

The Importance of Tourism Motivations among Sport Event Volunteers at the 2007 World Artistic Gymnastics Championships, Stuttgart, Germany

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## **Abstract**

The main aim of this research is to explore the importance of tourism within the motivation of volunteers, focusing on a case study of the 2007 World Artistic Gymnastics Championships in Stuttgart, Germany. Volunteers have mostly been ignored as a subject of research in almost all fields and there is a need for a deeper understanding of the diverse nature of sport event volunteer tourism. The study on 225 volunteers at the Championships investigated a range of 50 motivations framed by Pearce's (2005) Travel Career Pattern, as well as Snyder's (1993) Volunteer Function Inventory, Farrell et al.'s (1998) volunteer classification and Stebbins' (1992; 2004) work on serious and project-based leisure. Overall, the results indicated volunteer based motivations are generally more important than the tourism based considerations. The age and gender of the volunteers had an influence on more of the volunteer based motives compared to tourism. A considerable proportion of volunteers perceived themselves to be a tourist, and there was a desire to further take part in tourism activities, in addition to their volunteering duties, whilst at the event. Destination managers and volunteer event co-ordinators should be aware that the link to tourism may strategically help to increase commitment and experience satisfaction levels among the volunteers, who are a less obvious and thus potential tourism market.

Keywords: volunteer and tourism motivations, volunteer self-identity, intrinsic and extrinsic, gymnastics volunteers

## **Introduction**

Sport-based travel has grown dramatically over the past two decades (Gibson, 1998; Green & Chalip, 1998; Hinch & Higham, 2001; Weed, 2008). Motivational research in the event sector, which includes sport events, is well established (Getz, 2008) and travel to hallmark events such as the Olympic Games and the World Cup, or activity based sport holidays such as golf, skiing and adventure tours (Gibson & Pennington-Gray, 2008; Hudson, 2002) tends to gain most of the research attention. Little is known about travel motivations to less recognised, or smaller, sporting championships or competitions.

Another aspect related to sport events research is the increasing number and use of volunteers and, although Solberg (2003) states their contribution is important, past research has been divided into the field of sport tourism (Hinch & Higham, 2001) and some aspects of sport event volunteering (Solberg, 2003). There is a lack of investigations that combine the two, therefore the main aim of this research is to explore the importance of tourism within the motivation of volunteers, focusing on a case study of the 2007 World Artistic Gymnastics Championships in Stuttgart, Germany. This event attracted volunteers from the immediate area of the city, the surrounding state of Baden-Württemberg, as well as those who travelled a considerable distance from the rest of Germany and a few who came from other countries to help run the event and thus provided an ideal opportunity to investigate whether tourism motivations are considered of equal importance as the volunteering motivations among the study participants. The paper also explores whether the sport volunteers considered themselves as tourists, and therefore whether the potential exists to increase their satisfaction with their experience at the event through tourism offers, which may assist in creating more loyal and committed participants for future

events. Central to volunteer tourism is the notion that tourism ventures can and should bring about positive impacts to host destinations, largely the economic benefits but also the socio-cultural exchanges and networks created. According to Stebbins (2004), volunteers have mostly been ignored as a subject of research in almost all fields. Sin (2009) identifies there is a critical need for research to provide a firm foundation for a deeper understanding of the diverse nature of volunteer tourism. What is needed are more studies within the continuum of volunteer tourist experiences and the goal of this research is to fill this gap.

### **Literature Review**

Kay (2003) refers to tourist motivation studies as a ‘fuzzy set’ of definitions and descriptions resulting in confusion with how to define travel motivation, largely because so many different approaches and opinions exist (see Gnoth, 1997; Mayo & Jarvis, 1981; McIntosh; 1977; Plog, 1973). The main problem, according to Pearce (2005), is that tourists are not all alike and therefore cannot be treated the same way. Ryan & Deci (2000) identified not only different amounts but also different kinds of motivation, distinguishing between different motives based on reasons or goals. A key differentiation is between intrinsic and extrinsic motivation, with Banner & Himmelfarb (1985) arguing tourism is based solely on intrinsic and voluntary motivation; there is no extrinsic reward for the tourist only the pleasure of the activity itself. Getz (2008) confirms that research on intrinsic motivators for events is well established but what is lacking is an understanding of extrinsically motivated travel.

To study the motivations of sport event volunteers a number of frameworks have to be considered that are grounded within the tourism and volunteer fields. Crompton’s

(1979) work on push and pull factors as to why people travel is relevant as a starting point. These factors refer to the forces influencing the traveller's decision on where to go (Kim et al., 2003), emphasizing two stages. First, push factors induce people to travel, whereas second, pull factors influence the decision about which destination (Kay, 2003). Crompton & McKay (1997) modified the push-pull model by integrating Iso-Ahola's (1982) "escape-seeking dichotomy." They argued it was possible to interpret the pull forces in terms of intrinsic benefits. Could it be that the volunteers coming to the Gymnastics championships might have some intrinsic tourism motivation but do not act, or see themselves as tourists? On the other hand is it possible they may have no tourism aspects in their motivation but behave as tourists? Pearce's (2005:54) "Travel Career Pattern" (see also Pearce & Lee, 2005) is a useful framework that simply explains that travel motivation occurs in patterns of multiple motives and not only in one single dominant force as "in this reformulation the dynamic multi-level motivation structure, which is seen as critical in understanding travel motivation, can be seen as forming patterns that reflect and link to travel careers." Pearce groups travel motivation around five key themes that incorporates mainly intrinsic factors: relaxation, stimulation, relationships, self-esteem and fulfilment. These may change over time and experience. Pearce stresses the importance of recognizing the multiplicity of motives existent in individuals in any social context, not just tourism, and therefore recommends a dynamic approach to any theoretical framework. The seminal Travel Career Pattern has been recently employed by other researchers exploring motivations of different types of tourists (see Hughes & Deutsch, 2010; Kim et al., 2007; Park & Yoon, 2009) as well as volunteers (see Lo & Lee, 2010) and thus is used to investigate the motives of those volunteering in this particular case study.

There exist also several frameworks to explore the motivations of (sport) volunteers. Henderson (1981; 1984) examined the leisure component of volunteering, and found social scientists ordinarily regard volunteering in the same way as they regard paid work, as having an external, or extrinsic, orientation. This is contradictory with the shared view of leisure and tourism as being mostly motivated by internal or intrinsic interests. Stebbins (1992) classified three forms of volunteering: serious leisure, casual leisure and project-based leisure. For this case study, the most important form is project-based leisure: “a short-term, reasonably complicated, one-off or occasional, though infrequent, creative undertaking carried out in free time” (Stebbins, 2004:7). According to Stebbins it requires some planning, skills and knowledge but most important it is “neither serious leisure nor intended to develop into such.” One example for project-based leisure is volunteering for sport events. Since this study examines the motivation of sport event volunteers, this statement should be kept in mind. Stebbins’ (1992) project-based motivations related to factors such as identifying with, and the interest level of, the event, the expectation of skills, the experience required, the complicated and creative aspect of the volunteering, and the shorter time commitment needed compared to other types of volunteering. Some relevant serious leisure motivations relate to the substantial nature of the volunteering, some career related aspects, and needing significant personal effort based on knowledge.

Even though these classifications exist, there are many different kinds of volunteers depending on the type of event or activity, which makes it somewhat hard to crystallize general motivations of volunteers (Stebbins & Graham, 2004). Past

studies have focused on motivations such as helping the community, meeting new friends, being excited to take part in the event, and altruism (Coyne & Coyne, 2001; Farrell et al., 1998; Green & Chalip, 2004; Knox, 1999; Ralston et al., 2004). Snyder (1993) explored motivations based on a “Volunteer Function Inventory” where key themes were values (i.e. doing it for the good of society), understanding, social reasons, career related benefits, and enhancement along with a number of other single motivators, which could not be grouped. Farrell et al.’s (1998) work on volunteer motivation, satisfaction and management at an elite sporting competition also provides a relevant way to consider key motivations. Their motivations related to volunteering for a purpose, commitment to the specific sport or another, empathy with the event, solidarity, family traditions, and taking part because the event was in the local community. While Henderson (1981; 1984) identified volunteering having extrinsic orientation, a review of these more recent past studies and frameworks demonstrate some motivations can be considered as intrinsic in nature.

The development of volunteering in an international context has not taken tourism into account in a very long time (Wearing, 2004) even though it generally involves some kind of travel. However as Wearing argues, trying to define volunteer’s tourist motivations using the push-pull model by Crompton (1979) is far more complex when dealing with a niche market such as volunteer tourism rather than the mainstream tourism market. Past studies have focussed on volunteer tourists, social volunteers and serious leisure (Beigbeder, 1991; Lo & Lee, 2010; Stebbins, 1992; Wearing, 2004) while research on sports volunteers remain under-examined.

Volunteers are essential to the delivery of sport and recreation services. Green & Chalip (2004) stated most events rely extensively on volunteers for event planning and operation. There is certainly an increased need for volunteers at hallmark events like the Olympics and other smaller scale sporting championships but also a growing participation. The 2012 London Olympics and Paralympics Organising Committee identify they will require 70,000 volunteers to help run the Games and the demand for these positions has been exceeded (London2012, 2010). A YouthNet report published in the U.K. showed that almost a quarter (22%) of volunteers had been inspired to give up their time by the upcoming 2012 Games (Volunteering England, 2010). Volunteering for sport related activities and events represents the most popular sector within the volunteer sector in the UK (Department for Communities and Local Government, 2010).

Sport is also the most popular volunteer sector within Germany. The German Ministry for Family, Seniors, Women and Youth's (2010) *Third Volunteer Survey* shows 10.1% of all volunteering in 2009 occurred in sport and movement, while the overall rate of volunteering has increased since previous studies undertaken in 1999 and 2004. But who are sport event volunteers? The 1999-2010 studies identified German sport volunteers to be a group of eight million people over the age of 14, and representing the biggest volunteering sector in the country. Around two-thirds of sport event volunteers in Germany are male and every third volunteer is younger than 35 years old. However, the female proportion has been steadily growing since the beginning of the 1990s (von Rosenblatt & Blanke, 1999). What motivates volunteers to take part in sport events and what can organisations do to make volunteers remain loyal so they can be utilised in the future? It is assumed that



volunteer's commitment will, at least in part, be driven by their satisfaction with the experience (Elstad, 1996; Farrell et al., 1998). However, what role does tourism play in the motivations for volunteering at a sport event and does it help contribute to potential satisfaction among the volunteers? Do the volunteers see themselves as sport tourists?

Additionally, in studies that define the sport tourism market, volunteers are neither found in the sport participation tourism segment nor within the sport event market that refers solely to spectators (Standeven & de Knop, 1999; Weed & Bull, 2004). Masterman (2004:21) argues participants of sport events are mostly seen as the sportsmen and women who take part in the competition, but warns that a number of other persons, including volunteers, are of equal importance, as the event "may well be worse off without them."

As discussed, little research exists on whether sport event volunteers are also motivated to volunteer by a tourism aspect of their experience. Acknowledging the significant and increasing numbers of volunteers taking part in sport events, there could be potential for a host destination to profit from volunteers. If they stay longer after the event, or arrive earlier do they sightsee and take part in related activities and contribute to the economy of the host destination? Therefore, sport event and tourist destination managers should be aware of the often complex motivations amongst volunteers which may lead to increasing the potential tourism benefits and also possibly creating more satisfied and loyal volunteers. Thus this study will explore a range of motivations that are drawn from both the tourism, underpinned by Pearce's (2005) Travel Career Pattern, and volunteer fields (Farrell et al., 1998; Snyder, 1993;

Stebbins, 1992; 2004). This will help provide insights as to the importance of tourism within their overall motivations among those volunteers attending the Gymnastics World Championships in Stuttgart and that their potential tourism participation may have a positive impact upon the host destination.

### **Methodology and Methods**

A positivistic approach was employed in order to explore the importance of tourism within the overall motivation of sport event volunteers, suggested ways to improve the volunteer experience, and whether they see themselves as tourists and take part in related activities whilst in Stuttgart. Data were collected using a self-completed online questionnaire arranged with the help of the Swabian Gymnastics Federation who provided access to the database of the volunteers who took part in the 2007 World Artistic Gymnastics Championships in Stuttgart from September 1-9. Stuttgart is Germany's sixth-largest city and is known for its industrial history attached to the automobile industry, but it has many cultural and tourism related attractions, festivals and events. It was named the 2007 European Capital of Sports and as part of this hosted a range of sport events in that year.

The Championships, overseen by the Federation Internationale de Gymnastique, occur mostly on an annual basis except in Olympic years and attracts the top athletes in the world, significant media coverage, and thousands of spectators. Gymnastic events rely heavily on volunteers who tend to significantly outnumber the participating athletes, coaches, and team officials. A total of 587 volunteers took part in staging the event, of which 557 had valid email addresses so they could be sent an invite to take part in the cross-sectional study. The anonymous survey went

online from January 18-February 1, 2008 with a total of 225 sport volunteers completing the questionnaire. The survey was distributed in either a German or English language format since the greatest proportion of volunteers came from Germany. However to appeal to those volunteers outside of the host country, an English version was provided.

Potential respondents were informed about the nature of the study, that participation was voluntary and also confidential. The first part of the questionnaire identified general volunteer experience and defined the level of prior involvement. The main second part explored volunteer motivations using a series of motive statements to which respondents attached a level of importance (very important, somewhat important, neutral, somewhat unimportant, and very unimportant). These statements incorporated a range of motives framed by Pearce's (2005) Travel Career Pattern, as well as Snyder's (1993) Volunteer Function Inventory, Farrell et al.'s (1998) volunteer classification and Stebbins' (1992; 2004) work on serious and project-based leisure. Motives were not labelled as 'tourism' or 'volunteer' based so respondents were not aware of the corresponding classification. The third part of the survey examined additional motivations relating to Stuttgart and the World Artistic Gymnastics Championships, whether respondents considered themselves to be tourists, what would improve their volunteer experience and whether tourism offers would be a part of this, and finally some tourism related facts such as accommodation. Age and gender characteristics, as well as previous volunteering experience, were collected so that these variables could be correlated with motivations to determine if any significant relationships existed. The Pearson Chi-Square ( $X^2$ ) was used to explore possible relationships within the data since the

variables were considered to be categorical in nature, either by the type of volunteer, and the level of importance they attached to each motivation statement.

The questionnaire used a combination of open and closed-ended questions to explore motivations, largely through the scale statements provided. However, open ended questions were also used to prompt the respondents to consider whether they saw themselves as a tourist while volunteering at the sport event, to identify the types of activities they took part in whilst volunteering in Stuttgart, and to comment on whether the organisers of the Championships could have done more to encourage people to take part in tourism activities while at the event.

The study may have some limitations. As mentioned, the survey was administered in German and English and this may have caused some misunderstandings among respondents as the meanings of motivations may slightly change between the two languages. The vast majority of the surveys were completed in German with a small proportion of respondents (under 3%) submitted in English. The German Ministry for Family, Seniors, Women and Youth's (2010) *Third Volunteer Survey* shows 10.1% of all volunteering in 2009 occurred in the sport sector; however, caution should be used as to whether people who volunteered at the Stuttgart event are representative of this wider sampling frame. While 40% of volunteers sampled successfully completed the survey, the bias of non-response is acknowledged. The time lag of some five months between the event and the data collection may have resulted in some respondents forgetting the importance of some motivations. Despite these limitations it is considered the data provide a valuable insight into the tourism and volunteer motivations of those attending the Championships.

## **Findings and Discussion**

Before the motivations of the respondents are identified and discussed, a profile of those who took part in the survey is presented to provide context.

### *Profile of Respondents*

Of the 225 respondents, the vast majority (98%) had volunteered at previous events. A total of 72% of respondents identified they had volunteered before at international scale events, 47% at national level events, 33% at regional scale events, and 16% at local level events. This indicates the respondents could be seen as experienced or committed volunteers, and possibly had travelled previously to other events within Germany or further afield. Just under three-quarters (73%) were female. This acknowledges that the sample is skewed toward females as the studies undertaken by the German Ministry for Family, Seniors, Women and Youth (1999; 2004; 2010) identified males dominate the sport event volunteer sector. However, this national study was aimed at every sport and not only at gymnastics, which may appeal more to female volunteers. The influence of gender will be explored as part of the motivation analysis.

A total of 44% of the respondents were aged 16-24, 22% between 25-34 years, 12% were 35-44, and 22% were 45 years and over. The event respondents were skewed toward the younger age groups especially 16-24, much more so than the 1999-2010 German Ministry studies which identified 33% of sport volunteers were under 35. This may have some effect on the tourism motivations within their overall range of motivations as younger people aged 16-24 may not have the ability or means to

travel as much as older persons. Again, the influence of age on motivations will be further discussed in the results. Nearly all respondents (97%) were German citizens, whereas a few volunteers from Switzerland, Austria, Italy, the Netherlands and Iceland also participated in the study. However due to the small number of respondents from outside Germany no correlation analysis could be undertaken to compare their motivations with those German residents.

#### *Comparing the Volunteer and Tourism Motivations of Participants*

Table 1 identifies the importance related to the range of 50 motivation statements among respondents as to why they volunteered at the World Artistic Gymnastics Championships.

[Insert table 1 here]

Using Snyder's (1993) inventory, a greater proportion of respondents agreed motivations that fall under the understanding category (either a new learning experience, and to gain a new experience) or social category (to meet new people, and for community spirit) were important. Being part of the event was seen as an important motivation as well. The least significance was related to motivations such as increasing prestige, gaining professional contacts, getting official event staff clothing, or free vouchers. Among Farrell et al's (1998) classification the strongest identification was with the motivation statements related to volunteering for a purpose, and feeling a strong empathy with the event. The results also indicated project-based motivations such as enabling to identify with the event, the interesting nature of the event, and the expectation of substantial skills, were considered to be

stronger factors compared to serious leisure related motivations, as well as some other project-based ones (Stebbins, 1992; 2004).

There were some discrepancies observed within the data. The literature outlines that one of the most important motivations to volunteer is altruism (Farell et al., 1998; Ralston et al., 2004). By classifying the good of society motivation among the respondents based on Snyder's inventory (1993) this statement holds true; however, Farell et al's (1998) factor, volunteering to support the community, which is also altruistic, has much less importance. Altruism mostly comes with its twin motive of self interest, also found as a high motivator within this research. Also intrinsic motivation is a main factor to satisfy their interest. The categories of enhancement and understanding are both equipped with strong agreement and support previous mentioned literature. However, the need for prestige is not seen as such a high motivator as stated within the literature (Coyne & Coyne, 2001; Green & Chalip 2004; Knox 1999; Snyder, 1993).

Motivations framed by Pearce's (2005) Travel Career Pattern demonstrate excitement, which falls under the relaxation category, was agreed by the largest majority amongst all respondents (99%) as an important factor. The opportunity to develop own skills, and competencies, both factors that fall under a self-esteem classification, were also identified as important motivations. However, when comparing the overall 50 motivation statements, of which 35 were volunteer based and 15 tourism, a crude aggregation demonstrates the volunteer field based factors were generally considered to be more important on the whole than the tourism ones (see Table 2). Only three motivation statements among the top ten, deemed either

very or somewhat important, were tourism based although the overall number one motivation (excitement) was related to tourism (Pearce, 2005). The other two tourism statements within the top ten were related to developing skills and competencies which can be considered to have an overlap with project-based volunteer oriented motivations (Stebbins, 1992; 2004) and what Snyder (1993) considers as understanding functions (new learning experiences, gaining new experiences) or enhancement (personal development).

[insert table 2 here]

The appearance that intrinsic tourism motivations were less important than extrinsic volunteering based motives may be partly due to where the respondents resided. For example, one-fifth of the respondents were from Stuttgart and 67% were from within the surrounding state of Baden-Württemberg resulting in a relatively small geographical distance to the capital Stuttgart. Respondents not living in Stuttgart were asked an open ended question as to why they volunteered with the intention to find out whether tourism was included in their motivations. Nearly half of the non-Stuttgart respondents (48%) stated they simply volunteered for the Championships event, 40% for the gymnastics sport itself, 19% to help the event become a success, 18% because it was a small geographical distance from home, 15% for nostalgia, 8% mentioned to meet new people, 5% to see the City of Stuttgart, 4% to develop skills, and 2% to seek escape. This indicates the tourism aspect was not that strong a motivator compared to the volunteering for the event, or sport, and for altruistic reasons (Ralston et al., 2004) although a few did want to see Stuttgart and for escapism.



The vast majority of those surveyed (83%) indicated they would have volunteered if the Championships had taken place in another city within Germany, and 41% stated they would have taken part if the event had been in a different country. When asked to identify their motivations for volunteering in a different German city, 36% mentioned it would be for the event itself, 23% stated the place would not matter, while 10% indicated it would be the sport that would attract them. Tourism related motivations emerged more clearly if the event was to take place outside Germany. While 41% indicated they would be motivated to volunteer in a different country depending on the specific conditions, 28% enjoyed learning about a new country, and 11% wanted to gain new experiences. Reasons for not volunteering in a different city or country involved time and financial costs, rather than a disinterest in tourism and new places.

A total of 41% of volunteers surveyed stated they would arrive earlier at the event if the Championships had been held in another city within Germany and 18% would have departed later, meaning they would have stayed longer than in Stuttgart. This is not surprising given that 20% of those sampled lived in Stuttgart. This holds more true if the event had been held in a different country, with 57% and 32% respectively. Finally, respondents mentioned if they arrived earlier or departed later at a potentially different destination, motivations included sightseeing (86%), to experience a new place (45%), to meet new people (26%), to explore new architecture and sporting infrastructure (26%), and to relax (11%).

When probing volunteers about their motivations, respondents were not made aware of which ones were tourism based compared to the volunteer related factors. Some of the tourism motivations, such as developing skills and competencies are similar to the volunteer based reasons and could be considered as extrinsic in nature. Or contrary to what Henderson (1981; 1984) stated, some volunteer motivations could be intrinsically orientated, such as learning new experiences, using substantial skills, personal development, and self-interest. Indeed some of the more extrinsically linked volunteer motivations such as getting event staff clothing, and free vouchers were less important for the respondents. This helps to shed some light on the complexity of exploring and understanding both intrinsic and extrinsic motivations among volunteers (Banner & Himmelfarb, 1985; Getz, 2008). Thus the volunteers inevitably inherit some tourism motivations along with their more extrinsically associated volunteers motives. Overall, it appears that volunteer based motivations (Farell et al., 1998; Snyder, 1993; Stebbins, 1992; 2004) are somewhat stronger than the tourism based factors (Pearce, 2005).

#### *Motivation Correlations by Type of Volunteer*

The Pearson Chi-Square ( $X^2$ ) was employed to investigate the relationship between the age and gender of the respondent, as well as their level of prior experience in volunteering, with the motivation statements. This was done to give a deeper insight into motivations. For valid sample size purposes, the age of respondents were collapsed into those who were 16-34 and 35 years and over. The prior experience of respondents (whether they had volunteered 1-3 times before, 4-9 times, or 10 or more times) had no significant influence with any of the 50 motivation statements.

Table 3 indicates that gender influenced 11 of the motivation statements (9 volunteer and 2 tourism related). Female respondents could be seen as more career orientated and increasing their self-confidence than their male volunteer counterparts (Snyder, 1993). Men possessed a stronger commitment to the sport, and to support the community the event took place (Farell et al., 1998), and having a shorter time commitment to the job (Stebbins, 1992; 2004). In terms of tourism motivations, the female respondents showed they thought it more important to fulfil a dream and develop their own skills (Pearce, 2005).

[insert table 3 here]

Table 4 indicates the age of the volunteer influenced 21 of the motivation statements (19 volunteer and 2 tourism related). It appears the older the volunteer the more they generally attach importance to project-based motivations, as well as with one serious leisure motivation – it is substantial (Stebbins, 1992; 2004). Younger volunteers (aged 16-34 years) put more emphasis on enhancement motivations, such as self-interest, career orientated aspects, such as related benefits and making professional contacts, compared to older volunteers (35 years and older). Some of the extrinsic motivations, like getting free entrance and vouchers, are more important to younger respondents (Snyder, 1993). Tourism motivations only varied significantly by two variables, with older respondents claiming experiencing an inner peace was more important than younger volunteers. Younger respondents attached more importance to developing competencies, still this was also considered almost as important to older volunteers (Pearce, 2005).

[insert table 4 here].

### *Do Respondents See Themselves as Tourists?*

When asked, nearly half of respondents (45%) considered themselves to be a tourist whilst taking part in the event – bearing in mind 20% of the sample lived in Stuttgart. However only 6% of those surveyed stayed in paid accommodation whilst in Stuttgart - most stayed at home, with friends or family. Thus only a small minority contributed to the traditional tourism accommodation sector. Reasons why they did not see themselves as a tourist were work priority (43%) and time constraints (14%). Just under two-thirds (65%) strictly divided volunteering from a leisure vacation but 35% saw volunteering as leisure time. Only 3% of those sampled thought volunteering at the Championships as work and 56% considered volunteering as a mix of leisure and work. Additionally, 49% of respondents perceived themselves as spectators, while 86% as being part of the organisation team. This self-assessment that they are spectators makes them tourists according to Standeven and de Knop's (1999) model of forms of sport tourism, and would classify them as passive sport tourists. In terms of the organisational aspect, this is not included in any models of sport tourism, and only Masterman (2004) includes this group in a model based on sport event participants but not tourism.

Respondents, seeing themselves as tourists, were less likely to divide volunteering from a leisure vacation and more likely to consider arriving earlier in a different country. It makes sense that they did not divide volunteering from a leisure vacation so much, but why is there a relationship between arriving earlier in a different

country? Respondents with greater volunteering experience indicated they would consider departing later after the event if it was held in a different location, thus demonstrating some potential involvement in local tourism activities. However, did they only include tourism if they travel to a different country? The data did not explore this aspect and cannot provide an insight into this dilemma. These results show there is potential to encourage volunteers to become tourists.

#### *The Promotion of Tourism as Part of the Volunteer Experience*

Respondents were asked if they thought event organizers could do something to strengthen the commitment and loyalty of the volunteers in order to utilise them again at future events. Nearly half (49%) of respondents were convinced this was possible, with most suggestions related to better communication from the organisers and increased team building activities. It was possible the other half thought commitment levels were already strong thus not requiring improvements. However, tourism did not emerge from this initial question as a way to strengthen commitment to the event. Only when respondents were prompted with a follow up question did 55% agree that the promotion of tourism opportunities whilst taking part in the wider volunteering experience could help loyalty and the experience. Here, respondents indicated the volunteer time scheduling was not well organised, therefore there was little time to participate in organised tours and trips. A better organisation of the event that would allow volunteers to get together to experience the local destination was cited as a way to improve the tourism potential. Some respondents suggested the event organisers could arrange discounts for volunteers so that they could see local attractions or sightseeing. The vast majority of respondents (88%) stated they would likely make use of organised tours and discounted offerings if provided by

event organisers, thus increasing the potential active participation in the local tourism sector. This may help lead to increased satisfaction with their experience resulting in stronger commitment levels among volunteers (Elstad, 1996; Farrell et al., 1998).

Overall the volunteers in the Stuttgart event were very satisfied with their experience; however, the lack of good scheduling did not allow them to see much of the city. If organising committees implement the suggested improvements there is a very strong potential for volunteers to take part in more tourism activities, and thus in turn increasing the quality of the event experience and improving commitment levels. In fact, the City of Stuttgart did offer some guided tours, musical concerts, and a social event to the volunteers but these were not well attended because of the poor communication and event scheduling among the Championships and volunteer organising team. Thus there is a large potential for hosting destinations, working together with event planners, to turn volunteers into tourists and increase the economic benefit for the host destination.

### *Conclusions*

The results demonstrate the motivations of volunteers at the 2007 World Artistic Gymnastics Championships to be more extrinsically volunteer based than the intrinsically orientated tourism motivations. However some of the volunteer based motivations overlap with a few of the tourism factors, and show that they are indeed a 'fuzzy set' and complex. There is debate about whether all volunteer motivations are seen as extrinsically orientated as some, such as making professional contacts, gaining new experience, self-interest, and career-related benefits, are clearly intrinsic in nature. It can be concluded the volunteer based motivations are somewhat

stronger than the tourism based factors, and that variations exist between older and younger volunteers as well as by gender with both volunteer and, less so tourism related motives. The level of prior experience of the volunteer had no influence on any motivation. A considerable proportion of the volunteers perceived themselves to be tourists, despite the majority of them coming from within the state surrounding Stuttgart and not staying in local paid accommodation. Further the volunteers also saw themselves as spectators and part of the organisational structure thus adding to the complexity of their self-identity.

Certainly there was a desire to take part in tourism activities whilst undertaking their voluntary duties at the event. Respondents indicated they believed the event organisers could offer some tourism activities such as sightseeing tours or discounts, which could help some volunteers become more committed and loyal for future events. However barriers to this, such as poor scheduling of volunteer time or weak communication, need to be addressed so that volunteers would be able to take part in a range of tourist activities, which could possibly complement, and not distract them from their other duties, leading to a successful sport event. It appeared the majority of volunteers at the Stuttgart event were satisfied with their volunteer duties regardless of their lack of participation in any local tourism activities, demonstrating the potential tourism offers in further strengthening the commitment and loyalty levels among existing volunteers, and possibly to attract new volunteers.

To conclude, this study shows sport event volunteers are a potential target market for tourism destination marketers. There is an economic benefit, as well as a way to increase possible commitment, in these volunteers if event organizers and related

destination managers acknowledge this fact and foster these motivations by making volunteers aware of what they can do besides volunteering.

Further comparative research could shed light on whether volunteers at other sport events beside gymnastics possess similar or different intrinsic or extrinsic tourism and volunteer based motivations. Additionally, a comparative study could determine whether the nationality of the volunteer has any impact on the importance of tourism motivations among the volunteer based factors. These areas would assist providing additional insights into the tourism potential associated with volunteers travelling to specific sport events, help to demonstrate the link between intrinsic and extrinsic travel motivations, and add to further reveal the dynamic and complex relationship between the sport event volunteer and tourist.



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Table 2  
Comparing the Top 10 Volunteer and Top 5 Tourism Based Motivations

Top 10 Volunteer Based Motivations	% of respondents*
1. You volunteer for a purpose (Farell et al., 1998)	95%
2. New learning experiences (understanding) (Snyder, 1993)	92%
2. Meet new people (social) (Snyder, 1993)	92%
2. Community spirit (social) (Snyder, 1993)	92%
2. Interesting in nature (project-based leisure) (Stebbins, 1992; 2004)	92%
6. Gain new experiences (understanding) (Snyder, 1993)	91%
6. You feel a strong empathy with the event per se (Farell et al., 1998)	91%
8. Being part of the event (other) (Farell et al., 1998)	88%
9. It enables you to identify yourself with the event per se (project-based leisure) (Stebbins, 1992; 2004)	85%
10. It expects substantial skills (project-based leisure) (Stebbins, 1992; 2004)	84%
Top 5 Tourism Based Motivations (all from Pearce, 2005)	
1. Excitement (relaxation)	99%
2. Develop your own skills (self-esteem)	92%
2. Develop your competencies (self-esteem)	92%
4. Novelty needs (relaxation)	79%
5. Fulfil a dream (fulfilment)	71%

\* based on combining those respondents who considered motivation very or somewhat important

Table 3  
Correlation Between Gender of Volunteers and Motivations

Motivation statement	% of respondents who stated it was very or somewhat important		Chi-Square (df)
	Male	Female	
Motivation from Snyder (1993):			
Self-interest	82%	97%	14.40 (1)
Building community	94%	99%	4.94 (1)
Career-related benefits	38%	70%	14.22 (1)
Increasing self-confidence	72%	89%	6.47 (1)
Community spirit	93%	99%	6.98 (1)
Professional contacts	26%	55%	9.53 (1)
Motivation from Farell et al. (1998):			
You volunteer out of commitment to the sport	69%	41%	11.26 (1)
You volunteer to support the community the event takes place	44%	25%	5.11 (1)
Motivation from Stebbins (1992; 2004):			
As a sport event volunteer, you have a shorter commitment to the job than other volunteers do	78%	56%	6.60 (1)
Motivation from Pearce (2005):			
Fulfil a Dream	76%	93%	9.11 (1)
Develop your own skills	95%	99%	5.15 (1)

Table 4  
Correlation Between Age of Volunteers and Motivations

Motivation statement	% of respondents who stated it was very or somewhat important		Chi-Square (df)
	16-34 years	35+ years	
Motivation from Snyder (1993):			
Self-interest	97%	86%	8.68 (1)
New learning experiences	99%	94%	5.35 (1)
Career-related benefits	71%	45%	10.13 (1)
Personal development	99%	90%	9.57 (1)
Community spirit	99%	94%	4.84 (1)
Professional contacts	57%	28%	10.26 (1)
Get free entrance to the event	84%	59%	11.36 (1)
Get free vouchers for meals etc.	55%	30%	7.91 (1)
Satisfy your interest	93%	100%	4.15 (1)
Motivation from Farell et al. (1998):			
You volunteer due to traditions in your family	21%	34%	4.16 (1)
You volunteer at this event out of commitment to the sport	40%	68%	11.86 (1)
You volunteer to support the community the event takes place in	22%	46%	9.76 (1)
You would also volunteer in a sport event which scope is not within gymnastics	51%	78%	12.43 (1)
Motivation from Stebbins (1992; 2004):			
As a sport event volunteer you have a shorter commitment to the job than other volunteers do	56%	76%	6.65 (1)
It expects experience	57%	88%	16.89 (1)
It is substantial	77%	92%	4.84 (1)
It needs significant personal effort	45%	72%	9.79 (1)
It is complicated and creative	63%	83%	5.26 (1)
It gives you the feeling the event would not have been possible without you volunteering there	50%	31%	4.86 (1)
Motivation from Pearce (2005):			
Develop your competencies	100%	94%	8.39 (1)
Experience inner peace	48%	68%	4.03 (1)