaviour in sport tourism. In conclusion, the study will lead to meaningful insights related to the aim and objectives of the paper.

3.3. Sampling

Choosing an appropriate sample is the act of sampling. Correspondingly, sampling is a term that cuts across different research paradigms and research projects in general (Onwuegbuzie and Leech, 2005). Based on the inductive approach of the study, the non-probability sampling technique will be used to obtain data. Non-probability sampling is a sampling technique that employs factors such as the availability, closeness to the study subject, or subject matter expertise in order to determine the sample size (Nikolopoulou, 2022). Furthermore, the study will follow the route of convenience sampling, where respondents are selected based on the convenience of the researcher and their involvement can be based on geographical proximity, availability, willingness, interest in the subject of research etc. (Galloway, 2005).

The total sample size will be of 30 participants and will consist of 20 visitors and 10 players that participate in the olympic games. It makes it easier for researchers to reliably, consistently, and impartially identify the study population. Participants in the study are therefore more likely to possess the qualities needed to adequately address the research issue (Nikolopoulou, 2022). Since, it is crucial to include the appropriate people in the sample, in order to achieve accurate data, the inclusion or exclusion of participants in the population will be based on the following criteria:

- Tourists/visitors that re-visit the olympic games, and have an intention of doing so in the future can be included in the population

- Tourists/visitors who visit Olympics due to high levels of interest and because of the motivation of the sport
- Tourists/visitors that visit olympic games because of external social factors, for instance family and friends
- Players that have displayed high level of performance and have been consistent with representing their sport in their respective teams
- Players who have used any prohibited substance in order to maximise their performance will be excluded from the population

3.4. Data collection

Data gathering is a process of creation and discovery that calls for the researcher to adopt a particular epistemological stance and gives the researcher a chance to learn firsthand about the study topic and to develop novel ideas (Bhandari, 2020). This paper will adapt to the qualitative methods of data collection, as it can be related well to the inductive nature of the research. Qualitative data is descriptive and relies on the method of choice to acquire conceptual data. It allows the researcher to investigate concepts and construct a narrative based on the stories and experiences of different individuals/subjects (Ivan, 2021).

The group of subjects will go through semi-structured interviews and two types of such interviews will be prepared based on the different types of participants (players and visitors). The two approaches towards the interview will ensure suitability and a deeper insight from the different types of participants. In the semi structured kind of interview, the interviewer may have a list of questions prepared, but they may not all be asked or covered in full. For the researcher, it can permit a certain degree of flexibility and the ability to probe the participants for additional details (Doyle, 2022). According to Clements (2021), interviews can allow the researcher to obtain reliable, original and unique data, directly from the participants based on achieving the research objectives. With reference to the selected approach and design, the study will be able to achieve and construct a significant view in relation to the subject of the study.

3.5. Data analysis

Thematic analysis will be used in this research in order to analyse the collected data effectively. It is a technique that is frequently used to determine themes and patterns in the collected data. Furthermore, this technique is able to produce a hypothesis based on data, which implies that it is

an inductive research method (Braun and Clarke, 2012). Both visual and auditory data will be gathered for the study and an analysis of the data should show recurring themes and points of view that can be contrasted and utilised to build hypotheses and conclusions.

According to Ibrahim (2012) thematic analysis can be useful when a study seeks to comprehend a subject's activities, which relates well with the aim of the study to determine the motivational and interpersonalism factors of sport tourists. Additionally, this approach complements the research further with its adaptable nature and it allows for more crucial decision making.

3.6. Trustworthiness

Trustworthiness in qualitative research can be formed with many different methods and approaches, audit trail, triangulation and member checking will be employed in this research. According to Carcary (2009), an audit trail is the documentation of the process of creating an analysis and confirming the outcomes of a research investigation. Confirmability entails establishing that the conclusions are based on the replies of participants rather than the researcher's own prejudices and biases. According to Bowen (2008) the rigour and openness of qualitative research can be improved by an audit trail. The use of various methodologies or data sources in qualitative research in order to gain a thorough knowledge of a phenomena can be referred to as triangulation (Patton, 1999). It is known as an approach for testing trustworthiness of a research as it gathers information from multiple sources and it is crucial since it allows for more accurate data analysis and helps the reader appreciate the nature of the research (Patton, 1999). Member checking, also known as participant or respondent validation, is a technique used to assess the reliability of results. Obtained data or findings are returned to participants in order to check and ensure their accuracy and relevance to their experiences (Birt et al., 2016). In this case member checking allows the researcher to add another layer towards increasing validity and obtaining accurate results.

3.7. Ethical issues

Ethics may be considered as the study of moral behaviour and they present the criteria used to determine moral behaviour. Furthermore, the credibility of the study might be damaged by violations of ethical standards, which also go against the research's fundamental principles (Kabir, 2016).

With reference to the qualitative methods used in this research and their dynamic nature,

problematic ethical issues can arise frequently (Taquette et al., 2022). Qualitative research methods rely heavily on the researcher's capability and dependability, in order to obtain accurate results (Peters, 2022), however biases, such as personal perception can impact observations and drawn conclusions. To limit this, the study will go through semi-structured interviews; that, based on consent from the participants will be recorded and used to conduct the research, limiting unintended bias and ensuring minimal data fabrication or danger of misrepresentation.

Other potential key issues throughout this study, can be related to the interaction between the participants and researcher, trust, openness, anonymity and awareness of the participants. In order to combat this and help the study and its participants, all participants will receive a consent form outlining their consent to the study and to being recorded, the key features of the study, including its objectives, how data will be handled and maintained with anonymity, risks and rewards of participation, and most crucially, the opportunity to withdraw from the study at any time. This would prove beneficial to both sides, clarifying the expectations, requirements and intentions of the study to the participants and visa-versa.

3.8. Limitations

The limitations of this study might be seen from several viewpoints. The first limitation that is a major impediment can occur in the data collection process; in this case, factors that may or may not affect data collection include interviewees disagreeing with statements made by the researcher, or if the interviewer relies on a person who already knows beforehand, potentially causing a bias in the results.

The research uses an exploratory case study approach, therefore the qualitative information and conclusions drawn from the limited sample size might not apply to the broader population and might even be inconclusive (Bhat, 2018). The research also adapts to semi-structured interviews which can require extensive time and financial investments. Social desirable bias may occur as well in the case of particular participants selecting replies that they perceive to be more socially desirable or acceptable as opposed to selecting those that are indicative of their genuine thoughts or sentiments. Due to this tendency, responses that are perceived to be socially undesirable or less desired are not reported as much as those that are deemed to be desirable by society (Grimm, 2010). Consequently the reality of findings and the research findings might differ from one another and would not have the similar essence to the findings of this research. Finding

participant perceptions and explanations, however, can allow for the discovery of unforeseen gaps. Availability of participants, time management and language barriers among the interviewers and interviewees can also act as limitations.

Chapter 4 – Discussion

4.1. Introduction

While encouraging the development of athletics and sports people through competitions in particular, sport disciplines is one of the objectives of the Olympic Games, another is to assess the societal benefits that these enormous organisations provide (Yildez et al., 2015). The analysis of earlier studies does not emphasise the significance or establish a connection for both interpersonalism and motivation, but participants' and observers' motivations are clearly defined. Therefore, in this chapter Motivation and interpersonalism will be more thoroughly discussed in correlation with Olympic games attendees and participants. But because primary research hasn't been conducted, the researcher will analyse the mentioned contents using data from the literature review and support it by empirical research.

4.2 To identify the motives and drives of individuals for engaging in the Olympic games.

People that watch or take part in Olympic events are frequently socially active, physically active, and environmentally conscientious. Self-actualized people experience bodily fulfilment when they exercise, which lowers their anxiety equivalents and increases their vigour and stress-relieving skills (Dienot & Butel, 1999). Sport travellers are those that have a deeper understanding of travel than simply finding serenity; in fact, they are driven by something that gives their actions purpose. While one of the goals of the Olympic Games is to promote the growth of athletics and sportspeople through competitions, particularly in sport disciplines, another is to evaluate the social benefits that these vast organisations offer.

Although participants' and observers' goals are well specified, motivation and interpersonalism need a clearer examination in regard to spectators and participants at the Olympic games.

Previous studies have revealed that learning, disappearance, and social goals are the three primary factors that are essential for influencing fan behaviour at the FIFA World Cup. The difficulty that arises is the volume of research that must be done on Olympic Games for the data to be more precise in this particular scenario. Attendees of the Olympic Games are likely to do

so for a variety of reasons, including their primary sport of interest, their desire to socialise, and the interest of the Olympic Games' host nation.

In order to identify the primary sources of motivation, which are environmental enjoyment, recognition from the community, socialisation, success, escape, and excitement, a smaller-scale study of recreational skiers was carried out (Alexandris et al., 2009). Vacations were likely connected with those who wanted to escape their daily routines, whereas thrill-seekers were likely merely looking for an activity to sate their desire for excitement. Environmental issues served as guidance for those seeking outdoor recreation. However, those who were urged to recreate in the hopes of boosting their self-esteem and developing their skills did so in order to accomplish their goals and feel satisfied. Due to the participants' suitability of motivation, regardless of the event's size, the knowledge may be taken and adjusted for the Olympic Games participants (Preub et al., 2021).

4.3. To evaluate and discuss the psychological aspects of behaviours occurring in Olympic tourism.

The Olympics involves effort and it identifies individual and personality factors to associate with Olympic Success. Its concern is with performance variation to make reliable differentiates for athletes. Sports psychologists are giving the interest to examine stress and it makes a copy in Olympians. The major source of stress is cognitive distress, coach and team distress, media distress, and disappointment in the Olympic experience (MacIntosh et al., 2022). It gives performance to derive a variety to deal with personal and situational factors. The Olympics provide an opportunity to prepare for environmental elements by gaining expertise in personal and situational aspects.

The quality of relationships is dependent on interpersonal psychology which defines both positive and negative effects of behaviours that can be adverse, hesitant and greedy (Liston & Maguine., 2022). It is necessary for the adult person to discover large we-relationships to mature in society. The individual has socialised the idea of alternative viewpoints on others, and social engagement is self-expressive. The Olympics encourage effort and pinpoint the personal traits that are associated with winning. The major issue is how to accurately categorise athletes notwithstanding performance variability (Mitova et al., 2020). The team differentiates itself through individual traits and coping mechanisms when dealing with anxiety.

In conclusion, sport tourism is more closely related to sport than tourism is to sport.

Travellers should be acknowledged in terms of the promotion of sport and tourism, as well as their choices and behaviour, just as it was previously said that there are various types of tourists. The leisure sector includes two types of sport tourists: the enthusiast, who can be characterised as an active participant, and the activity participant, who is more focused on having fun than competing (Figueiredo et al., 2022).

The needs of the model by Maslow have an elemental and showed self and fair explanatory way which clarifies the motivational needs of people and their behaviours towards their needs (Costa et al., 2020). Love and belongingness come into the needs of interpersonal behaviours in work which associates with the psychological needs of people. The independent groups are two which come in the needs of esteem (Ludvigsen & Parnell., 2021). One is self-esteem which defines one's own identity such as victory, grace, proficiency and determination. Second is self-actualization defined by Maslow as the people's need to do skillful things and fulfilled the need to be motivated (Pack & Hedlund., 2020). The person is growing and keeps evolving in the direction that is necessary and specific for the individual like people achieving self-actualization to construct literature and others through sport.

4.4. To investigate the relationship between motivation and the social factors that affect Olympic tourists.

It is an essential factor to find the relation between social and motivation factor in the tourism sector, therefore it is clearly mentioned that there is a strong connection between motivation and social factor. Participants are more likely to help one another and they share numerous events to spread happiness in Olympics teams (Vierhaus, 2019).

According to the motivation theory of Maslow it defines that people first need psychological needs to get basic essentials then it gets to the safety, relation, and self-esteem stage where they can motivate others and themselves to get better performance (Delaplace, 2019). Therefore, it is believed that social and motivational factors contributed to the attachment are the cause.

Olympic Games make a commitment with everyone and it creates, empowers, inspires, and it supports to recognise achievement. The learning and practice give experience to socially connected and motivated people (Yiyi et al., 2022).

Numerous indicators from interpersonal behaviour show how sport tourism is influencing emotional attachment. It has its own conscious

and unconscious behaviours that come from psychomotor movements, which are the fundamental components of the above psychology, and it is goal-oriented to suit the social and personal needs of the person. The responses depend on the environment that fosters a sense of community in which the society decides to establish goals and standards of living similarly, and the desire for what other people think (Ning et al., 2022). The satisfaction and joy experienced by the people increase the exchange of doing because of its social importance. When someone is sharing anything, it causes worry and interferes with the trust and collaboration that have been built up between the two parties.

In the discussion, empirical research has shown the motivation which was studied about self-esteem. The gap in enthusiasm is examined by the participants to observe and identify themselves with the team and to measure the scale which contains the agreement and disagreements of such factors. The FIFA world cup is showing the logic of travelling that measures the usage of three different mechanics which are learning aims, learning and disappearance (Solovey et al., 2020). The outcome demonstrated the attendance that answered to the many reasons for disappearance and the enthusiasm in sport stimulated the interest of the general population.

The group develops bonds among themselves as well as a sense of connection with their surroundings. People who are driven and linked to society gain experience through learning and practise (Yan et al., 2022).

In the discussion of sports Olympic Games study about 300 adults and the majority showed males and all over it has 268 participants. The evaluation resulted in 3 motive agreements of scale that explained the people and their wants to escape and directed them to relaxation and vacation. The people who achieved high scores in the socialisation factor desired social contacts and existing connections. At last, the people who navigate the achievement are focused on skiing skill which gives the benefit of the tool of self-esteem that achieves and improves the goals (Yue et al., 2022).

4.5 Conclusion

The current study investigates the behaviour, interpersonal and motivational factors of sports tourists and athletes that visit and participate in sporting events such as the Olympic games. With little to no past research, the author of this paper wants to fill this significant gap and gain insight into what inspires people to attend, participate and engage in such sporting events. Furthermore, the author anticipates that semi-structured

interviews with both, the attendees and the players of the Olympic games can lead to open disclosure of their choices, experiences and occurrences which in turn can help the researcher to understand the reasons behind their motivation and behaviour further improving the study.

Chapter 5 – Conclusions

5.1 Conclusions

The Olympics games are one of the most popular and interesting events in the world and they generated interest from all around the globe. This study indicates research about sports tourists and players and seeks to provide an explanation of their behaviours. Through this paper, the author attempts to fill the gaps of previously done studies and gain a deeper insight into interpersonal and motivational factors that can have an impact on the behaviours of sports tourists. The Olympic games have had a significant impact towards advancing athletes and sports culture growth via the discipline of a particular sport. It can be viewed as a large organisation that serves the rapidly expanding sports tourism sector and delivers socio-economic benefits during Olympic events.

According to Zhe et al. (2022), most people express a desire to go to sporting events as opposed to just contemplative activities, and it is these people that drive the actions to produce the momentum required by such large-scale events. Sports inherently include interpersonal interaction, and both spectators and athletes should be aware of this. The urge for people to travel for sporting events rather than just contemplative activities is growing daily and the interpersonal component of sports is unavoidable. According to the researcher, the interpersonal in sports activities needs to be examined broadly specially in the context of sport tourism as they directly act as external factors which can influence the behaviour of a visitor/player. Furthermore, it is targeted at people to interact and this aspect is highlighted in the psychological aspect. The judgement is continued about the people that collaborate in the interpersonal behaviour and as a result, it clarifies an issue that is demanding the transmission. The research indicated that interpersonal relations can play a very important role in the organisation that creates the health of society and happiness. Furthermore, this also uncovered the issue of psychiatry and clinical psychology.

Moreover, the sports tourism consumer is known to form an emotional attachment to particular sports and can be motivated by intrinsic or extrinsic forms of motivation. Both intrinsic and

extrinsic motivation can play a role in sports tourism. Many people feel that sports tourism gives them the chance of engaging in activities that they like and find personally fulfilling. On the other hand, some sports tourists may also be motivated by the possibility of receiving external gratification like accolades, prestigious awards, and social standing. Moreover, each individual's motive for participating in sports tourism can differ based on their own personal objectives, interests, and values.

5.2 Recommendations

The study tries to fill in the gaps left by past research in order to better understand how motivation and interpersonal interactions influence people's conduct when they engage in sport tourism and it examines the traits of different types of sports visitors however, it presents certain limitations that can be investigated in future research.

The study's suggestions and the scale of generalisability might only be applicable to the sports tourists of large-scale events such as the Olympics.

In general, the study focuses primarily on the elements that are related to interpersonal and motivational factors that influence the tourists and players due to which, the paper's findings may suggest only the most significant factors that may impact this process. However, it is advised for future research to gain a deeper understanding of this by concentrating on specific areas, particular events or sports and other factors that might influence sport tourism such as exploring the relationship between a person's activities and their behaviours.

The findings of the paper can help future researchers of similar topics by giving them a basic understanding of the influencing factors and behaviours of sports tourists. According to the author of this paper sports tourists that may be influenced by extrinsic forms of motivation can be attracted by organisations based on their needs of self-actualisation. The findings can also assist large sport event organisations to better understand the behaviours of the players and participants which can help them to improve the requirements of the sports tourists furthermore, it can be recommended that with the help of additional research the findings from the paper can also assist the organisations in maximising financial and economic benefit however, in order to successfully estimate the possible advantages and difficulties of the initiative, a conscientious and thorough examination of the organisation's objectives and target audience would be necessary.

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