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TRAVELLER AND FAN IDENTITIES OF THE FINNISH FOOTBALL FANS

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ABSTRACT

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This research deals with the Finnish football fans and their motives to travel and follow sports. The reason for studying this area is to increase information and knowledge about the consumer behaviour of sport fans. Special attention is paid to the question of why fans behave the way they do. What factors affect fans' decision making processes when they travel? Does sport have an influence on the travelling process? Are there any similarities between the reasons of travelling and attending sport events? In this study sport fans are divided into different fan types according to their motives to attend sport events as spectators and in different traveller typologies according their motives to travel abroad.

The research was conducted as an online survey. The survey was posted to the active Finnish online football discussion forums, Futisforum and Futisforum<sup>2</sup> and e-mail posted to the ELK (Finnish association of English league supporters) and SMJK (Official supporters club of Finnish national football team). The results were analysed using the quantitative methods, such as factor analysis and cross tabulation.

The results of the research show that football fans are rather active travellers. For many fans attending a sport event is a reason to travel abroad. In addition, merely the possibility to attend a sport event had a definite influence in planning a trip abroad. The results also reveal that for the most Finnish football fans attending a sport event is a social activity. In fact it seems that the whole idea of being a fan is heavily based on its social nature. For most fans travelling seemed to be a good way of spending time with the family and friends. The reasons for travelling and attending sport events were strikingly similar. Besides gaining social experiences the main reasons for participating in sport events were entertainment value and new experiences.

Based on this study it can be concluded that sport has an influence on fans' decision making process when the decisions of the travel destination are being made. The study also indicates that reasons to travel and reasons to attend sport events are very similar to the fans. However, Finnish football fans can not be seen as a homogeneous group as they have multiple traveller and fan identities. The clear majority of the fans is, however motivated about new experiences, socialising and entertainment when travelling or attending sport events as spectators.

Keywords: event sport tourism, sport fan, fandom, football

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## 1 INTRODUCTION

Sport tourism is and has been for some decades a growing industry. Tourism alone has been growing on average 4,6 per cent yearly between the years 1975 and 2000. Even in the current times of economic depression there will always be people who need to escape routines and relax by travelling or attending different kinds of sport events. During the economically challenging times the growth might get slower, but after the recession the sport and travel industries will get back on track. Tourism is very easily affected by the economic turmoil. According to UNWTO in years when economic growth exceeds four per cent, tourism industry tends to grow faster than the economy in general. However, when the economic growth is less than two per cent, tourism growth has the tendency to be even lower (UNWTO 2009.) Among researchers the general consensus seems to be that in these days people have more time and money to spend than ever before. In general the workload of the employees has got smaller and the compensation bigger.

More people have more time and money to spend, but also the holiday trips have become more affordable for many people. Travelling abroad used to be an activity for the wealthy that brought extra status. It used to be rather difficult and expensive to travel abroad, even the wealthy would not travel too much. Flying abroad to see a football or ice hockey match was an unthinkable idea. Many Finns were in touch with the international sports mainly through the granular black and white images of local heroes running or skiing the country on the map of the world or Saturday matches of English football on television. Today sports from the every corner of the world and top level events are served live through various channels on television every hour of every day. Even if we would otherwise miss an event, internet and live streaming will bring it every home.

On the other hand, people are not satisfied only seeing sports through a mediator, they need more. Authenticity and uniqueness, as well as, mingling with locals are experiences and entertainment people seem to be looking for. Instead of relaxing on a couch and watching televised sports entertainment instead and relying on someone else's expression of what is happening, many fans seem eager to travel to the event and witness it with own eyes. Feeling, smelling and hearing the bellow of the crowd and

sound of breaking bones when an enemy is tackled hard makes the event come alive. Even travelling to an event is not a problem anymore as many people in Western world have time and money to travel every now and then. The low cost airlines have made travelling even more affordable. In general travelling is not anymore an upscale product as it used to be. Instead travelling has become a part of everyday life for many. As travelling gets more commonplace it brings along the diversification of the trips. Side by side with traditional skiing trip to Alps or beach holiday in Spain is now theme holidays such as trips to the sport events.

In the international researches sport event tourism has not been linked with fandom too much. Sport tourism is a rather common subject to study and the information covers many sides of the phenomenon. Also fans have been researched from almost every point of view there is (Gibson et al 2003, 182-18; Crawford 2004, 3-12.) In this research my aim is to produce information of how do these phenomena meet each other. The main research question is does being a fan affect on decision making process when a fan is planning a trip abroad. Other questions ask why does Finnish football fans travel and follow sports. It is also interesting to know what kind of different fan and traveller typologies can be found among the Finnish football fans. Whether there are any similarities among fan and traveller typologies is also going to be looked at in detail. The sub questions include such questions as what is the link between following sports and travelling and how much does the possibility to follow sports affect on the travelling decision of the fan.

The theoretical background is divided into two parts. The first part of the theory is based on football, fans especially, and the second part on the sport tourism. The starting point is to examine football and its role in the society. Football will be looked at as a social phenomenon that has changed when the surrounding society has changed. Football will be also studied as a phenomenon that has changed its surrounding society. The study will try to describe the individual fan and also fandom as a phenomenon. This will be done through looking at the needs, desires and behaviour of the fans. For example, research on sport consumers by Crawford (2004) will play a major role. From defining fans generally the research will move on towards the sociological point of view. Different typologies, by for example Heinonen (2004; 2007) and Giulianotti (2002; 2005), will also play an influential role in the study. The research on fans will be

concluded with Stebbins' (2007) ideas about serious leisure, especially adapting serious leisure for the research on fandom.

Besides fandom the main theme of the research is sport tourism. Sport tourism is a very comprehensive topic. The topic is reasonable to contract towards event sport tourism. On the other hand, it is still good to give a sneak peak to the big picture of sport tourism. Sport tourism will be conceptualised and different aspects, such as hard and soft modes of sport tourism as well as active and passive sport tourism, will be presented. Especially typologies on the so called passive sport tourists will be looked at in detail. The event sport tourist will be lifted on the spotlight.

Binding fandom and sport tourism together for a mutual research problem is in a way opening a new line of research. Binding these topics together has so far been relatively limited. Heinonen (2001; 2005) has been the one of the few who has looked into this matter. Quite a lot of previous studies have been very much concentrating on either travelling or fandom with some overlapping. The research on fandom and sport tourism will develop this line of research further and in this way a new aspect for the research is created when these undoubtedly linking topics are better bound together. On the other hand, the sport travel industry will gain knowledge over the potential customers. Businesses in travel industry could use this information, for example, when creating marketing plans. The specificity of the sample, football fans, and the reaching for rather sizeable group of people means that this research could even be used as marketing research. The businesses within industry gain important knowledge over the needs and wants of the potential customers. Especially travel industry get the information on why do people follow sports and why do they travel. Used wisely this information could lead to better and more attractive products. In general the research is the answer for the need, it has already been mentioned that there is a lot of information over tourism and fandom but they are rarely linked together. From the academic point of view this research definitely brings in new knowledge about Finnish fans and their behaviour. It has rather rarely been studied why do fans travel and if it has been studied it has mostly been either a side by-product or the sample has been very limited and specific such as Football fans on a trip to Liverpool (Heinonen & Godenhjelm 2001a). This time the similarities and differences of motives to follow sports and travel are the main focus.

The research was conducted as an internet based survey. The chosen method of analysis is quantitative as it was important to reach a rather large group of respondents in order to have a result that can be generalised to larger population. By choosing a quantitative method it is easier to reach large number of people by quantitative survey. In this way the results will give vital information on travelling activeness of the fans, as well as, on the values of the fans regarding fandom and travelling.

The www-link to the questionnaire was posted to the two most active Finnish football discussion forums: Futisforum2 and its nowadays less active predecessor futisforum. Additionally, the www-link to the questionnaire was emailed to the English premier league supporters association and Finnish national team supporters (SMJK). The data was collected between November 2008 and January 2009. By choosing these platforms it was easy to reach the right people and also rather large number of people which enabled the statistical analysis. In a way an internet survey affects on the results as, for example, older generation is easily missed out. In fact, this happened here too, the data is mainly consists of rather young respondents. However, it is quite safe to say that the result represents rather well the ideas of twenty-something football fan in Finland. The data was analysed using methods like simple descriptive statistics and other statistical methods.



## 2 THE ROLE OF FOOTBALL IN THE WESTERN SOCIETY

Nobody really knows when the first football matches were played. In fact, it is rather difficult to determine which game can be counted as football. One thing is certain anyway, football or its predecessor started to conquer the world a very long time ago. Probably the earliest signs of a game remotely like football are found from Shan Xi Province in China dating back to Neolithic age. Also ancient Romans are told to have played football with skulls of killed enemies. In medieval villages and towns people played highly violent version of football. Ball, as well as, anything moving was kicked on the alleys with intention to get the ball to the goal situated in the border of a town.

Throughout history many, if not most, of the civilisations have had a game with clear similarities to modern football. Most of the games played in history had similar characteristics to each other. In most of the early versions of football it was allowed to handle and kick the ball, the opposing teams were usually composed of rival groups of men from, for example, neighbouring villages. However, it was unusual that the number of players were equal, It was often rather difficult to separate the players and audience, the referee had no part in these games. Common for all of the early versions of football were severe injuries among players. (Giulianotti 1999, 1–3; Lahtinen 1994, 17.)

The first rules of a modern football were developed in English boarding schools in the 19<sup>th</sup> century. Already in the same century football matches started to attract rather big crowds. English students, merchants and soldiers played the game abroad and spread the rules around the world. The result can still be seen almost anywhere in the world. (Giulianotti 1999, 4; Lahtinen 1994, 17–19.)

One of the main reasons for the beginning success story of football was founding the English Football Association in 1863. English FA created the first official rules of the game and started the first competition, Challenge cup, which is today known as the FA cup. The Modern game was born in the Great Britain and British Merchants and sailors may have taken the game overseas. However, the British did little to make football popular abroad. In the early years of FIFA the role of English FA was small, in fact, the English FA thought football was their game. On the other hand the other fledgling football nations were active in keeping in touch with the British and used their expertise to develop the game. Originally the FA was supposed to have a major role in organizing

international football, but they did not answer quickly enough to their European counterparts and the international umbrella organization for football was founded without Great Britain. FIFA (Federation Internationale de Football Association) was founded on 21 May 1904 in Paris. The original members of FIFA were France, Belgium, Denmark, The Netherlands, Spain, Sweden and Switzerland. (FIFA 2010a; Giulianotti 1999, 24–25.)

In 1905 the national associations of The FA (England, Scotland, Wales and Ireland) joined FIFA, which was crucial for the future success of FIFA. The first major international football competitions were held as a part of the Olympics in 1908 and 1912. England won both tournaments and their influence in international football stayed on a high level. However, the symbiosis of FA and FIFA was not easy and it was filled with political battles. For example in 1920 the all of the national associations of FA resigned from FIFA due acceptance of Germany, Hungary and Austria. The readmission in 1924 was cancelled due to disagreement over the status of the amateur players. FIFA kept growing and its importance kept getting bigger. However, in the home of football, The Great Britain, the growth was witnessed with mixed feelings. The national associations of the FA even declined to take part in the first FIFA World Cup in 1932. After war British teams finally decided to quit their isolation from the international competition and decision making. They decided to rejoin in FIFA 1946. In a way it could be said that by that time all the strong football nations were represented in the same organization and the final obstacle of football taking over the world was surmounted. (FIFA 2010b; FIFA 2010c, FIFA 2010d; Giulianotti 1999, 24–27.)

Football started to take steps towards professionalism when the FA reluctantly recognised professional players in 1885. Before the era of professionalism the games were played locally, but when players began to get paid for playing football and did not have to go work at the factories it made it possible to travel longer distances to play games. The games of the local team began to appeal to people and watching football became a popular pastime. As time went by teams and fans created rivalries between each other and they also started to follow the performances of their favourites very closely. The modern football was born. However, football was not the only sport developing during the 19<sup>th</sup> century, for example, cricket had quite similar development at the same time. Since then football has evolved significantly and the evolution still

continues, but the game is more or less the same as it was hundred years ago. FIFA, however, is nothing like hundred years ago, what started as association of 7 European nations have become a global association of 208 nations and approximately 200 million active players. (FIFA 2010e, Giulianotti 1999, 4–6 & Lahtinen 1994, 17–19.)

## 2.1 Football in the Western society

During the past few decades Western society has been changing fast. One of the symptoms of change is footballisation of the society. Footballisation means that football is entering parts of society that has nothing do with sports, or football. The clear distinction between football issues and other social issues is blurred, for example it is difficult to tell where football ends and politics begin. In almost any discussion concerning society we can nowadays hear references to football. (Russell 2007, 27.) If the view is limited strictly to football, the footballisation has not yet developed in Finland. On the other hand, we can say that Finnish society is definitely dealing with sports in general entering the public discussion and the parts of the society that has no clear connection to sports.

In today's world football has an impact on people's everyday life and in some cases and countries it has become the central content of life. The media sometimes seems much more interested in football and sports than it is in, for example, local or national decision making. Even political decisions and everyday life issues are sometimes placed in the background, they have merely become disturbing noise when sport, football especially, is the essential content of the media. Suddenly football has become acceptable excuse to stay home from work, football match can even postpone worship. Football has changed over times, moreover, football has changed the society. Football is creating new manners and a new type of collectivity. Big games are not watched in the dark living rooms alone, they are often watched in a bar or at home together with friends or family. There might be pre and after parties involved, the games are carnivals even for those who are experiencing the game through a mediator. In this way football definitely creates collectivity. (Russell 2007, 28–29.) Sport in general has become a powerful force. It is said Finland got over the economic depression with the positive atmosphere and joy created by winning the ice-hockey world championship. Sports

makes bond between friends tighter and in this example the whole nation bonded through success in sports. Big events are discussed in schools and work places even by those who are not supporters or fans in a traditional sense. The similar bonding among people is not seen through fine arts or science.

Football as a game has also changed and in a way this change has made footballisation of the society possible. Still, in the late 1980's football was known as a game of the working class. It had its problems with hooligans and in general its value systems presented the values of working class men. The match itself was a celebration for men. A hard week at work was over and a match on Saturday afternoon meant relaxing with a pint and friends. The highlight of the afternoon was attending a football match and verbally abusing the other team and a possible fight. However, as there was more and more money involved in football and more and more attention paid to the social issues of the game, the game started to evolve. The game itself got worried about the social disorder around football and started to change rules at the stands and took action against the bad image of football. Due to these actions the working class game has become middle-class. The society has changed and the importance of the game in the society has grown. The change in the society and the demographics of the football followers means that the fans have become able to pay more for the tickets and the merchandise. This change in peoples ability to pay has meant huge changes in media. More and more football magazines are appearing and more football is aired on television. As a game football has always been a global game. Football culture is possibly the widest spread type of popular culture. Lately media has helped football to spread wider and faster than ever before. It is fair to say that football at an elite level is not just sport anymore. It is entertainment. (Duke 2002, 8–15; Giulianotti 2002, 25; Hollendsen 2007, 125–127; Russell 2007, 28–29.)

Football used to be a part of the society and football used to be ruled by the rulers of the game. Today society sometimes seems to be a part of football and football is ruled by the media. (Heinonen 2007, 132; Russell 2007, 28.) However, if we look at the Finnish society we can see that football has not reached the whole society. Football fanatics are still a rather small group of people, which also means that their urge to deepen their relationship with football culture and history is heavily relying on foreign media. On the

other hand, the lack of popularity also means that media does not control Finnish football

Footballisation as a phenomenon is not separated from the other parts of the society. On the more general level we can see the effect of popular culture in the post-modern society. In the modern world celebrities and stars are highlighted and their position in society is gaining more and more importance. In this direction of development, media is a major player. The role of the media is also highlighted in the footballisation. Football and related issues are dealt with in the media everyday. Thanks to the fast globalisation one can watch football on TV almost anytime of the day and almost anywhere in the world. Football has become a general noise and a picture in the background of post-modern society and it has become difficult to hide from it (Russell 2007, 29.)

Schulze (1992, cited in Noro 1996) regards modern society as an experience society. Because the standard of living is rising, the average working hours are declining and income is getting higher, Schulze depicts modern character as a “chooser.” Basic questions by the “chooser” are: What do I want and does it please me? In harder times it is common for people to be “influential,” asking questions like, what can I do and how do I do it. . However we are now living wealthy life and the status quo is choosing. In times of choosing thinking turns to feelings. As this happens people start to search for experiences. The society of choosing soon becomes an experience society. (Noro 1996, 122.)

Despite football, sports or any other type of popular culture is mainly consumed through media, fans have a need to reach for the authentic experiences and travel to the stadiums to experience the event without a mediator (Russell 2007, 209). During these pilgrimages the relationship between supporters and football gets deeper. Heinonen (2007, 133) reminds that the power of football is its uniqueness and authenticity. Even though you can follow the match on TV, it really exists only in the stadium during the game. Media can not mediate the real experiences, mediated sport can not provide authentic experiences. The media spreads the word and gets people hooked, but it can never replace authentic experiences.

According to Schulze (1992, cited in Noro 1996) experience society consists of five milieus that are created by culture consumption. The milieus are level milieu that strives for appreciation, harmony milieu striving for security, integration milieu striving for conventionality, self-realisation milieu striving for self realisation and entertainment milieu striving for stimulation. In everyday life football fans or sport spectators can be seen as an embodiment of the entertainment milieu. Also Sport arenas and athletic lifestyle are characteristics of entertainment milieu. People in entertainment milieu tend to be under 40 years old and not highly educated. (Noro 1996, 124, 131–137.)

## 2.2 The business of football

A major change has occurred in the world of football during the last three decades. Even though the game has always been changing and evolving, during the past few decades the pace has become faster than ever before. The change involves everything from the game and rules to the economics and the whole football culture. The change is mostly fuelled by the growing involvement of money and business. Some have argued that money spoils the game and there is no longer room for passion on the top level. The whole culture is changing, even the spectators and their behaviour. Clearly football is not anymore the game for the same demographic segments as it still was in the 1980's. The hooligans and working class spectators have changed to the businessmen and the emotions in the stands have changed into business deals in the corporate boxes. The club owners are no longer local businessmen taking care of the local pride. The club owners have become foreign businessmen doing business in the global market. To keep up with the competition the teams have to become global enterprises (Hollendsen 2007, 125-127; Dobson & Goddard 2001, 22-80, 418-422.)

Giulianotti (2002) cried out the popular worry about the poorer spectators being kicked out of the stadiums, the space is needed for wealthier customers. One could satirise that club owner rather sees thousand corporate boxes filled with bourgeois than 50 000 working class spectators singing and dancing in the standing section. One could also claim that the families are the forgotten group. In the past they could not go to the game because of the fear of the hooligans, now they can not go to the games due to expensive tickets. He also refers to four key elements that make football more and more a

playground for the bourgeois: increased ties with the corporations and other business institutions, reduction of stadium capacities, burgeoning popularity and pay-per-view television. Professional football is losing its athletic soul in the altar of money, business is taking over (Giulianotti 2002, 25).

In the absolute top level even purchasing players is not anymore necessarily dominated by the needs on the field but by the merchandise sales. A good example of business taking over the sport was June 2009 when there were two interesting international tournaments, U21 European championships in Sweden and Confederations cup in South Africa, under way. However, for an individual fan it seemed odd that in the European media the biggest headlines were created by Real Madrid and their unbelievable spending spree bringing in the likes of Kaka and Cristiano Ronaldo to the club.

The United States has traditionally been the world leader in sport business. During the last decade Europe has been gaining in terms of money involved in the spectator sport industry. The one league leading the way has been the English premier league with teams like Manchester United, Liverpool and Chelsea. A few of the main reasons for the sky rocketing growth in the 21<sup>st</sup> century are TV-deals and penetration into global (Asian) market. The European Sport Clubs are fast going to the stock market, which contradicts with the American market where sport franchises are usually toys of rich businessmen. However, the newest trend also in Europe is to get a rich investor to finance the team. Being a plaything for businessman also often means throwing a viable business plan away and reaching for success at any cost. However this is rather rare development, as most of the clubs try to finance their strive for success on the pitch with new business ventures. European clubs are fast expanding their efforts to the other businesses, which are not always related to the sport, these include building hotels, restaurants and other services. Chelsea village is a good example of this development. Sometimes big sport clubs are characterised as leisure businesses rather than sport clubs. For the fans this development is not totally beneficial, in fact many fans suffer from the rising ticket prices (Shank 1999, 7–9.)

Another example of football club turning into a business which is not anymore only dependant of the performances of the team is Manchester United. Business ventures off the pitch are playing a more and more important role as the years go by. This has

mainly to do with football business becoming more globalised and the fact that clubs are no longer dependant on local fans. Post fans can physically be anywhere in the world and still be economically beneficial for the club. In 2005 Manchester United's global fan base had reached 75 million, of which 40 million was in Asia. TV, internet and services using media has become very important, not only for the clubs, but also for the fans themselves. United is not just sitting and waiting for this expansion to happen by itself, they actively reach for the new markets and carefully build their brand. In the end, fans are deeply involved and Manchester United is happy to utilise this. They are expanding their business ventures far off the pitch, the fans can now finance their houses with a Manchester United mortgage or loan, buy tickets with a Manchester United credit card or get Manchester United insurance. (Hollendsen 2007, 125–127.)

The operational environment of clubs is in constant change but so are the fans. Global fans are still a bit of a question mark. Clubs are wondering how to keep them happy and loyal. In the end of the day, most of the fans are not game-day customers anymore, so their needs and wants are also different than those of the traditional season ticket holder. The problem for football clubs trying to make most of their business is that they exist in many levels and their customer base is wide and heterogenic. According to Bale (2000, 90-92) football clubs have traditionally existed in two communities: Urban community and smaller community. Urban community is the community that the club is said to represent and got its name from. It is the urban community where the club is located. The smaller community means the smaller area within the proximity of the stadium, as well as the people and businesses within this area. Traditionally the club has been the pride of these communities and the customers have mostly been the members of the communities. However, in the global competition of 21<sup>st</sup> century clubs can not anymore count on these local communities. They have take into consideration also a third community. Duke (2000, 9–13 ) writes about the idea of imagined community that is conducted by all the fans of the club. Today this community may attract people from thousands of kilometres away from the home stadium of club, the members of the global community may not share the same culture, values or even the same language with club or the other fans. Still in order to be able compete on global stage clubs need to appeal to these long-distance supporters, as well as, the local game day customers.

The commodification of football started as early as in the 1960's. The working class supporters who, in fact, were a part of football culture with their mindset and



understanding of the game and its rituals, as well as, history started to be slowly kicked out of the game to accommodate the middle-class spectators. The newest development is that the middle-class is giving way for the upper-class. These new customer segments did not know the game and the secret code of the game, they were more interested in the spectacle and entertainment. In fact this change of spectator demographics creates a new culture and gives new meaning to action and culture. According to Critcher (1979, cited in Giulianotti 2002, 26–29) there can be found three different kind of historical relationships that an individual had toward institutions. He describes **fans** as individuals who have got an unbreakable relationship with the club. This relationship is structured through obligations and duties. Supporters often hold a “representative” status for the club. **Customers** have fewer fixed loyalties and their involvement is very much dependent on success and satisfaction. If they are not satisfied they will not have big problems to take their money and emotional investment elsewhere. **Consumers** are not loyal to any brand and they will always search for the best combination of price and individual benefit. The postmodern commodification of football began in the 1980’s when money took a bigger role in the game. The postmodern commodification of football seems to be changing the relationships between spectators and clubs more and more towards consumer type.

Shank (1999) categorises sport products into four different categories: sporting events, sporting goods, sports training and sports information. For sport tourism and sport spectators, the most important part of these is the sporting event. In fact the event is more or less the beginning of sports industry. Without the event many aspects of the sport industry, such as collectibles, season tickets or licensed merchandise would not exist. For passive sport tourist the sport event is the reason to follow sports. Sport tourism, however, would exist without the event, because of the complexity of the sport industry. However, for the passive sport tourist the specific event such as the Olympics or a single match usually represents the main pull factor to a destination. (Shank 1999, 17–18; 22–23.)

According to Shank (1999, 11-12, 173.) “The sport industry exists to satisfy the needs of the three distinct types of consumers: spectators, participants, and sponsors.” Two of these groups of sport consumers: spectators and participants are especially relevant when discussing about sport tourism and sport event. Participants are often better

educated and younger than spectators. Spectators are often also members of minorities. Men who participate in sport activities eagerly are more likely to follow mediated news. On the other hand, spectators are more likely to follow many different kinds of mediated news. In fact spectators and participants are quite different types of people. Participants are often viewed as smarter and are more difficult to influence than spectators. The sport fans, spectators, are often seen as powerless, dominated and exploited by people belonging to higher social classes (Crawford 2004, 27.)

Event sport consumers are nowadays a very important part of sport business. The requirement for professional sport is that there is someone to consume it by watching it and buying related products. Shank (1999, 11-14) compares sporting events to a heart and spectators to blood that keeps the heart pumping. A rather small, although growing, portion of passive sport consumers belong to the group of sport tourists.

### 3 FANS – ACTIVE PARTICIPANTS OR ENTERTAINMENT CONSUMERS?

A fan is an abbreviation of the word fanatic, which means eager admirer or enthusiast. Modern sport fandom is often being compared to secularised religion in which gods are dead. In many ways sport and religion are far from each other, but in a closer look one can find many similarities. Both, sport and religion, give people a possibility to get away from the everyday life and forget their worries for a moment. Both of them make living in a moment possible. Even though, being a fan is not necessarily aiming for salvation like religion, sport has the religious nature in giving pleasure and hope for the individual. (Heinonen 2004, 245-247.) According to Simmel (cited in Maffesoli 1995, 127-128) life creates emotions and manners, which have to be interpreted as religious, even though, they are not. Everything that creates religiousness (such as love and a sense of community) leads to religion, not vice versa.

Football brings people together, promotes communication between people and provides common symbols, collective identity and even solidarity. Football fandom can be thought of as a postmodern analogy for religious rituals. Football brings people together even if the event itself is played other side of the world. During the world cup people from all over the world, from all different time zones, language areas, religions and political systems gather in front of the television to follow the same event at the same time. The whole world is experiencing the same event individually and collectively. The game can fade the meaning of time and space, technology makes it possible to consume the same product concurrently even if people are consuming it thousands of kilometres apart. Media is the utensil that makes it possible but, without the game that touches the whole world, media could not be able to unite the whole world. Football gives us a possibility to study modern culture and society in which interaction between people is more and more based on consuming culture product together (Heinonen 2005, 18.)

#### 3.1 Who are fans?

A sports fan is often described as someone who sits in the stadium and/or supports ones own team or athlete. Fans could also be divided into two groups, real fans and sport consumers. A sport consumer is a bigger group, but real fans are more visible. Fans are the ones who learn cultural contexts and give them new meaning. This definition is

however maybe too concise as the spectators are much more versatile than this. The concept of a fan often includes more than reasonable passion to object. Often fanatics are willing to commit to their hobby to an extent that seems beyond normal for many others. They can, for example, travel abroad just to see their favourite club or players. (Heinonen & Godenhjelm 2001a, 7-8.)

Generally, a fan is viewed as an obsessed individual who has a very dedicated interest in a certain team, or person. When the term fan is used it usually refers to popular culture. Fandom has not always been thought as a positive phenomenon, for example, sports fans have easily been labelled as hooligans. The public have not been able or willing to make the distinction between the different types of fans. Rather than a mask put on a game day, being a fan is often a part of the identity which is always a part of an individual's personality. How this identity is seen, depends on the environment and the surrounding people. The same individual can be seen as a highly dedicated fan or "not a real fan" depending on the company. If a sports fan is among people who are not interested in sports, the others might think of him as very dedicated fan. However, if he is, for example, not able to attend games, other fans might not consider him as "a real fan." As all the people sees fans differently, the idea of a fan is quite vague. How fans act and what they are expected to do to support their favourites differs also according to culture. This is why it would be difficult to say who or what, in fact, is a fan without making the matter too simple. (Crawford 2004, 17-21.)

Often fans have a recognisable connection to the team they are supporting. Emotional connection to the club or an athlete is the most important thing to make sports exciting and meaningful for the fan. The connection is often born in a natural way by socialising with the surrounding environment, culture and certain societies, such as nation, locality or a group of friends. The socialisation process is often so natural that the fan feels, he was born to support the team. (Heinonen 2004, 238.)

The fans spend a lot of time and money on their hobby. They find out how they are supposed to behave on the stands and often they do anything to prove they are real fans and belong to the group of real fans. They sing, they dance and take part in the performance. In fact, they give all they have to give for their team, by giving their all they can expect similar devotion from the players. In fact fans are often outsiders and

part of the team at the same time. They certainly are not passive followers of a game (Heinonen 2004, 238; Heinonen 2007, 134.)

Today football fandom has changed and academics often write about the postfan. Usually there is an illusion of being a part of the team in the mind of a fan. However, the postfan knows he is an outsider and he knows he is merely experiencing an image created by the media through a mediator such as television. through television or internet, the postfan is still sharing the experiences and emotions with the other fans. Through the media the postfan can be more knowledgeable than ever before. They are, as well, further away from the team than ever before. This also often creates an awareness of the fact that football is just a game that can at any time be started again. For a postfan it is important to be a “real fan” for a moment by travelling to games. Heinonen (2007, 132-133.)

### 3.2 International spectator identities in football

A football match is a social event, where it is allowed to empathise and show the feelings. A big part of being a fan is belonging to a society. One of the main reasons to go to the stadium is the sense of belonging and collectivity (Heinonen 2007, 136-138). In principal also travelling abroad to see a game is often about a sense of belonging. The moments in an authentic locale and mingling with other fans makes a postfan feel like a real fan for a moment. For example, Liverpool FC is a global team that is supported all over the world. However, it is not enough to follow the team only in a bar in Hämeenlinna with other local Liverpool fans to really connect with the team. For real connection and authentic experience fans need to travel to Liverpool. On the other hand, the fans of a football team nowadays often lack physical connection because they are spread all over the world. Even if they lack this connection and the fan societies are often based purely on mediatext, nonetheless, they are commonly tight. It is characteristic for the fans not to separate performer and consumers as they refer to a team with the word “us”. They are a part of a team although they are on the outer circle or even outsiders. (Heinonen 2007, 139.)

Giulianotti (2005) divides football spectators into four different groups, supporters, followers, fans and flaneurs, according to their relationship with the club. he pays special attention to the emotional involvement of the spectators (hot/cold) and what are the spectators searching for? Are they only after the entertainment or are they truly supporting the club they love (traditional/consumer) (Giulianotti 2005, 31-33.)

When thinking about football fans most people will instantly think about the **supporters** whose relationship with the club is considered as traditional and hot. The relationship between the supporter and the club is long lasting and supporters are emotionally involved with the club. In South-America supporters call their team a “mother” and they are “sons” or “children,” the home ground is often referred to as home. Changing the subject of the passion is not possible as the supporters are emotionally very engaged with the club. The biggest part of the supporters comes from the society that is surrounding the club, in many ways the club represents this society. The clubs are often relying on the local supporters. The local supporters are the life line of the club even in the globalising world, the local supporters throw themselves completely into the game, they sing and dance and they respect and learn even the oldest traditions. They even use their own body to support the club by tattooing the name or the logo on the skin. (Giulianotti 2002, 33.) Nowadays it is easier to find supporters also far away from the clubs local community, however, the clubs still rely on the fans who are present at the games. Even the supporters find it hard to call themselves supporters unless they can get to games and visit the home every once in a while.

Supporters often live to be fans, they attend matches and in the stadium they actively participate. By doing this they become part of the club and create an emotional bond with the club and property (home ground, pubs etc.). Supporters are an instrumental part of creating the unique atmosphere in the games, without their performance the experience is not full and they are paid back by players giving their all on the pitch and winning games and cups. The tradition is passed on to another generation of supporters by word of mouth, and in modern society, using internet, fan clubs and fanzines. The rising importance of modern technology is making the importance of being local less important. Still, local fans and local community will always be important for a club and its traditions. Local fans are the ones who create and maintain the club traditions and

folklore. Among themselves the fans are respected by the amount of the sub cultural capital they possess. Travelling to away games and taking part in the performance, as well as, knowing the history, tradition and the meanings of actions makes the status go up in the eyes of other spectators. Only by having high enough status, can a spectator be a supporter. One of the most important signs of a supporter is that they do not abandon the club if the club is not performing well. The Finnish fans of the foreign teams can lift their status by travelling to games and living a few days among the supporters, similarly the status of the fans of the Finnish national team gets better when fans travel abroad to away games. The status of a supporter can never be bought it has to be lived. (Giulianotti 2002, 33-34.)

According to the FA premier league fan survey the most important reason for football fans to attend a football match of a certain team is the fact that the team is their local team. Other significant reasons for attending games were the atmosphere, family influence, friends who wanted the fan to join, the way the team plays and stadium facilities. The successful club or star players were not very high on the list. The reasons highlight the importance or influence of sense of belonging, local identity and the entertainment value of football as major players in becoming a fan. (SRMC Sportwise Ltd 2008, 30.)

The **followers** are often interested in and spend a lot of time with their favourite clubs, however, they can also be committed to players, coaches or other people involved in the game. The emotional involvement with the clubs is not very important for the followers. They possess great knowledge of the game and they keep a close eye on what is going on in the world of football, especially with their subject of interest. On the other hand, wins or losses are not big issues for the follower, even though they do know also the fan culture. (Giulianotti 2002, 34-35.)

Followers and the club have a relationship based on exchange. However, the exchange is not economic, it is symbolic. To authenticate the relationship with the club the follower tries to go beyond success and fashion phenomenon. This means that they are not often interested in successful or fashionable teams, but more attracted by culture and ideological aspects. The modern world and mediated football makes even supporters become part-time followers in order to keep watching football even when ones own

team has ended the season. On the other hand, a follower knows the game and the subculture. Followers have the knowledge of unwritten rules, for example, some elements can not be combined, a follower can not be attracted to both Liverpool and Manchester United or HJK and FC Lahti. (Giulianotti, 2002, 35-36.)

**Fandom** is, more or less, a phenomenon of modern football. A fan is a modern spectator who is attracted to fame and success. A fan often has an intense relationship with a favourite club or player. However, the relationship is not developing in any direction. The favourite club plays a very big role in the fans life, however, the relationship is more distant than the one of a supporter. Due to hypercommodification of football the clubs and players have moved further away from the spectators. Paradoxically there is more information available about the clubs than ever before. In fact the easy access to the knowledge creates fans instead of supporters. Supporters have traditionally been based close to the clubs. The club represented their community and their values, they grew into the team. Fans, however, are more often after glory and success, the relationship is intense but in the case of losses the fire easily goes out and the fan looks for another subject of passion. The history, tradition and ideology are not the centre of the interest for the fan. These are just assisting the market-centred search of experiences. Even the fan-club-relationship is determined by consumption. Instead of respecting culture and tradition fans look for the connection with the club by consuming club merchandise, pay-per-view or stocks. (Giulianotti 2002, 36.) In fact the clubs themselves have found a way to benefit from the market-centred fans. Big clubs make pre-season tours and buy players from big market areas, such as Asia, in order to speed up the sales of merchandise. They are not anymore so much looking for a deep relationship with the supporters as they are looking for short, intense and economically beneficial relationship with modern fans (Hollandsen 2007, 125-127.)

According to a Premier league fan survey the most important reasons for attending a match of the favourite team is the game itself. In fact premier league fans seem to appreciate the high quality of the game. Also the possibility to see ones favourite team play live and the passion of the crowd stand out as main reasons to go to the games. Premier league fans usually attend the games with friends. Children or an adult family member are also popular companions for the games. For the fans the match-day experience is the most important part of the game. Things like ticketing facilities and



stadium facilities are playing minor role for the fans. Clearly the most important part of the match-day experience is the atmosphere. Other very important areas are clear sight lines to the field and the toilet facilities. Finnish fans are mostly appreciating the same things, the atmosphere related issues and clear sight line, also top their list. However, the stadium services are much more appreciated by premier league fans than Veikkausliiga fans (SRMC Sportwise Ltd 2008, 32-47; Tikander 2006, 58.)

A fan is looking for a connection with the club by buying products, while at the same time becoming affiliated to famous and successful brands by economically supporting them. For example people may buy stocks having investment in mind. In the end it is often difficult to sell such an investment they have created emotional relationship with the investment. On the other hand, fans are erratic as soon as the team stops performing on the pitch they look for fulfilment from somewhere else. (Giulianotti 2002, 36.)

In many ways football fans are like the fans of musicians or actors. They, too, have got an intense and in-directional relationship with their subject of passion, who often are household names, subjects are referred to by first name and discussions involve their private lives. The relationship often requires presence of media. Today it often is electronic media as it makes it possible to have a connection to stars life on a daily basis. Yet, again the relationship is intense and commitment is very emotional, but as soon as the stars start to fade away from the top, the fans will begin to look for another subject for their passion. (Giulianotti 2002, 36-38.)

**A flaneur** is a postmodern spectator identity, which is very market-centred. The relationship between club and flaneur is often created by the media. In the beginning flaneur meant modern, bourgeois, urban, male stroller. Nowadays sex is not anymore as meaningful as it used to be, but the class difference is still quite meaningful as the flaneurs possess economical, cultural and educational capital and they are attracted to collecting experiences. As a football spectator the flaneur is often searching for as many football experiences as possible, even this underlines the relative wealth of the flaneurs, travelling around the world experiencing football is rarely cheap. The relationship to the favourite club, if flaneur even has a favourite club, is detached. The flaneur strolls around the world in a search of new experiences and they often “visit” many clubs. They are attracted to aesthetics such as colours and logos. These are much more

important than the history or tradition. Even consumption is concentrated on meaningless and temporary products. In order to follow football flaneur uses TV, radio, magazines and internet. In many ways one could say that the TV-shows are tailor made for the flaneurs. When watching TV the meaning of time and space fades away and events are summarised in short and dashing packages. Relationship to other spectators is superficial, however, sometimes flaneurs imitate real supporters in order to gain authentic experiences. Typical for flaneur is to change the subject of interest, today flaneur is supporting Liverpool and next week they seem to be die hard boxing fans. Sometimes they claim that more emotional spectators show signs of stupidity and hinders them from enjoying delicate nuances of the game. (Giulianotti 2002, 38-40.)

### 3.3 A game that brings enemies together – Tartan army

The spectator identity is often thought to be a stabilised state of being – at least when speaking about a supporter. For example, a Celtic supporter is a Celtic supporter today and it is reasonable to count on the fact that the same supporter supports Celtic also tomorrow. However, it is not always so simple, the national teams makes the exception that is not only very common but also accepted by almost anyone involved in the game. The same fan can have two faces and it can be accepted as long as one of them is associated with the national team. The peculiarity is the fact that in this way the same fans can be verbally or even physically abusive towards each other today, but tomorrow they can sing the same song and hug in the stands. Even if in the situation of parallel loyalties club identity is always more important than the national identity, in most countries club loyalties are forgotten for international match days. Tartan army is a perfect example of the power of football in making enemies come momentarily together and having very different supporter identities on different days. Even if in the situation of parallel loyalties club identity is always more important than national identity, in most countries club loyalties are forgotten for international match days. (Heinonen 2005, 71-75.)

The Scottish national football team fans are called the tartan army. Some decades ago they had a problem as they were thought as English. For the Scots, being seen as equal to English was a major problem. The English fans were seen as violent, unfriendly and a

misbehaving bunch. The tartan army is nowadays always underlining the fact that they are not English, but Scottish. They are seen as joyful people and extremely proud of their country. If English fans are seen unfriendly, the Tartan army is overly friendly to their overseas hosts. The Tartan army has created a quite distinctive and personal style of fandom. (Giulianotti 2005, 291-293.)

Football in general is a global language and often it works as an ice breaker between strangers. People without a common language and culture can have a discussion about football. They know the game and the way how to behave in game and around it. Through football, two fans belong to same culture. When the Tartan army goes overseas they are met by the fans of the host country. Even if the supporters do not have a common language they have football as a simple way of interaction. The Tartan Army also brings their own supporter culture overseas when they travel. On these trips they are also allowed to leave domestic trouble behind and have fun among themselves and with the hosts. Especially away trips allow them to belong in a group, be proud of their country and being a part of the best supporter group in the world. Away games are escapist in nature, as already mentioned it is important to behave similar to how the group behaves and to be a part of the carnival atmosphere, forgetting the everyday life. However, the Tartan army has a pretty strict code of action, in order to be accepted as a part of a group. Every single individual has to be willing to be part of the carnival. No one can ever feel alone in the Tartan army as long as they play by their rules and behave as they are expected to behave. (Giulianotti 2005, 293-297.)

The Tartan army can be considered as a group of very dedicated fans. They supporters are proud of the team no matter what happens on the pitch. The Scottish team is not the only team to most members of Tartan army. However, when Scotland is playing team shirts and badges are banned. When Scotland is playing, it brings the whole Tartan army together, however, the next day the rivalries between fans of different clubs return. Pride and sense of belonging are playing a major role in supporting Scotland, during the last decade the performances on the pitch have not been very good. However, the Tartan army has been gaining more and more strength in the stands. The members are living through the team and could never leave it. They are a part of the team and the team seems to be a part of the fans. Travelling with the Tartan army involves three specific needs for a fan. These needs are often recognised as very important for the fans.

Firstly, they get to escape the everyday life on a trip that has a predestined start and end. Secondly, they get to be emotionally involved with the team and live in a moment. Third is the need to be a part of a group that gives them the possibility to relax and put their normal inhibitions down. They are able to experience things that are not possible in normal life

### 3.4 Finnish spectator identities

In the eyes of a fan the world of football is divided into us and them. Us is the favourite team and its fans, them refers to everybody else. The arrangement into us and them is fundamental for the whole game as it brings the aspect of fighting for pride and honour to the game. However, in Finnish football it has not always been so easy to divide the spectators into us and them. Formerly it belonged to Finnish tradition to go to see the national team only if there were superstars playing against Finland. Usually fans go to see their own team, but in Finland this used to be other way round as Finnish spectators used to go to see the opponent in international games. (Heinonen 2005, 20-21.) Instead of cheering for us (local team) Finnish spectators tried to identify with them (the stars of the opponent). In addition one should also take into account the fact that English football has been very popular in Finland for a very long time due to betting and the traditional Saturday afternoon game. A few years ago identifying with them was arguably overdone when FC Haka played against Liverpool FC in Champions league qualifying round. The game played in Finland appeared to be a home game for Liverpool, as the majority of Liverpool fans were Finns. It is also worthwhile mentioning that during that time Jari Litmanen and Sami Hyypiä played in Liverpool FC. Finns have traditionally identified themselves with foreign top clubs and top players rather than domestic clubs. Finns seem to rather watch the English premier league games on the couch than enjoy domestic football live at the stadium. It sometimes seems to be very unclear who belongs to us and who are them. Especially in international club football where club sympathies play a much more important role than nationality, expecting a Finn to automatically cheer for Finnish team proves often to be a false expectation.

Nationality functions as an entry strategy to the world of sport. It helps getting in the subculture and choosing a side, good and entertaining matches then creates increasing

interest in the game. In general, sport is often thought of as an important issue which helps create a positive image of the nation. Many think that, for example, Finland has been run and driven on the map of the world. (Heinonen 2005, 19.) However, usually club identification is much stronger than national identity when it comes to loyalties of the football fans. A good example of very strong club identity of the fans is Napoli Fans turning against Italians during the 1990 world cup semi-final between Italy and Argentina. The reason for this was that the biggest star and a captain of Napoli, Diego Maradona, played for Argentina. For the football fans club comes first and national team somewhere behind the club. For the Finnish fans it is characteristic to share the passions between club and national team. At the survey among Finnish national team supporters it was revealed that three out of four supporters had an affection to a foreign club. As much 80 percent of these clubs were English. The favourite clubs were mainly the ones featuring on Finnish television or UEFA Champions League (Heinonen 2005,71-73). Following the conversation around Finnish football it is easy to get the idea that the idea of getting more and more important for the fans. They still have parallel loyalties shared between national team and a club but for the loud and visible part of the fans clubs and Finnish players are first and foremost there to serve the national team. Everything is judged by whether it is good for the national team. So, even if internationally club always comes first in the mind of a football fan, there seems to be a growing number of fans in Finland who are primarily fans of Finnish football, or to be more specific Finnish national team.

In their case study of Finnish football supporters Heinonen and Godenhjelm (2001a, 28-31) recognised five different types of football supporters. However, the authors remark that the typology is based on “fan talk” and their own perception on this specific case.

#### 1) True football fans

This group is committed to football. Most members of this group have their favourite club in Finland and also in England. They know international football and supporter culture. They also know the cultural meanings of supporting. They regard themselves as elite supporters. True football fans are social and they enjoy spending time with other fans and being in the stadium. They are never passive; instead they take part actively in the event by chanting and often standing. In a way they are not passive onlookers, it is

more just to say that they are a part of the play composed by the players, coaches and the spectators. They move in small groups and can easily be spotted from the stands. They are loud and some might think they are aggressive; however the perceived aggression is in fact a part of choreography, as they say strictly no to the hooliganism.

#### 2) Hard core – fans and virtual hooligans

This group looks up to hooligans and admires hooliganism. They act aggressively and in football they are especially interested in hooliganism. Worth mentioning that they are not necessarily even present at stadiums and this kind of behaviour is characteristic for virtual communities. These people think that hooliganism is a way to show that they are real fans and committed to the team. In Finnish case they are loners and do not belong to a group of hooligans.

#### 3) Experiential fans

This group is interested in big sport events in general. Supporting Finland is a natural choice as they are Finnish. They tend to be sport fans, not specifically football fans. They are also interested in big events, for example, Finnish football league is not a big experience for them and thus not interesting. They enjoy the carnival atmosphere of the sport event and may be active in supporting, however they rarely take the initiative in, for example, chanting.

#### 4) Anglophiles

Surprisingly a big part of Finnish football fans fall into the category of anglophiles. They do not primarily identifying themselves with the Finnish national team; they are more interested in English league clubs. They are mainly interested in English football and especially their own club. The main reason to go to a game involving the Finnish national team in this case was because the opponents were England. The history of supporting English football began in the early seventies when most of the sports betting in Finland was concerned with English league and an English league game every Saturday on the black and white television was almost all televised football on Finnish channels. Most members of this group got interested in football through these games.

#### 5) Atmosphere spoilers

This is a group of “experts” and couch managers who always knows better and are never happy. They have got a negative attitude towards almost everything. Most of the time they sit quietly and concentrate on complaining. Also different kinds of company guests are in this category. They are often not very interested in the event in hand, it is almost like they were forced to the game. (Heinonen & Godenhjelm 2001a, 28-31.)

Heinilä's (2000) typology is quite similar to Heinonen and Godenhjelms' (2001a). According to Heinilä the spectator identities of Finnish football fans are accidental spectators, experts, fans, hooligans and the most of the spectators. The last group includes so called average spectators and families.

#### 1) Fans

Fans are a special phenomena in team sports. This is the group that makes the noise at stadiums and creates the atmosphere. It is also quite characteristic for the fans to live with the club and travel even long distances after the favourites (Heinilä 2000, 295.)

#### 2) Experts

Experts are often ex-athletes who are trying to keep in touch with the sports and the emotions that competing creates by actively following even if they can not compete themselves anymore. Through their own career they are very knowledgeable and often closely involved with the sports. Comparing to the fans, experts are not so keen on following sports in large groups and they are not keen on creating the atmosphere by chanting and singing (Heinilä 2000, 295-296.)

#### 3) Hooligans

Hooligans tries to use sports and the emotional load involved in order to create disorder. Sometimes it seems like they are just making trouble simply in order to enjoy the fights and disorder and sometimes they try to use sports to promote their own cause. This can be done by terrorists or for example political groups. They do not know the rules and the behaviour code of the game or they just simply ignore it (Heinilä 2000, 297-298.)

#### 4) Accidental spectators

The amount of the accidental spectators has been growing in recent years. There are many reasons for this among them are that companies are getting more and more

involved with sports by buying corporate boxes and entertaining their own employees and also customers. In this way there is a growing amount of spectators who are not really interested in sport and their involvement is very superficial.

#### 5) The most of the spectators

Most of the spectators are simply after entertainment, escaping every day life, sense of belonging, excitement and good performances. More or less these motives are the main reasons to follow sports in general. The people belonging to this group groups of friends who are not identified as fans. They are just following sports for fun. Heinilä (2000) suggests that families and father and sons should be further divided from this group (Heinilä 2000, 298.)

### 3.6 Attendance and fan identification

Not surprisingly football fans usually enjoy the game more in the stands than they do watching the game on TV. However, enjoying the game requires understanding. The better the game, culture and the context is understood, the more spectators enjoy. Similarly, more committed and identified fans enjoy the game more than fair-weather fans. For a not committed person who does not deeply understand the game, there is only superficial appeal. For them a game without goals can not be entertaining, for more dedicated fans even superficially dull game can have a meaningful content. (Koski & Jalonen 1999, 51.)

As already earlier discussed, attractiveness and expected attractiveness are the most important factors affecting the fans attending the game. Perceived attractiveness is probably the most important one. Attractiveness is a sum of many parts such as the importance of the game, level of players, league standings and special events. In general it is fair to say: the more important and attractive the game is, the more likely it is that people want to attend it. Attendance is also influenced by some economic factors. Some of these economic factors can be controlled. These controllable factors are such things as ticket price and the price of the other products related to the game. However some economic factors, like average income of the population, cannot be controlled by the club. When thinking about a Finnish sport fan who decides to attend a game abroad, the



game attractiveness is probably a big factor. A decisive Football World Cup qualifier is probably much more attractive than a random friendly game. On the other hand, for many it is the atmosphere that makes, for example, the football game in Italy or England desirable. The importance of the game is not the most important thing for a dedicated fan, it is more important to be in the stadium and experience the game. The controllable economic factors, like ticket prices are also a minor factor for a sports fan. The ticket price is not a big part of the total expenses of the trip and that makes it quite unnecessary in the decision making process. More important part will be played by factors, such as income of the potential sport tourists and flight prices that are uncontrollable for the club. (Al-Thibiti 2004, 15.)

Fan identification means the emotional involvement and the commitment of an individual with a sport club or an organisation. Three levels of identification can be identified; high, medium and low. Fans with high emotional commitment to club belong to a group with high fan identification level. They are attached to teams or players and are the most likely to attend games home and away. These fans have likely been attached to the team for a long time and are very unlikely to change their favourites. Attending to away games, however, has also a cultural dimension. It would be difficult to say that the Spanish have lower identification level than the British. However, the British will follow their favourite team home and away, whereas in Spanish football the culture of travelling to away games hardly exists. The fans with medium identification, are also quite emotionally attached to a club or athlete but they are more likely to change their favourites when the club or athlete runs into trouble. However during the good times it can be difficult to find differences between fans with high and medium identification. Third group is the fans with low identification with the team. This group is also called “social fans.” These fans are attending games for the entertainment value, the teams or the result does not mean very much for these fans. Previously I have mentioned that many event sport tourists attend big games and events in order to experience the atmosphere, this concerns mostly the social fans. The sport enthusiasts are likely to be much more interested in which game they attend and who are playing. (Al-Thibiti 2004, 16-17.)

One aspect of the fan motivation is nationalism. Especially when talking about the event sport tourism that occurs in national team games, nationalism is a factor to be

considered. Nationalism is often associated with certain emotions that are quite similar to the emotions that are associated with sport fans. Both nationalism and being a fan gives people positive feelings. Most often these feelings are, for example, sense of belonging and unity or something to believe in. Nationalism has been described as a feeling of unity that makes a certain group of people who consider a nation their own, work together towards well-being of that nation. A group does not necessarily have to be living in the area they can also share other similarities, for example, ethnic background. More or less the same can be said about sports fans. Fans share the passion and emotional connection to the same club. Fans are also trying to do their best in promoting the success of the club. (Bogdanov 2005, 18-20.)

Current understanding is that many people attend major sport events partly or mostly motivated by nationalism. For example in Olympics many people are attending mainly in the events in which they can expect success from the athletes of their own country. Seeing an athlete or a team representing ones home nation succeed makes the nation collectively, and a fan individually, feel pride and happiness. Seeking for these emotions is a major motivational factor for attending the events. The current view is that nationalism is one of the major motives for sport consumers. (Bogdanov 2005, 20-21.)

### 3.5 Fan Career development

Crawford (2004) presents a model of a fan career development (Figure 1). According to Crawford fans starts as a less enthusiastic followers and their emotional involvement gets stronger as time goes by. Often fair-weather fans become dedicated fans as they grow into the team and the supporters club. In his (moral) career progression of a fan Crawford uses terms general public, interested, engaged, enthusiastic, devoted, professional and apparatus. The different terms are not meant to be labels of different groups, they are rather seen as stages that fans reach. One of the main ideas behind the model is that being a fan is not a stable state of being; it rather is all the time changing and evolving continuum. However, sometimes interest is quite static or it might even regress. The progress is usually complicated and almost never linear, it might start slowly or it might progress fast to the professional stages and then later regress some stages (Crawford 2004, 42-43).

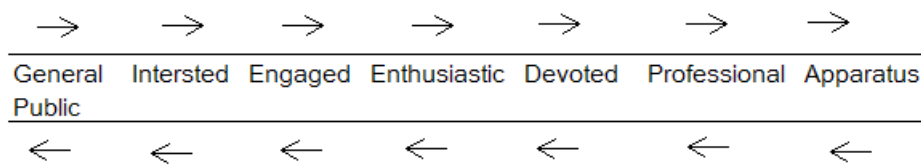


Figure 1. Career progression of a sport fan (Crawford 2004, 42)

The first stage for the most fans is being a general public. In this stage the fans have little or no interest in sports or a club. In this stage most people have some knowledge of a matter due to media saturated society. It is difficult to completely avoid some basic knowledge, however, the first step in moving towards the interested stage is to start checking the results from the mass media. There is not one main reason why people start to take steps towards becoming fans. In fact there is uncountable number of reasons of becoming interested in a certain sport, athlete or team. In fact, sometimes it is difficult to say how someone became a fan, it almost looks like the team chose that fan, rather than other way round. However, there are four basic groups that affect people in this area. Most reasons to start being interested are related to family, peers, school or community. General view is that usually fans need other fans even for becoming fans. Their influence on the surrounding society creates the interest, in this case interest in sport. The influence of the surrounding society can also be seen in the fact that certain sport events are more popular and important in certain countries. Good examples are Finland and USA. Sports culture in USA is very different than anywhere else in the world. They have grown into North American professional sports, Basketball, Baseball and American Football. The Finnish situation is similar as Finland is one of the very few countries in Europe where football is not the most popular sport. In both countries there is a strong sports tradition and the popular sports are traditionally successful. The tradition creates an interest in the media and population. Through this new people and generations become interested in certain sports. Sport can also represent a social class, for example, cricket is a very popular upper class game. Sport and being a sport fan can also strengthen nationalism in minorities. For example, football (soccer) in USA is mainly popular with the immigrants from Latin America. These kinds of influences are remarkable when people start their career of being fans and move from general public towards interest and engagement. (Crawford 2004, 43-45.)

Those who progress further than interested stage on their fan career begin to dedicate rather much of their free time to the sport. They search for results and other news concerning their favourites. At the 'enthusiastic' stage they start to, for example, wear replica shirts in order to identify themselves as fans of a certain team and as a sign of belonging to a certain group. 'The devoted' fans are quite a small group who usually have been following their team for a rather long time. Being a fan is important part of their life and they devote very much of their time for the team. Their identity is also very much tethered to the team and being a fan. Devoted and professional supporters also often try to gain understanding and knowledge about the game and history of the game. As they try to fit in, in a group of supporters they are at the same time trying to distinguish themselves from the other fans by understanding the game and the club better and knowing the history better than the regular fans. In a way, they are trying to do the same as 'travellers' are doing when they are trying to distinguish themselves from 'tourists.' The elitist nature is present and in this level of fandom it is important to be a better fan than the others by understanding and knowing more. In addition it also makes the fans seek for even more knowledge and devote their time to the sport. As the fans gain experience and reach the professional level, they start to dedicate even more time to the club. In this stage they are likely to for example, write stories for the fanzines. Being a fan is not only a hobby anymore it has become a volunteer part-time job, a job that requires constant learning. In a way this is as high as the fans can get. There is, however, one stage with an even higher level of dedication. The 'apparatus' are people working with the sport, such as marketing managers or chairpersons. In professional sport they are usually full-time employees of a sport club, however, in Finland the sport is often a hobby. This hobby might often, in fact, take more time and dedication than the real job. Most people get to be apparatus due to experience or expertise, however, there are examples of fans that have progressed from being enthusiastic or professional fans to apparatus and made sport, or being a fan, a full-time job. (Crawford 2004, 45-49.)

### 3.8 Serious leisure

When looking at the career development of a fan it clearly paints the picture that there are many different types of fans who are very much different from each others. All fans

do not follow the same career path. Some of the fans begin as fair-weather fans and stay that way until the end of their career as a fan. They get the best out of being a fan but it is never a big part of their life, being a fan is just for entertainment. For others being a fan becomes a defining part of their identity. In a way they really make a career out of being a fan. A fandom is taken seriously and gaining knowledge about the team and players takes a lot of their free time. In an extreme case they get involved writing a fanzine or in operations of a club during their free time. The leisure activity becomes serious. For many, an activity that started as a hobby, becomes a career which is highly regarded and very time consuming, a serious leisure becomes actual. (Crawford 2004, 45-49.)

There are plenty of different definitions for leisure, Stebbins (2007, 4) defines leisure as *“uncoerced activity engaged in during free time, which people want to do and, in either a satisfying or a fulfilling way (or both), use their abilities and resources to succeed at this.”* To fully understand this definition we also need to define free time. Free time is usually and in this case understood as a time that is not spent at unpleasant duties and obligations. During free time the person is free to choose the activities. One must always keep in mind also the fact that free choice, is rarely truly free. Moreover, free time is neither a synonym for leisure time.

Serious leisure is a certain type of leisure. Some might even question serious leisure as being leisure at all as it includes obligations and severe level of seriousness, career progress and sometimes even unpleasant duties. However, it is volunteer and even unpleasant duties are more or less chosen. Stebbins (2007) defines serious leisure as *“the systematic pursue of an amateur, hobbyist, or volunteer core activity that people find so substantial, interesting and fulfilling that, in the typical case, they launch themselves on a (leisure) career centered on acquiring and expressing a combination of it special skills, knowledge, and experience.”* On side there is serious leisure and on the other side there is casual or “unserious” leisure, the main difference is that serious leisure offers a career and casual leisure does not (Stebbins 2007, 5).

The three types of serious leisure are called amateur pursuits, hobbyist activities and career volunteering. Amateurs are usually found in art, science, entertainment or sport. Mostly they are linked with professionals. Sometimes amateurs get so involved with

their activity that they start to get some sort of pay for what they are doing. This means that if the voluntary activity provides them income and they do not need to work as much in their real profession, they can devote even more time for the activity. In some cases this leads them from spending leisure time with the activity to become professionals who are financially dependent on the activity they previously did on voluntary basis. The border between an amateur and a professional becomes easily blurred, on the other hand amateurs do not always evolve towards professionals during their career. (Stebbins 2007, 6-7.)

As mentioned above amateurs usually deal with professionals and they are somewhat dependant on them, hobbyists, on the other hand are acting in a truly amateur environment and they rarely develop into professionals or semi-professionals. Even though, they do not act in a professional environment they might have a public, usually small, interested in what they do and some amount of economical activity can also be involved. The categories hobbyists are classified in are collectors, makers and tinkerers, activity participants, players of sports and games and the enthusiasts of the liberal arts hobbies. (Stebbins 2007, 7.)

The liberal arts hobbyists are systematically trying to get as much information as they can about their subject of interest. Usually they read as much as they can of their own subject however, sometimes they decide to go further. If the written information is not enough and the enthusiasts of liberal arts hobbies decide to deepen their relationship with the subject, the first step is usually cultural tourism, documentary videos, television programs or other resources like that. These enthusiasts are also often divided into consumers and buffs. Consumers are people who are basically seeking entertainment and they do not take their hobby too seriously. For consumers the hobby is rather casual leisure than serious leisure as they just consume it in order to enjoy life. Buffs, on the other hand, are often experts in their field. They are rather devoted to the cause. Labelling it as serious leisure is rather easy (Stebbins (2007, 8-9.)

#### 4 SPORT TOURISM

Sport and travel has a long mutual tradition. They have been linked together at least since the first Olympics in 776 BC, already during those days the stadiums were sometimes filled with as many as 40 000 spectators. The athletes naturally travelled to participate but already at those times there was a so called event sport tourists among spectators (Standeven & De Knop 1999, 14.) Later, when the Roman Empire gained importance, sport travelling was more and more motivated by health and social reasons. As the meaning of competitiveness was decreasing also sport motivated travelling slowly disappeared. Gladiator fights, that replaced athletic competitions, were very much more local events than, for example, the Olympic Games. In the middle ages sports travel was highly concentrated around tournaments, the spectators were not travelling much. However, the knights participating in tournaments were the athletes of their time. (Weed & Bull 2004, 3-4.) Due to industrial revolution the 19<sup>th</sup> century was very remarkable for evolution of sports and travelling. Industrialisation increased the popularity of both, for example, the steam train was a groundbreaking for enabling athletes to travel to competitions further away. Previously it was nearly impossible to attend competitions outside the living area. Also disposable income was increasing and more and more people could think of spending their money on travelling and free time activities such as football or other sports. (Standeven & De Knop 1999, 16 – 21.)

Already during the first modern Olympic games in Athens 1896 the spectators felt like the games were a big experience and worth travelling long distances. During that time the Olympics were, however, compared directly to the tourist attractions such as Greek architecture or local food. The games were, in fact, already at that time so expensive that they had to be connected to other attractions to make them financially worthwhile. Big sport events have slowly been growing as well as their meaning to the travel industry. During the 20<sup>th</sup> century sports and sports travelling developed into pastime that is no longer available only for the privileged elite, but for almost anyone, at least in the industrialised world. The real peak in the growth on the number of sport tourists date to 1980s, however, significant increase were present already from the 1960s when mass tourism started to take form and services for the travellers in general started to develop fast. Today new sports related travel products are developed all the time. Mega sports events have grown to be gigantic global events involving the whole world through

media. On the other hand, sports travelling involves much more than just the mega events, even single athletes can be attractions that makes people travel thousands of kilometres. (Standeven & De Knop 1999, 27-29; Weed & Bull 2004, 10-11; Higham 2005, 4-5.)

Sport tourism is still a rather new area of research. There is a lack of clear concepts and new concepts are also born all the time. In fact the lack of clear and well-established concepts makes studying, both sports and tourism, difficult. These difficulties lead to rather a liberal use of the existing concepts. One of the problems is that the word sport tourism is often used vaguely to define some kind of travelling that has to do with some kind of sports. The term becomes vague because there is so many different kinds of trips that can be labelled as sport tourism. Sport tourism can also be looked at as phenomena or line of business. From a point of view of line of business Sport tourism can mean, for example, resorts cruises and sport arenas, especially the entry fees and other business involved. Another point of view is to talk about the motives and reasons why people include sports as a part of their trip. On the other hand, active participating in physical activity and drunken trip to ice hockey world championships are both labelled as sport tourism. Even in the statistics they are often bind together (Vehmas 2010, 15-16, 42-43.) Many faces of sport tourism and the variety of ways to look at sport tourism makes the topic challenging and interesting field of research.

Many scholars have been trying to define the concept of sport tourism during past few decades. The sport tourism and its concepts have really been evolving since 1990' and especially in the beginning of 21<sup>st</sup> century conceptualisation of sports tourism started to become fashionable. According to Hinch and Higham (2004, 19-20) several researchers including (Hall 1992, Weed & Bull 1997, Gibson 1998 and Standeven & De Knop 1999; cited in Hinch & Higham 2004) have identified definitions which give a good idea of the concept of sport tourism. For Hall (1992, cited in Hinch & Higham 2004) sport tourism is travelling away from your home district for non-commercial reasons to either participate in sport activities or to watch sport activities. Weed & Bull (1997, cited in Hinch & Higham 2004) are thinking rather similarly and they define sport tourism as all the vacations which have to do with sport activities. Gibson (1998, cited in Hinch & Higham 2004) tries to be more exact in her definition and defines sport tourism as leisure travelling which takes an individual momentarily away from their



home area to participate in physical activities or to visit attractions that are associated with physical activities. Standeven and De Knop (1999, cited in Hinch & Higham 2004) are even more exact than Gibson, and they are also the only ones who take into account the possibility of business travel. They define sport tourism as either passive or active participation in sport activities. Activities are participated in either an organised or unorganised manner and commercially or non-commercially. Participation also requires travelling away from the area where an individual lives and works. Altogether as all of these definitions are more or less similar, all of them include the aspect of travelling away and possibility to participate in or watch sports. However, active and passive participation is often much more accurate words than participation and watching. What is striking is that most of these definitions do not take into account the possibility of business travel. On the other hand, it seems clear that sport usually is not the main travel motivation for business travellers.

#### 4.1 Significance of sport tourism

Tourism is at present one of the major industries in the world. Of the world wide exports of goods and services, tourism represented about six per cent in the year 2003. If the export of goods is ignored, tourism accounts for almost 30 per cent of the service exports (UNWTO 2009.) As general wealth and leisure time of people are increasing the demand for tourism is also becoming higher and higher. At the same time sport tourism is one of the fastest growing forms of tourism. The reason is that people expect more from their leisure time and the fact that sport tourism can be seen as something that promotes a higher status, different kinds of prestige recreational sports such as golf and skiing are especially boosted by this effect. Moreover, mega events are getting bigger and more popular, which demands more of the resort but also creates huge possibilities for the travel industry. In the industrialised world the share of sport tourism of the average GDP is 1-2%. In the year 2000 sport tourism generated about one third of the total income of the tourism business in Great Britain. (Hinch & Higham 2004, 8.)

Tourism has been growing very much due demand and the efforts of the suppliers. The activities of the suppliers have created new needs for the tourists and totally new types of tourism. In recent years travelling for business has been increasing. When looking at

modern tourism the fact that nowadays many tourists combine different types of trips should be kept in mind. A traveller could travel primarily for business but extend the business trip to last over the weekend and act as, for example, a sport tourist during the same trip. (Fainstein & Judd 1999, 3.)

Sport event tourists are nowadays such a large segment that there are travel agents who are specialised in serving their needs. Most of the other tour operators are also serving the growing segment called sport tourists. They are also making packages for major competitions such as Olympics, F1 Grand Prix's or the English premier league football games. Different kinds of amateur and especially professional sports leagues are also important for the travel industry because teams need all the time more and more travelling services. This is especially evident in the North American market. According to sport Travel Magazine sport tourism generated in 2000 a total of 118 billion dollars in revenue. (Delpy Neirotti 2005, 40-52.)

Most of the attention of the academics, as well as, the main money flow is concentrated around active sports holidays like skiing and golf. When looking at the event sport tourism, the mega events are what counts. However, professional sports and professional leagues continue to play a considerable role in the business of sport tourism. All-year-round leagues have become an important source of income for travel business. When comparing the tourists who are travelling to the mega events and tourists travelling to see a regular league game it is quite easy to see differences. On average people travelling to the mega events, travel longer distances and their daily spending on food and accommodation is bigger than the spending of those going to regular league games. They also spend more time at the destination. In fact those travelling to small scale events are often living relatively near to the venue and they do not use accommodation services. If accommodation is needed it is often provided by friends or relatives. On the other hand teams collect fans from all over the country, or the world week in week out. Unlike mega events these travellers are providing quite a steady source of income for many businesses. Smaller but frequent events can be even more desirable and have a better effect on many localities than huge events. The main advantage is the fact that for these events there is no need to build as much new infrastructure as there is for bigger events. The number of tourists is also easier to

control when tourism is scattered throughout the year. (Ritchie 2004, 138, 141; Finn 2002, 173; Gibson et. al. 2003, 182.)

#### 4.2 Sport tourism typologies

Not only active sport tourism, but also sport tourism in general can be divided into hard and soft form. Hard sport tourism is a definition for trips where people travel in order to take part actively or passively in a sport competition. The main motivation for these trips is usually participating or watching a sport activity, and high level of competitiveness is also very characteristic of hard sport tourism. In fact, hard sport tourists are often professional athletes or fans of, for example, football clubs. Competing is the main reason for travelling. In soft sport tourism competing is not emphasised and the motivation for doing sport is often recreational. In soft form of sport tourism sport is not necessarily the only important travel motivation. The aim is rather to feel good physically and mentally as well as recover through participating or watching sport activities. On the other hand, when sport is no longer the dominating reason for travelling, we are moving from sport tourism towards tourism sport which can be distinguished into different groups. The difference between these groups is that in sport tourism, sport is the dominating reason for travelling. However, when talking about tourism sport, sport is only one part of the trip and the main reason for travelling is something else. Sometimes sport can be incidental in tourism sport. Depending on the importance of sport as a motivation for travelling also tourism sport can be divided into soft and hard form, and these forms are represented in table 1. (Ritchie 2004, 8-13; Hinch & Higham 2004, 35-37)

Table 1. Hard and soft definitions of sport tourism  
(modified, Hinch & Higham 2004, 37)

<b>Sport tourism</b>	Active or passive participation in sport activities when travelling. Sport is the dominating motivation for the trip.
Hard definition	Active or passive participation in competitive sports. Sport is the dominating motivation for the trip. (Olympic games, Wimbledon)
Soft definition	Active or passive participating in recreational sports activities. (Skiing, hiking)
<b>Tourism sport</b>	Active or passive participation in sport activities when travelling. Sport is not the dominating motivation for travel
Hard definition	Sport is an important secondary motivation that enriches the travel experience. (Sport cruises, fitness clubs)
Soft definition	Sport is an incidental part of spending leisure time when travelling. (Minigolf, games on the beach)
<b>Active sport tourism</b>	Active participation in competitive or recreational sport when travelling. (Hiking, marathon)
Hard definition	Participating in sport activities is a dominating travel motivation, element of competition exists. (Track and field competition, marathon)
Soft definition	Participating in sport activities is dominating travel motivation, however sport activities are recreational. (Minigolf, Hiking)

In figure 2 we can see the different forms of sport tourism according to Standeven and De Knop (1999, 12-13). In the figure, one type of sport tourist is distinguished from another type by the behaviour of tourists.

Sport tourism can be divided into different categories by the main motivation for the trip. Active and passive are the categories that are usually used. In active sport tourism tourists take part in activities and in the passive mode they are watching or visiting, for example, museums. Active and passive sport tourism can also be divided into several sub-divisions. These sub-divisions are mostly defined by the main motive of the trip. For example, active sport tourism is divided into sport holidays and holiday sport activities. Holiday sport activities can be further divided into organised and independent activities. Organised holiday sport activities can be, for example, participating incidentally in organised competitive beach games, whereas independent sport activities can be playing minigolf or jogging on the beach. To distinguish passive forms of sport tourism we usually have to look at the motive of the trip and especially at how important sport is for the trip. Connoisseurs are often involved in the sports activity and

sport is often the sole reason for taking the trip. Passive involvement in sport activity is for casual observers more incidental. (Standeven & De Knop 1999, 12-13.)

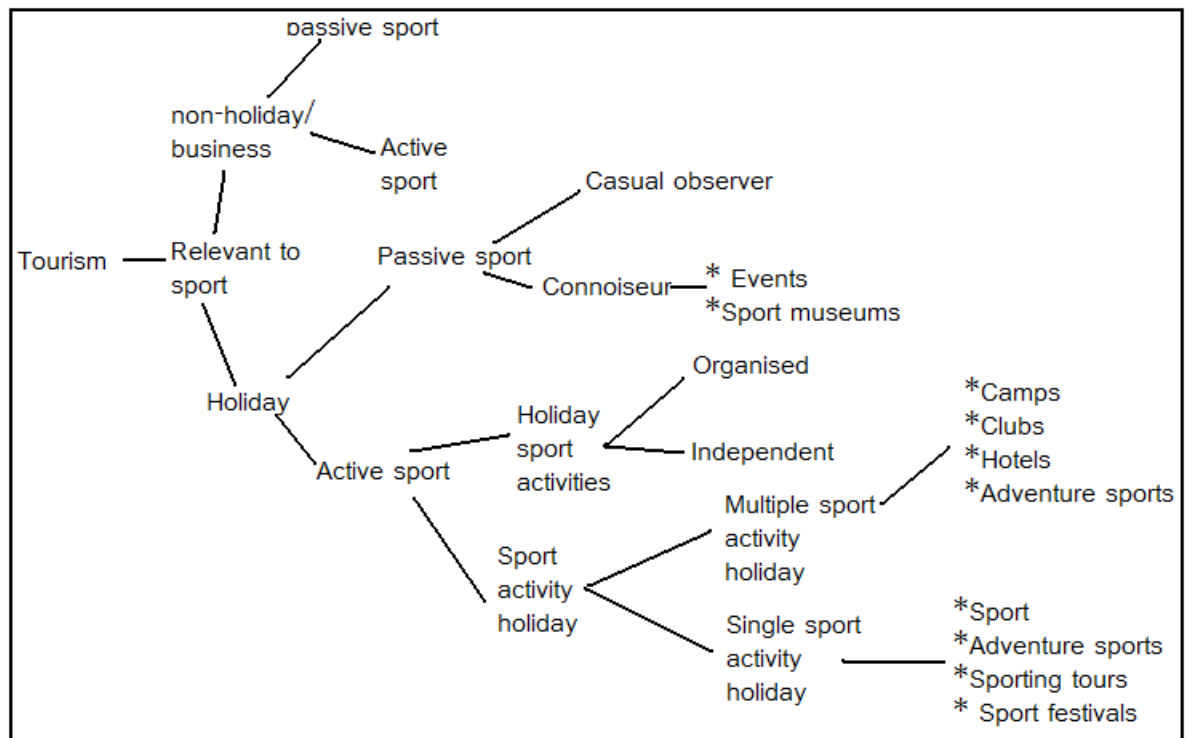


Figure 2. Types of sport tourism (Standeven & De Knop 1999, 13)

Ritchie (2004) divides sport tourism into three different categories which are active sport tourism, event sport tourism and nostalgia sport tourism. Active sport tourism includes mainly the type of travelling where the tourist is actively participating in sports activities. Examples of active sport tourism include hiking, skiing and diving. Active sport tourism can be further divided into hard and soft mode. The main difference between hard and soft mode is competitiveness. When participating is recreational without any elements of competition it is called soft active sport tourism. When the element of competition is included we can use the definition hard active sport tourism (Ritchie 2004, 9-13.)

Event sport tourism contains mainly travelling to sporting events. The events can be mega events, such as Olympic Games or football World Cup, but it is often forgotten that travelling to, for example, an ice hockey match from Helsinki to Oulu is also considered event sport tourism. Usually, the definition of event sport tourists contains only those who travel to the event to watch, not those who participate in competitions.

Nevertheless, they can still be very active and the type of watching is often more like participating than just passive watching. The academic studies often concentrate on mega events and ignore minor events. Yet, for the travel industry especially repetitive minor events, such as league games, are often locally very important and productive. (Ritchie 2004, 9-13.)

Nostalgia sport tourism is made up of those tourists who visit sport museums, like Olympic museum in Lausanne or Wembley stadium in London. Visiting the main court in Wimbledon can mean the same for a nostalgia sport tourist as visiting Louvre means for an art lover. Sometimes it can be difficult to make a difference between event sport tourism and nostalgia sport tourism. For many tennis fans visiting Wimbledon is once in a lifetime experience, however, for many the match itself is not the most important part of the trip. The elements that make the experience special are the venue, history and the atmosphere of the event. In fact this is what makes nostalgia sport tourists different from other types of sport tourists. For nostalgia sport tourists it is not necessarily important to see the competition, rather the place is more important. In fact the behaviour and motives for travelling of nostalgia sport tourists is often closer to the regular tourist who is looking for tourist attractions than to other types of sport tourists. (Ritchie 2004, 9-13.)

Often the tourists seek escape from the everyday life by going to a new place, where they can have some kind of a new start. They seek places like theme parks, casinos and beach resorts in order to be entertained. On the other hand, they do not always want to be entertained, they would rather see an authentic way of life in different cultures and try to blend in the local culture. When it comes to sport event tourists who are going to the football matches abroad, they are a kind of mixed people trying to be entertained but yet searching for “real” experiences. They are seeking amusement from the game they attend and at the same time want to have an authentic experience in the stadium and blend in with the fans who are at the stadium week-in-week-out. (Fainstein & Judd 1999, 6–7.) As much as they look for entertainment, they look for sense of belonging, which is one of the main reasons to follow sports. The real satisfaction comes from being a part of the group of die-hard fans.

### 4.3 Travel motivation of sport tourists

Needs and motivation are basically behind everything that anyone does. They are also behind sport tourism. Needs and motivation are considered as powers that make people behave in a certain way. Primary and secondary needs can be distinguished. Primary needs are for example physical needs such as eating and drinking. Needs like travelling or participating in sport activities are usually considered as secondary needs. The primary needs should be fulfilled before an individual starts to think about fulfilling secondary needs, however, needs function as entities not as individuals. The needs of sport tourists quite often have to do more with sports than travelling, but in most cases the need for sports and the need for travelling complement each others. The reason for taking a trip is called travel motivation; without the motivation most of the trips would not happen. Usually the dominating motivation for travelling is to fulfil a need. The motive is just a means for fulfilling the need. The motivation factors guiding the process of choosing the resort are often socio-psychological and they tend to relate with the needs of the tourist. Relaxing, tightening family ties and escaping everyday life could be identified as examples of motivation factors for sport tourists. (Weed & Bull 2004, 49; Gibson 2005, 58-59.)

In addition to needs and motivation there are always also pull factors involved. Pull factors are what makes something interesting and desirable for tourists. Every attraction and a resort have some pull factors, in fact, an attraction cannot exist without pull factors. For many resorts sport events function as pull factors. Many different pull factors make an attraction interesting for visitors. The pull factors of sport tourism resorts often have to do with a good infrastructure for the chosen sport, accommodation facilities, history etc. Pull factors are rarely measurable, they are rather about images and mental impressions. Images can be either positive or negative. If the resort has too many negative images people will start rejecting it. Many positive images, however, create a successful attraction or resort. We could use the English premier league and Finnish Veikkausliiga as examples of events with pull factors and positive and negative images. English premier league has a good reputation world-wide, attributes like good level of playing, good entertainment and excitement are often related to it. Every year thousands of people around the world travel to England just to see the games, thus, the premier league is a pull factor for England and it works as a tourist attraction. At the

same time Finnish Veikkausliiga is not appreciated even in Finland, and it is often called boring. Veikkausliiga struggles to get people travelling even within Finland, we should not even mention travelling from abroad to Finland. The travel motivation of sport tourists is often somewhat different from other types of tourists. Particularly event sport tourists often travel just to follow the events and have little concern over other matters. On the other hand, this often also means that they do not spend a lot of money in other attractions during their time at the resort. Veikkausliiga could be used as an example again. The true fans of Veikkausliiga clubs travel to away games, but they do not consume too much at the destination. Their main interest is the game and usually they are not interested in the other attractions of the game. Actually when the motivation to travel to away games was measured among Veikkausliiga fans, the other attractions were the least important reason for travelling. Besides attractions the accommodation and restaurants were also at the bottom of the list. (Gibson 2005, 59-60; Kim & Chalip 2004, 696-697; Tikander 2006, 56.)

Even though sport tourists are often a slightly distinctive group, their main travel motivations are not that far from the usual motivations of tourists. After all, most tourists are after some more or less specific object of desire McIntosh and Goeldner (as cited in Weed & Bull 2004- 49-52, 63-64) divides travel motivations in three different categories. Their categories are physical, interpersonal and status and prestige. Physical factors include, for example, taking care of mind and body. Interpersonal factors are such factors as networking, seeking for new challenges or escaping everyday life. Status and prestige have mostly to do with individual development and self image. Obviously, for active sport tourists the physical elements are particularly important. However all of these three can be recognised as the motivation factors of sport tourists. Interpersonal factors are highlighted often in passive sport tourism such as football spectatorship. When researching Finnish football fans travelling with their club for the games of domestic league meeting friends and having a sense of belonging are both near the top of list of the most important reasons for travelling to away games. Usually the game and supporting team are the most important. On the other hand, how many would travel to away games alone? As was described above, motivation and needs work as an entity not individually. Status and prestige are important factors for professional athletes: their status is promoted and they are respected more after travelling to highly valued competitions. Status and prestige are often also present for passive sport tourists.



For example, a football fan can prove his devotion to the club by travelling to games which are not played near his home. In this way, the fan becomes respected among other fans and travelling fulfils the need of belonging to a group. Golfers can raise status in the same way, for instance if a Finnish golfer travels to St. Andrew's to play on the old course he will probably be slightly more appreciated at his own golf club. (Tikander 2006, 56.)

#### 4.4 Travel motives of event sport tourists

Shank (1999, 182) provides the spectators' basic motivations of the following sports.

Table 2. Motives for following sport. (Shank 1999, 182)

Value	Explanation
Self-confidence	The fans are most active when their team is successful. During bad spells the fans are more passive. By being a fan of a successful team fans feel more confident also in other parts of life.
Escape from everyday life	Following sports is a way to escape the pressures and obligations of everyday life.
Entertainment value	Uncertainty of outcome makes sport different from other types of entertainment. That uncertainty also makes sport more entertaining. This is believed to be the most important motivation to follow sports.
Enjoyment	Sport gives pleasure to spectators. Sport is entertaining because it stimulates fans and creates enjoyable feelings.
Aesthetic value	Many people see sport as an art form. Football matches are often compared to ballet or even war. Many spectators enjoy the beauty of the performances.
Sense of belonging	Spectators fulfil the need of belonging by being fans and members of fan clubs. If the group breaks, going to games loses its meaning.
Family ties	Watching sport can be a way to spend time with family.
Economic value	So called betting factor. This is the least motivating factor of these eight factors. However, betting creates more excitement and interest towards the event.

These eight elements, presented in table 2, are usually dominating also when trying to define the motivations of event sport tourists. The motivations can be narrowed down to eight basic factors but we have to always remember that following sport is always a result of several factors, not one or two and some of the factors can be something totally different from these basic factors. Nevertheless, Shank's typology above is a good basis for the analysis.

Some fans feel that their self-confidence is connected with the success of their favourite team or athlete. For them it is important to be a part of a successful team. In fact, success is what makes sport meaningful. Success affects the fan and the fan takes it personally, often the fan will take some credit of the success. Many of these people like the sport but it is not important or meaningful without success. (Kontturi 2004, 12-13.)

Another major reason for following sports and travelling after sport events is the sense of belonging. A fan is more likely to go to games if an individual belongs to a bigger group. Those who go to games alone or in a small group are also more likely to skip games. On the other hand, a big group has its effect on the individual. If the group enjoys, it is likely that also the individual enjoys. On the other hand, this also goes the other way round and in fact, if the group decides to stop going to games as a group, most individuals of the group also stops going to games because going has lost its essential meaning. (Kontturi 2004, 14.)

The third interesting reason for following sport is its entertainment value, which is also often highlighted in the motives of sport tourists and spectators. The entertainment value changes from one spectator to another, it is all about images. Experienced entertainment value can be affected by, for example, the experienced level of players, seats and fame of the athletes. Star athletes clearly affect the experienced entertainment value and interest towards an event. The importance of the competition is also a huge element. The more entertaining setting, the more people will arrive to the game. (Shank 1999, 178.)

Tourism as a phenomenon is quite special due to its intangible nature. In practice it means more or less that the quality and desirability of certain destination or a resort can

not be measured. The quality is in fact perceptual and depends totally on perceptions of an individual. The same rule, in fact, concerns also sport competitions, these competitions are actually even more uncertain because nobody knows before a game or a competition whether it is going to be entertaining or not, moreover, the entertainment will be evaluated by the spectators and how they will individually and collectively perceive it. So when event sport tourism is concerned it is always very difficult to try to expect and evaluate anything beforehand. (Fainstein & Gladstone 1999, 25-26.)

## 5 RESEARCH QUESTIONS AND THE METHOD OF THE STUDY

The main purpose of this study is to examine the decision making process of the sport tourists and how being a fan affects that process. The main hypothesis of this research is that the fans regard the possibility to follow sports during a holiday trip very important. Following research questions will be examined in relation to event sport tourism, in particular:

- 1) Does being a fan affect on decision making process when planning holiday trip abroad?
- 2) Why does Finnish football fans travel and follow sports?
- 3) Do dedicated fans make more sport related trips than less dedicated fans?
- 4) Is there a similarity in reasons to travel and attend sport event similar?
- 5) What kinds of fan and traveller types are there among Finnish football fans?

### 5.1 Research methods

The study was conducted in a quantitative manner. The data was collected with a questionnaire which contained three sections. The first part deals with background knowledge. The second part of the questionnaire measures the fan motivation, loyalty and identification. The second part of the questionnaire is based on the questionnaires used in previous studies, such as sport interest inventory (SII) and sport fan motivation scale (SFMS) (Neale & Funk 2005, 1-5; Wann et al. 1999, 1-11). These questionnaires were modified and adapted in order to be able to use them in this specific study and in the Finnish society. The last section of the questionnaire measures the travel patterns and decision making process that takes place before the travel decision. The results are analysed statistically using SPSS.

Quantitative research is a research method that deals with the quantity of the answers. Quantitative research usually answers the questions what, where, how much and how often. The results of the quantitative studies are often numbers, percentages and correlations between studied factors. This method can also illustrate the changes that occur in the study objects. This kind of study usually means that the sample is relatively large in order to get meaningful results. The data is usually collected by questionnaires

with predetermined alternative answers. By using questionnaires it is possible to attain quite a large sample, however it is often said that the results remain superficial and thus do not explain give enough reasons for the outcomes. (Heikkilä 1998, 15 – 16.) Quantitative research is usually analysed statistically and the significance is also measured statistically. It is characteristic to make hypotheses and interpret the results by using results from the previous studies. (Hirsjärvi et. al. 2001, 129.)

The data was collected with the help of a web-based questionnaire (appendix 1 & appendix 2). The internet questionnaire was posted on Futisforum2 which is the most active online football discussion forum in Finland. Additionally, it was posted to the English premier league supporters association, Futisforum and on the discussion forum of SMJK (Finnish national team supporters). The data was collected between November 2008 and January 2009.

## 5.2 Tools used in analysis

Factor analysis aims to find hidden similarities in the variables. These hidden similarities are called factors. The idea is that everything can not be seen clearly from the material, some information is only possible to see indirectly. A factor can be seen as a kind of hypothetical construction or a theoretical concept, the existence of the concept can be derived from concrete observation. For example, when measuring conservatism it can not be researched with one question, a researcher has to make a series of questions and see if the factors can be derived from the results. The result can be several factors, each representing different dimensions of conservatism. (KvantiMOTV, 2004a; Tucker & McCallum 1997, 2-3).

Factor analysis is divided into two different approaches, explorative factor analysis and confirmatory factor analysis. Exploratory factor analysis searches factors among variables. The factors should explain the variation of variables, even if the researcher does not have a strong anticipation on amount of the factors or the interpretation. In confirmatory factor analysis the researcher has an anticipation of the results based on theory. The factor analysis is basically made to prove or disprove the hypothesis based on empirical material. In this research explorative approach is used.

As mentioned factors are hidden variables that can only be seen using factor analysis. In fact, a factor is constructed by several variables that highly correlate with each other, but do not correlate with other variables. The idea is that the hidden variables (factors) are the cause of the observed phenomena, not vice versa. Each variable in the factor have a factor loading between -1 and 1. Factor loading tells how strongly the variable is explained by the factor, the closer to 1 factor loading is, the better the variable is explained by the factor. If the factor loading is negative, it correlates negatively with the factor. The Principal component analysis (PCA) is the most commonly used factor analysis. In principal component analysis possibly correlated variables are diminished into smaller number of variables. These new variables are called components and they are uncorrelated. Normally to principal component analysis aims to reduce dimensions, create new, combined variables or turning variables to uncorrelated. (KvantiMOTV, 2004a; Mellin 2004, 2–3, 17; Tucker & McCallum 1997, 2–4, 12–14 ).

The functionality of the factor model can be measured by communality and eigenvalue. All the factors get an eigenvalue (0-1), the combined eigenvalues tell how much of the deviation of all the variables can be explained with factors. The higher the eigenvalue, the more factor analysis explains. Communality explains single variables, the closer to one, the more of the deviation is explained by the factor. (KvantiMOTV, 2004a).

In this study the principal component analysis was in order to create new, combined variables. These new combined components are then studied and labelled with the new headline. In this way it is aimed to create the traveller and supporter typifications. The analysis reveals if the same respondents have answered similarly to similar questions and new variables can reveal that there is for example group that prefers the sense of belonging with friends and another group that prefer supporting ones own team.

Cross tabulation is a way to research variables dependency on each other. Using this method it is easy to research, for example, differences in opinions of men and women or different age groups. Cross tabulation is a way to study conditional distribution of variables. Whether the result is indicative or not can be measured using chi square-test. Chi square-test is so called undependency test, the assumption is that different variables do not depend on each other. This would mean that, for example, age would not have anything to do with football fans travelling habits. Chi square-test measures how much

observed and expected frequencies differ from each other. If the observed differences are big enough it means they would probably not be accidental, they are meaningful. Whether the result is statistically significant or not is expressed with p-value. If p-value is less than 0,05 the results are statistically significant. (KvantiMOTV, 2004b).

## 6 FINNISH FOOTBALL FANS SEEKING EXPERIENCES AND SOCIAL BELONGING AT THE GAMES AND ON THE ROAD

The results are based on statistical analysis of the collected data. The statistical analysis methods used in the research include such methods as simple descriptive statistics, factor analysis, correlation analysis and cross-tabulation.

### 6.1 Background information of the respondents

The questionnaire was targeted to the people who are very interested in football, not just watching the game on TV or at the stadium but also on activities around football. Not surprisingly most of the 384 respondents were men, In fact, less than three percent of the respondents were female. More than half of the respondents were between the ages of 18 and 29, less than 15 percent were over forty year old (table 3). One of the respondents declined to tell the age or social status.

Table 3. Age of the respondents.

Age of the respondents		
	Frequency	%
under 18	23	6,0
18-29	217	56,7
30-39	89	23,2
40-49	38	9,9
50-59	13	3,4
over 60	3	,8
Total	383	100,0
Missing	1	
Total	384	

The social status (table 4) of the respondents was clearly related to the age of the respondents. Most of the people who answered were between 18-29 years old and as anticipated most of them were students. When looking at the social status of the respondents it can be stated that the respondents represented a wide section of the society. However, it is quite clear that the results mostly represented the mindset of young male students who were interested in football.



Table 4. Social status of the respondents.

Social status		
	Frequency	%
pupil	6	1,6
student	124	32,4
employee	85	22,2
unemployed	12	3,1
official	52	13,6
specialist	68	17,8
management position	21	5,5
other	15	3,9
Total	383	100,0
Missing	1	
Total	384	

Respondents had in general taken many trips abroad during the last three years (table 5). During the last three years, almost half of the respondents had been on a leisure based trip abroad at least seven times. The fact that almost every respondent had travelled abroad at least once during the last three years emphasises that the respondents are quite active travellers. On the other hand, the younger generation in general is quite active when it comes to travelling and we can say that there is no difference between football fans compared to the other people.

Table 5. Trips taken by the respondents.

Trips abroad during last 3 years					
Trips	1	2	3	4	5
none	2,1	9,1	<b>77,1</b>	22,4	32,8
1-2	10,9	<b>34,6</b>	14,8	<b>39,1</b>	<b>43,2</b>
3-4	21,6	22,7	4,9	18,2	14,1
5-6	18,0	14,3	1,6	10,2	4,2
7-8	14,3	9,6	,3	3,4	1,6
9-10	10,2	1,6	,5	1,3	1,8
>11	<b>22,9</b>	7,8	,5	5,2	1,0
DNK	0	,3	,3	,3	1,3
total	100 %	100 %	100 %	100 %	100 %
<b>1=</b> How many holiday trips abroad have you taken? <b>2=</b> On how many holiday trips abroad have you participated sport event as a spectator? <b>3=</b> On how many holiday trips abroad have you participated sport					

event as an athlete, coach etc?

4= On how many of these trips have attending a sport event as a spectator been the main motivation to travel?

5= On how many of these trips did you attend a sport event, but attending a sport event was not the main motivation to travel?

Only nine percent of the respondents had never been a spectator at a sporting event whilst travelling. Not surprisingly, taking part in a sport event whilst travelling was less common than actually travelling abroad. Even if the respondents were relatively active sports fans, they did not take only sports related holidays. During last three years 47,2 percent had made at least seven trips abroad, whereas, less than one in five (19,3 %) had been in a sporting event as a spectator at least seven times during last tree years while travelling abroad. On the other hand, most sport fans had attended sport events, as much as 57.3 per cent of the respondents had been at a sport event 1-4 times as a spectator during last three years. In comparison According to the study made in USA 45 percent of men and 31 per cent of women attended a sport event while travelling during last five years (Getz 2003, 58). This result indicates that the football fans attend more often in sport event on the road than so called normal crowd.

Among respondents taking part in a sport event abroad as an athlete was very rare. It seems that fans who were interested in sports on holidays were restricted to following sports. Actually only 22.9 had attended a sport event abroad during last three year. This research does not tell if the respondents were physically active or not at home, but it reveals that the fans were not interested in travelling abroad to participate in sport activities. Participating in sport event as an athlete was not a reason for a sport fan to travel, being a spectator of a sport event was. Only 22.4 percent of the respondents had never travelled abroad motivated by a sport event. However, it was very rare to travel a lot in order to attend sport events, during last three years, most of the respondents (57,3 %) had only taken one to four sport event motivated trips abroad. In fact, there were more of those who had never travelled abroad for a sport event (22.4%), as there were those who had taken more than six sport event motivated trips abroad (20,4%).

The aim of this research was to reach football fans. According to statistics (figure 3) the respondents categorised themselves as fans. A clear indicator of the fact that the respondents were active football fans is that clearly the most popular sport event they

had attended abroad was the matches of the foreign football clubs. Also the second most popular event, the matches of the Finnish national football team, indicates that reaching the football fans was a success. Out of the 384 respondents, as many as 324 had attended a game of a foreign football club abroad. It is more than double comparing to second on the list, Finnish national football team, with 115 hits. Even the third on the list is football, about 11 percent of the respondents had travelled abroad to see domestic football clubs in international competitions. Football fans seem to be people that have room for only one sport in their heart, as ice hockey, motor sports, athletics or anything else does not get a significant amount of hits. Once again, the lack of spectators of other sports is a proof that this research was targeted successfully, at the end of the day, this research was targeted at the football fanatics, and it definitely would be worrying if other sports would be topping the table of popularity. Also previous studies reveal that Finnish sport enthusiasts are rather loyal to one or two sports. According to Heinonen and Godenhjelm (2001b, 51) two thirds of the Finnish sport spectators had only followed one sport at the stadium. Less than 25 per cent had followed two sports and only 7 % had followed more than two sports at the stadium. Partial explanation for the massive numbers of fans attending a foreign club football could be given by Heinonen and Godenhjelm (2001a, 28-31) as they claim that there is a rather sizeable group of anglophiles among Finnish football fans. For these fans England and English Premier League is definitely a reason to travel abroad. The popularity of foreign football can partly be explained by the long history of English football on Finnish television. As already mentioned earlier in this thesis the Finnish national broadcasting company started to show English football on Saturday afternoons already in mid 20<sup>th</sup> century. Later decades have shown that English football is arguably more popular in Finland than domestic football.

Compared to the popularity of football domestic ice hockey is on a very high level. This might be one of the reasons whytravelling to ice hockey matches seems to be very unpopular among football fans. Traditionally if a Finn would like to see ice hockey on a significantly higher level than in Finland, they would have to travel to North America to see NHL. At the same time in a football stadium the fan would get new experiences simply by travelling to Sweden. In a way it is reasonable to say that the low level of football played in Veikkausliiga, a lack of support and atmosphere in the games makes the football fans travel abroad to experience better atmosphere and to see world class

skills. However, judging by general knowledge it is quite popular to travel to formula 1 weekends or the championships of winter sports and athletics. This research could find almost none of the people attending these events. The reason probably lies in demographics. Team sports are taking over in popularity in Finnish society; slightly exaggerating we could say the individual sports are becoming the sports of the elderly. The respondents were young and eager football fans, they probably are not the ones who travel to Hungaroring or Oberstdorf. According to research the general sports public does not even exist. Most of the spectators are restricted to one or maximum two sports that they would be interested to attend (Heinonen 2005, 70.)

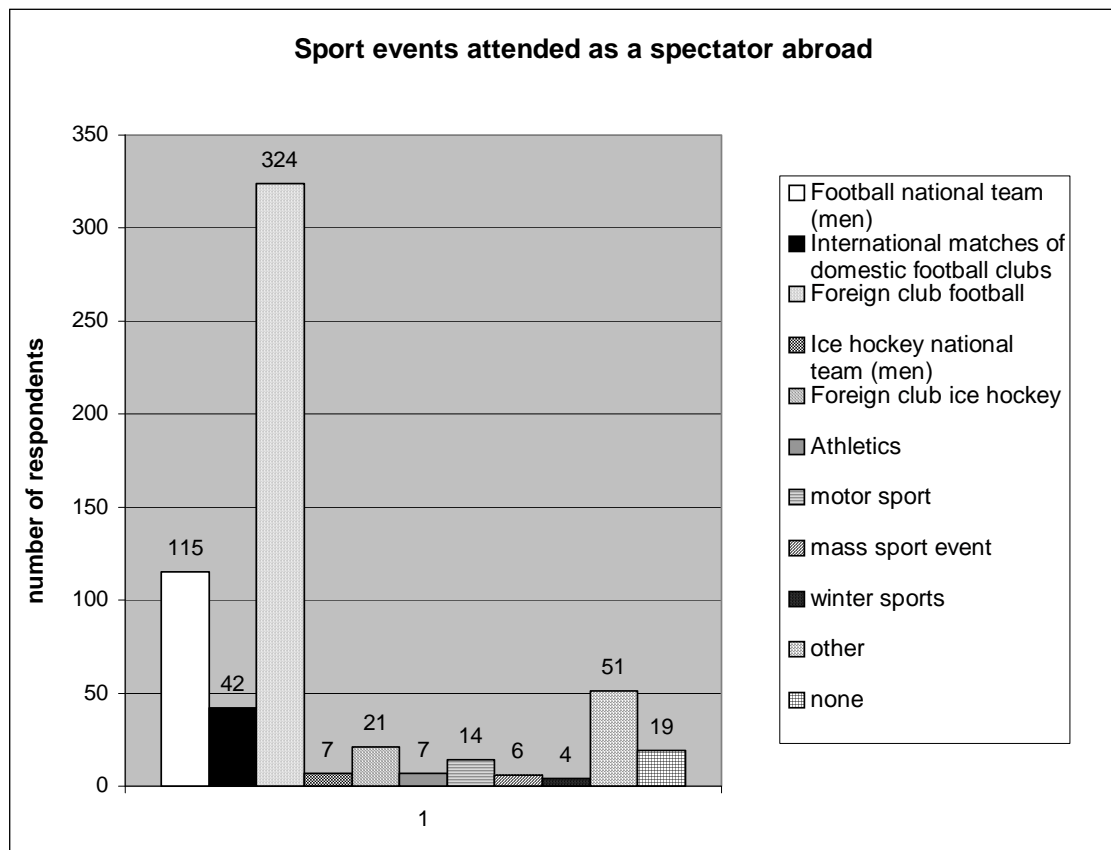


Figure 3. Sport events attended abroad as a spectator.

At least one of the destinations for most of the 324 respondents who had travelled abroad to see foreign club had been England. Apart from the love created by television, there are also other issues that support the idea of Finns travelling to England to see Football. London, for example, is nowadays very easy and relatively cheap to travel to. Presumably the low cost airlines such as Ryanair have, in fact, a big role in these trips. Low cost airlines have made sport event tourism reachable for the people that have

never before had a chance to see sport events abroad. For example, English premier league is almost as easy to reach, if not in some cases easier, for Finnish sport fans than domestic football clubs. For example, for the fans of MYPA, a trip to Rovaniemi can be more expensive and time consuming than a trip to London for Tottenham Hotspur fan. However, when analysing this result one can not forget the fact that this research was also emailed to the official fan club of English premier league in Finland.

The Finnish national football team and foreign football clubs enhance travelling abroad. At the beginning of the 21<sup>st</sup> century a significant hype was born around the national team and the fans have started to travel with the team. To an easily reachable destination like England, there can be thousands of Finnish supporters travelling (Heinonen & Godenhjelm, 2001a, 3-5) and even to the games played in places that are difficult to reach, such as Länkärän in Azerbaijan, there are plenty of fans to support the team. Between these two most popular events, foreign club football and the international matches, there is a clear difference. The national team usually plays away games a few times a year and there can be thousands of fans attending the same game. Instead of a few games with possibly thousands of Finns travelling to, the foreign league games are played throughout the year and they pull a few dozen Finns at best.

Previous studies for example by Heinonen (2007) show that the sense of belonging with the other fans is very strong during these trips. The small groups are melted into one huge mass and the social aspect of both travelling and spectating sport is strongly visible. The trips strengthen the sense of belonging to a fan group of the Finnish national football team. The fans also get the feeling that they are a part of a team. At the best case taking part in these trips makes their status among fan group better. Travelling with the national team serves the fan on many levels, one aspect is that they get to travel and relax around the sport they love and on the other hand fans get recognition from the other fans. Also looking at the Finnish fan identities (Heinonen and Godenhjelm 2001a, 28-31), it is easy to speculate that the people attending are a bit different in international matches and foreign league games. The people who travel to exotic destinations with the national team are easy to label as true football fans, as they show their devotion and are willing to really make the effort to attend the game. Both, probably, gather some experiential fans but foreign league matches are bound to collect more of them as they

are often higher level and easier to reach, also anglophiles are unlikely to be found in the games of the national team.

The foreign club football is played throughout the year and only a few Finns attend a single game. In many ways we could expect that this group is built of many different types of fans. If the national teams away games are crowded by supporters and fans, we can expect to find all the Giulianotti's (2002) four spectator identities following foreign club football. On these trips it is as easy to find fans who make their yearly pilgrimage to their beloved stadium and among "their own people" or "the real local fans," as it is to find flaneurs consuming the best possible sport entertainment. For the fans television is not always enough. From time to time they have to get to the actual stadiums and to mingle with the local fans in order to strengthen their supporter identity. For example, For a HSV fan travelling to Hamburg is a way to show their loyalty to club and prove themselves as real fans. For the flaneurs, the teams are rather irrelevant, they just need to entertain themselves and consume the experiences.

## 6.2 The travel patterns

The older the football fans get, the more they tended to travel (table 6). There was a clear difference between the number of trips abroad of younger than 30-year-olds and older than 30-year-olds. However, when fans turn 40 the travel habits did not significantly change when the number of trips is concerned. As an explanation one could speculate that the older fans are in a better position in working life and have more disposable income to use for travelling compared to younger fans. They can also travel during holidays while younger fans often need to work during holidays. The main difference between the age groups 30-39 and over 40 is that larger part of the over forty-year-olds travel very often. Also fans who are employed as specialists or in the management position travelled a lot more than the rest of the fans.

Table 6. Number of trips made by different age groups.

		Crosstab					
		5. On how many recreational trips abroad during past three years have you taken part in sport event as a spectator?					
		none	1-2	3-4	5-6	7-	Total
1. Age < 29	Count	23	97	56	27	36	239
	Expected Count	21,9	82,6	54,4	34,4	45,7	239,0
30-39	Count	7	19	22	19	22	89
	Expected Count	8,2	30,8	20,3	12,8	17,0	89,0
40-	Count	5	16	9	9	15	54
	Expected Count	4,9	18,7	12,3	7,8	10,3	54,0
Total	Count	35	132	87	55	73	382

Over 30-year-old fans seem to be more active in taking part in sport events as spectators than under thirty-year-olds. A cross tabulation reveals that expected count of fans taking part at least 5 times in a sport event while travelling abroad for at least 30-year-olds is was 47,9, but the according to results the real count was 55. For the under thirty-year olds the expected count was 81,1 but the real result was only 63. Just as over 30-year-olds travel abroad more than younger fans, they also participate in sport events more often while travelling abroad.

Supplementing previously gained knowledge, fans in a good position, such as specialists and management, in working life took part in sport events as spectators considerably more than, for example, students (appendix 3). In general, it is easy to say that people who are involved in working life are much more active in participating in sports event while travelling abroad than those who are not in the working life. Those fans who travelled abroad in order to participate in a sport event were often between the ages of 30 and 40. Even within the age group of over 40, numbers of fans who travelled abroad motivated by attending a sport event were much greater than the numbers of younger fans. Of course, we have to remember that fans who have not yet turned 30 generally travel less than others. The statistics also show that when they travelled they

did not primarily travel in order to participate in a sport event. Reasons for this are difficult to anticipate, but some ideas can be concluded from looking at the statistics. Younger fans travel less than older fans, due to this older can make more “theme holidays” such as football weekends. For them it is not so important to include everything in one trip and they can concentrate on one thing at the time. For the younger fans, who travel less, it is more difficult to sacrifice the whole trip for one aspect of relaxation. They need to include more for the shorter period of time. This makes attending a sport event more coincidental and not the main reason to travel. The most active group of people, by social status, to travel abroad motivated by attending a sport event were the ones who were working as employees or officials. Quite a big number of students and unemployed were not travelling at all or travelled rarely motivated by a sport event. The difference to employees and officials, of whom about one in four made a sport event holiday twice a year, is quite dramatic.

### 6.3 Motivation to travel and attend sport events

When asked why football fans travel, three reasons to travel were clearly more important than the others. These reasons were relaxation, gaining new experiences and spending time with friends (appendix 4). When thinking about the ten most important aspects (figure 6), eight has to do with relaxing, learning, experiencing new things or travelling with friends. It seems that the holy trinity for a travelling football fan is the possibility to relax with friends in the new surroundings. When a possibility to attend a sport event as a spectator is added, we more or less know what it is that makes a Finnish football fan enjoy a holiday trip. The target group of the research can be seen quite clearly in the answers as the respondents regarded the possibility to attend sport events in the destination highly important when choosing a destination to travel to. Most of the respondents also tried to do the travel arrangements by themselves. Of the eight motives of sport tourism, four were very well represented in this research: Escaping Everyday life, entertainment value, enjoyment value and sense of belonging were all high on the Finnish football fans list of reasons to travel. On the other hand, family ties, economic value, confidence and aesthetics were not present.



The event sport tourism is sometimes called passive sport tourism, in this research it is emphasised very much that the event sport tourists are rarely passive. But during the trips they tend to be physically passive. Already earlier it was found out that fans rarely attend organised sport events as athletes while travelling. When asked about the motivators for travelling the same thing jumped out again. The possibility to do sports was clearly the most unimportant thing when deciding where to travel. An interesting contrast again is the fact that the possibility to follow sports is ranked very highly and many fans wanted to find out what kind of possibilities there is to follow sports in the destination. Actually being physically active was ranked lower than anything else and it was very irrelevant whether the destination offered a possibility for doing sports or not.

The research did manage to reach the fans, not the athletes. Partly this research seems to speak for the popular idea, that the fans are enthusiastic sports people, but only when

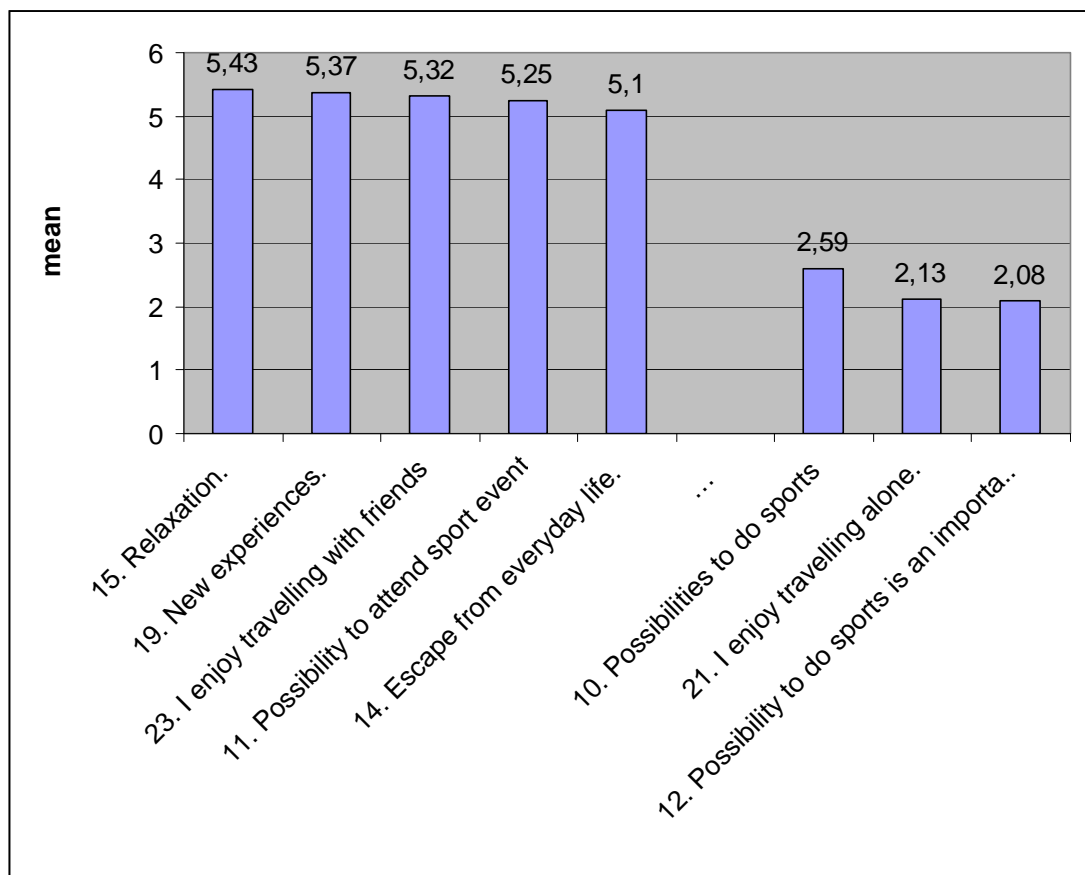


Figure 4. Five most important and three least important reasons to travel on a scale of 1 to 6 according to the respondents (1= not at all important, 6= very important, for the whole table see appendix 4)

someone else is doing the actual physical performance. Coming back to the term passive sport tourism, even if the fans might be lazy when it comes to doing sports on holidays, it would be wrong to call them passive in general. Even being a spectator can be active and, in fact, in many football cultures the audience plays a vital role in the events. Calling the home fans the 12<sup>th</sup> player has a firm ground on the behaviour of the crowd, which is anything but passive. The results really show that these are the experiences the fans are after, they often travel in order to experience a new sports culture and to learn about them. On the trips it is important to feel the sense of belonging. A group is an important part of travelling. Travelling alone is just as disliked as it is to do sports on a holiday.

Just like in travel motivation, when it comes to the question why do football fans follow sports we can clearly separate three different groups of reasons (appendix 5). The three most important aspects were quite similar comparing to the reasons to travel. This indicates that travelling and following sports have a link. The aspects were sense of belonging, experiencing and supporting the favourite. Sense of belonging, sense of community and new experiences were very much present also when looking at the motivation to travel (figure 7). The results are much alike when comparing to Shanks (1999, 182) theory why sport tourists follow sports. According to Shank there is 8 main reasons for sport tourists to follow sports: Escape from everyday life, self-confidence, entertainment value, sense of belonging, family ties, economic value (sports betting), aesthetic value and enjoyment. Out of these eight 5 were quite well represented also here. Entertainment, escape from everyday life and sense of belonging seem to topics that repeatedly stand out also from the results of this study. Also Enjoyment and aesthetic value have a role in Finnish football fans reasons to follow sport. However, Economic value, family ties and self-confidence seem rather unimportant for Finnish fans. Also Veikkausliiga fans in Finland and global premier league fans seem to appreciate similar things as the respondents in this research. The game day experiences and bonding with the other fans seem to be the most important aspects of football for them too. (SRMC Sportwise Ltd 2008, 32-47; Tikander 2006, 58.)

*“To be among thousands of young men, all of whom, for those ninety minutes at least, had just one focus in life, was to be part of what the Americans would call a huge male-bonding process. It mattered not that we were schoolboys, mechanics, businessmen, shopkeepers, rich or poor, because for those ninety minutes we were all football supporters and that was all we were.”* (Brimson & Brimson 1996, 8)

The sense of community clearly stood out as an extremely important pull factor to go to the stands and follow sports. Importance of presence of friends, the sense of belonging and after match analysis among friends all ranked very highly for the football fans. The result clearly shows that Finnish football fans were reluctant to follow sport alone, they needed someone to share the joy, sorrow or even hate. The company of the people with similar mindset and a sense of belonging creates an extra dimension to the sports. This emotional dimension is probably missing from, for example, art aficionados. The sports community was very important for the fans and it was important to belong to the inner circle. If the group disappeared or the fan was left out from the inner circle the fascination of sports disappeared. The new collectivity created by football and fandom was clearly visible here. Instead of making people passive and lonely, football creates new collectivity and brings people together. A match day is a festival and it has to be spent among friends, even pre- and post-match parties can be arranged.

The sense of community is often built among fans when they create fan clubs and other activities that has to do with supporting their mutual favourites. Belonging to a group is often not enough. For many it seems to be important to be associated with a successful club. The favourite club seems to be very important part of a fans life, for many it is a centre point of life. Successes and disappointments make the fans day good or bad. But again, the success is empty and meaningless without a community, excitement is far more exciting in the group and success much more joyful in the group. Through sharing happy moments and living through worse times a fan proves his worth. The status gets higher and they are even tighter bond in the group.

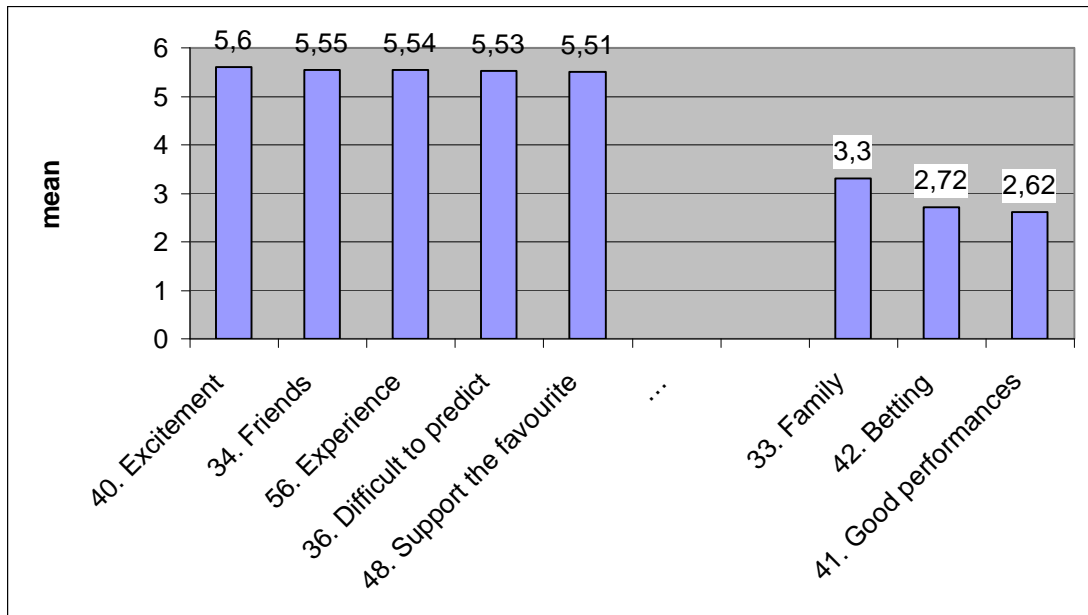


Figure 5. 5 Five most important and three least important reasons to follow sports on a scale of 1 to 6 according to the respondents (1= not at all important, 6= very important, for the whole table see appendix 5)

The third aspect was the entertainment and experiences of sport. Sport offers excitement and often new experiences for the fanatics. The experiences are especially important when going abroad to get to know to a whole new sports culture. As an entertainment sport is quite different from film or theatre because in sports no one knows what is going to happen. The lack of script makes it unpredictable and unpredictability makes it exciting. The excitement and entertainment is often translated into new experiences – especially abroad. This depicts very well the modern experience society. We are living in the entertainment milieu and people are looking to be entertained and to gain new experiences. The football enthusiasts have more disposable time and money in their hands than before. They can strive for more entertaining and more exciting new experiences than their predecessors in earlier decades.

For the respondents the match results were meaningful, the excitement of sports was highly dependant on results. On the other hand, it was also clearly evident from the results that the favourite was, for many, what makes sport worth following. For these fans it was quite clear and self-evident that the results had meaning. For example, in football just beautiful game and entertaining style of playing was rarely enough. For the most, results were what counts and what makes the game exciting.

Betting seemed to have very minimal, if any, meaning for the fans. Surprisingly the economic aspect of the results did not really have a position in making sport exciting. The excitement of winning or losing money seemed to be much less meaningful than the mental excitement created by winning and losing. When thinking about the fans and their betting behaviour we should always keep in mind that traditionally fans do not enjoy betting on the games of their own favourites – That way one can only lose. Perhaps this means that they only bet on the games that do not mentally have any significance, in the end of the day betting is not the thing that makes them follow sports it is just something to add excitement on otherwise unexciting events.

The importance of the excitement factor in sports was very clearly seen through the fact that, even though, fans really enjoyed winning; they did not enjoy overwhelming domination. They seemed to rather win after a tight and exciting contest than crushing the opponent. When thinking about sports history, it seems quite clear that as the time goes by too good athletes and teams become not only legends and admired heroes, but also boring and uninteresting due to lack of any real competition. The domination takes the unpredictability away from the sports, and unpredictability was one of the main attractions of sport for the respondents. Connected to this, it was also clear that the attractiveness of big stars were not enough to make an event interesting. On the other hand, in this case the respondents probably did not represent the whole population. A common belief is that traditionally Finnish people had been interested in the games of the national team, but they had mostly been interested in the huge stars playing for the opponents. Only for the last ten to fifteen years the crowds have become mostly interested in team Finland. However, this progress is still in process, for example, the visit of Cristiano Ronaldo (and Portugal) was probably the biggest footballing event in Finland for years. If the questionnaire would have been targeted differently the result could have been quite different. The regular Joe often experiences sports through the stars and the media concentrates on the stories of the best players and in this way strengthens their status as the public faces of the game. According to Critcher (1979, cited in Giulianotti 2002, 26-29) the regular Joe would probably fall into the category of customer or sometimes even consumer. They do not have strong club identity and they seek for the best possible entertainment. The involvement is not very deep and they are mainly interested in the household names. In this result I, however, managed to reach the crowd that was deeply involved with the game. They had got deeper than just

adoring the stars. Other things in the game and teams had become more important than the current status of the players playing for the favourite club.

For the football fans involvement of the family in the games was not very important. In many ways travelling and attending sport events were quite similar, but when it comes to involving family in it they differed quite clearly. It seemed to be much more popular to involve family on trips abroad than at the sports venues. On the other hand, attending sport events alone was quite approved but travelling alone is very unpopular idea.

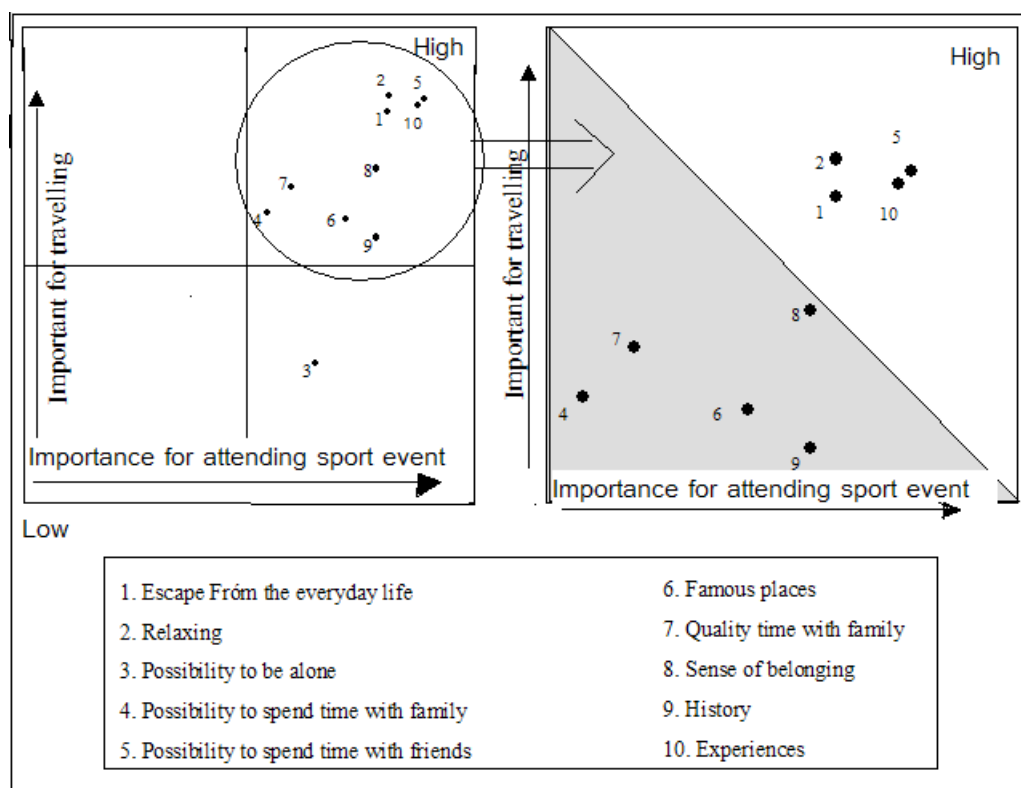


Figure 6. Most important aspects of the sport and travelling.

From the statistics one can clearly see the importance of sense of community and experiences in both, stadiums and holiday trips. This probably is the link between the two. Figure 8 was created by comparing similar questions from travel motivation and motivation to follow sport. Comparison shows which aspects scored a high average for travelling and sports and which scored high on neither or just for attending sport event

pr travelling. If the aspect scored high on both activities it will be found on top right hand corner, low scores would be at the bottom left.

As already mentioned sense of community, relaxing and experiences were the ones that seemed to be linking the activities. Similarly it shows quite clearly the fact that the fans were not loners by nature. Even more we can see that the fans appreciated quite similar aspects when travelling and following sports. This can also be seen from the motivation tables, but this illustration made it even more clear. The both activities were extremely important ways to relax and it seemed that the best way to relax was by experiencing new things among friends or family. Not very surprisingly, both travelling and following sports, served the need of escaping everyday life they were not something that belonged to the routines. Instead it is something special that takes the mind away from work or studies. One, somehow surprising aspect, was the fact that history meant a lot more for the sports than it did for travelling. Usually history and historical sights are much more associated with travelling. However the respondents were fans that are quite deep in the game. As avid fans many of them know the history and the ancient behaviour codes of the game and clubs. They emphasise tradition and history related to football and clubs. Chants and choreographs in the stands create the atmosphere. These come from the history and have built in meanings. In a way the sense of belonging of present owes to the code of conduct created by the fans in the past. This makes history so important part of the game and supporting a team. The history and tradition takes the fans into imaginary world where only the game, heroes, the fans and emotions exist. By following tradition and history a fan can truly relax and leave the real world behind.

Similarly today's giants like Manchester United or FC Barcelona are known for their history. For example, Manchester City has nowadays a lot of money to spend, but their local rivals have huge advantages on tradition and because of this Man Utd is far more interesting for most Finnish football fans and flaneurs. Even if Manchester United had a bad season, in the eyes of a football consumer it remains interesting due to its history. When thinking about holiday trips, they are often centred around a certain theme, such as beach and party, sports or culture. In this case the respondents were young sport fans and it is fair to expect that they are more interested in beach and partying than churches and old ruins. History of football is their hobby and their special interest but, excluding history of football, on holiday they rather concentrate on relaxing than on the history.

#### 6.4 The importance of possibilities to attend a sports event on a holiday

There are quite many ways to look in to this matter and here I chose to separate the people who think the possibility attend a sport event as spectator is a very important criteria when choosing where to travel and those who do not think that. The fans who do not think that it is important to be able to follow sports on holidays or other trips abroad, have not been attending to too many sports events while abroad (Table 9). On the other hand, logically those who regard possibility to attend sport event on a trip as important criteria when choosing a destination, have been attending to rather many sports events abroad. The same rule applies also to the trips motivated by attending a sport event (Table 10). To put it short, if the possibility to attend an event while travelling is important, fans also take more sport motivated trips abroad.

Table 7. Relationship between importance of attending sport event as a pull factor and number of recreational trips abroad. (supressed, for the whole table see appendix 6.)

			13. Possibility to spectate sports is an important criteria when choosing a destination.			Total
			Disagree	neutral	Agree	
5. On how many recreational trips abroad during past three years have you taken part in sport event as a spectator?	none	Count	13	14	6	33
		Expected Count	4,1	11,2	17,6	33,0
	1-2	Count	16	50	67	133
		Expected Count	16,6	45,3	71,1	133,0
	3-4	Count	12	30	42	84
		Expected Count	10,5	28,6	44,9	84,0
	5-6	Count	4	16	34	54
		Expected Count	6,8	18,4	28,9	54,0
	7-	Count	2	18	52	72
		Expected Count	9,0	24,5	38,5	72,0
Total		Count	47	128	201	376
		Expected Count	47,0	128,0	201,0	376,0



Table 8. Relationship between importance of attending sport event as a pull factor and number of recreational trips motivated by attending a sport event abroad. (supressed, for the whole table see appendix 7.)

			13. Possibility to spectate sports is an important criteria when choosing a destination.			Total
			Disagree	neutral	Agree	
7. On how many recreational trips abroad during past three years have taking part in sport event as a spectator been the main reason to travel?	none	Count	21	34	29	84
		Expected Count	10,5	28,6	44,9	84,0
	1-2	Count	15	57	77	149
		Expected Count	18,6	50,7	79,7	149,0
	3-4	Count	7	22	39	68
		Expected Count	8,5	23,1	36,4	68,0
	5-6	Count	2	9	27	38
		Expected Count	4,8	12,9	20,3	38,0
	7-	Count	2	6	29	37
		Expected Count	4,6	12,6	19,8	37,0
Total	Count		47	128	201	376
	Expected Count		47,0	128,0	201,0	376,0

The fans for whom the possibility to follow sports was something to find out while planning a trip abroad, had been very often to the foreign club football matches (table 11). It was quite remarkable that those travelling to the games of the national team or international games of Finnish football clubs are not statistically thinking too much about the possibility to attend sports events while travelling abroad. Foreign club football seems to be somewhat different from other football. It is clearly possible to draw a conclusion that fans travelling to see football abroad foreign club football is what counts. I have earlier concluded that according to the literature travelling to a mega events and individual sport events is very different from each other. Here It is possible to add that foreign club football is followed by sports fans who often make trips that are motivated by sports. Whereas, the people travelling to the games of Finnish national team and domestic clubs are more a fans of that certain team. During their trips abroad they do not necessarily want to see sports at all. Unless their favourite team that is playing.

Table 9. Likelihood to find out about possibilities to watch sports at a holiday destination of those who have and those who have not attend a foreign club football match.

			Foreign club football		Total
			yes	no	
11. When planning a trip abroad, I find out what kind of possibilities to spectate sports the destination offers.	Disagree	Count	14	10	24
		Expected Count	20,2	3,8	24,0
			58,3%	41,7%	100,0%
neutral		Count	32	19	51
		Expected Count	42,9	8,1	51,0
			62,7%	37,3%	100,0%
Agree		Count	260	29	289
		Expected Count	243,0	46,0	289,0
			90,0%	10,0%	100,0%
Total		Count	306	58	364
		Expected Count	306,0	58,0	364,0
			84,1%	15,9%	100,0%

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36,680 <sup>a</sup>	2	,000
Likelihood Ratio	30,994	2	,000
Linear-by-Linear Association	35,142	1	,000
N of Valid Cases	364		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 3,82.

## 6.5 Tourist and fan typologies

When talking about such big group of people as football fans it is certain that they are not similar and their traveller and fan identities vary. Even though this research was conducted with a rather homogenous group of people: football fans who are active on internet, it was rather easy to find different types of travellers and fans (table 12, the result in detail: appendix 8). From the data we can see that there is seven different types of tourists among the respondents. The seven main types was created by doing the

principal component analysis (PCA) for the questions 10-32 on the questionnaire. These questions measured which factors were important for travelling. The types are: sport fans, social travellers, relaxation seekers, tourists, athletes, family travellers and experience seekers.

Table 10. Traveller types.

		Traveller types			
Main reasons to travel		Sport fans	Social travellers	Relaxation seekers	Tourists
		<ul style="list-style-type: none"> <li>• Possibility to follow sports</li> <li>• Learning about new sports cultures</li> <li>• Favourite sport club / athlete</li> </ul>	<ul style="list-style-type: none"> <li>• Spending time with friends</li> <li>• Bonding with friends</li> <li>• Dislikes Travelling alone</li> </ul>	<ul style="list-style-type: none"> <li>• Relaxing and escaping every day life</li> <li>• New experiences</li> <li>• Learning about new cultures</li> </ul>	<ul style="list-style-type: none"> <li>• Attractions</li> <li>• Cultural experiences</li> <li>• History</li> <li>• Learning about new cultures</li> </ul>
		Traveller types			
Main reasons to travel		Athletes	Family travellers	Experience seekers	
		<ul style="list-style-type: none"> <li>• Possibility to do sports</li> <li>• Climate</li> </ul>	<ul style="list-style-type: none"> <li>• Spending time with family</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting new people</li> <li>• New experiences</li> <li>• Learning about new cultures</li> </ul>	

Among *sport fans* travelling was very much motivated by sports and especially attending to sports events as spectators. Traditional attractions are not very interesting for them and a possibility to follow a sports event is much better reason to travel than other attractions of the destination. This kind of traveller probably visits much more diverse destinations than so called normal tourists. The reason is mainly that interesting sports events quite often take place in destinations that are not necessarily very attractive by nature. During the trips it is very important to be able to attend a sport event and while planning a trip sport enthusiasts find out about the possibilities to attend an event. For a sport fan following the favourite is a very important reason to travel. Especially following the favourite club or athlete can take sports enthusiasts to very exotic places. Whereas normal tourists travel in order to learn about new cultures, sport enthusiasts travel in order to learn about new sports cultures and to gain status among other supporters.

*Relaxation seekers* primarily travelled in order to escape everyday life and relax. On a journey it is important to do something new, something totally different from the normal life. Getting new experiences and relaxing are the ways to make a journey very different from the stress and routines that fills the days normally. The destination and company are not very meaningful as long as they enable relaxing and new experiences, which are main pull factors for the relaxation seekers. Besides relaxing some of the relaxation seekers also want to learn about the new cultures.

For the *social travellers* the destination and the journey itself were in many ways secondary. The main reason to travel is to strengthen the bond with the friends, the destination does not matter too much as long as they can spend time with friends. Social travellers also dislike travelling alone.

The next group is *tourists*. They value the things that are often valued by so called traditional tourists. They keep attractions of the destiny in high value and, for example, history of the destiny is very important when choosing a resort. They are also often seeking possibilities to learn and get new experiences. However, learning and experiences are often related to famous attractions and the history of the destination.

The *athletes* are athletes also when travelling. They appreciate the possibility to do sports while travelling and the climate that suits to doing sports of their choice. In general this group of people is athletic and they could be described as either top athletes or sportsmen by habit. Anyway, for them it is very important to be able to train also on road. Climate, naturally, has a lot to do with training. For example, for skier sunny beach resort would not be a best possible resort or for a runner Lapland during the winter is not very attractive. The criteria for choosing a destination indicate firmly that this group consists mainly of active sports tourists.

*Family travellers* were in many ways similar to the social travellers, instead of friends they enjoy travelling with family. The possibility to spend time with family seems to be a decisive factor when choosing a destination. The destination and for example sports offered at the destination do not play a major role in planning process. The holidays are centred around the family.

The *experience seekers* were very much alike with the relaxation seekers. Both groups are travelling in order to get new experiences. However, the experience seekers are less in to relaxation. They tend to seek for new experiences and possibilities to meet people on their travels. They try to learn about new cultures through meeting people and experiencing. It could be said that as long as they find something new and get to be among people their journey is a success.

Similarly to traveller types, there is also many different kinds of sport fans. Previously I have presented typologies by Giulianotti (2002) and Heinonen (2007) also Shanks (1999) motives to follow sports is quite well supported in the results (table 13, the result in detail app. 9). Comparing to the traveller types the fan typologies are similar, but there are also some differences. In this research the fan types are somewhat more versatile than the types of travellers, they also have clear links to each others. The six main types of sport fans was created by doing the principal component analysis (PCA) for the questions 33-57 on the questionnaire. These questions measured which factors were important for attending sport event.

*Supporters* are more or less the public image of a sports fan and there is clear similarities to, for example, the Giulianotti's (2002) supporters. Supporter's values are values of a stereotypical football fan. Supporters clearly find three things more important than anything else when attending a sport event is concerned. First of all, they are willing to do whatever it takes to take part in the event and support their team to success. They also value the company of friends and sense of belonging to a group very highly. When they participate they feel like they are a part of a club and as they feel like a part of the club they also live with the competitions side by side with their favourites. However they are not the ones to abandon ship during worse times. They follow the club no matter the level of competition or the opponent. The excitement of sports adds flavour to following sports, but mainly attending to games is a way to bond with fans and support the favourite team. Being a fan gives content to the supporters life and sports would be meaningless without an emotion.

*Entertainment consumers* are quite similar to Giulianotti's (2002) typology of sports consumer. For them sport is first and foremost entertainment. They pay to get to see as high class sports as possible and they expect to be entertained. The main function of

sports is to entertain public. As exciting and difficult, if not impossible, to predict the outcome sports is the most exciting sort of entertainment. On the other hand, the stadium is a good place to relax and spend time with friends.

Table 12. Types of fans.

		Types of fans		
Main reasons to follow sports		Supporters	Entertainment consumers	Family supporters
		<ul style="list-style-type: none"> <li>• <b>Belonging to club by active participation in the event</b></li> <li>• <b>Success of the favourite</b></li> <li>• <b>Sense of belonging with other fans</b></li> <li>• post match</li> <li>• Excitement and experiences</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Excitement and experiences</b></li> <li>• <b>Relaxation</b></li> <li>• <b>Spending time with friends</b></li> <li>• Post match</li> <li>• Famous stadiums etc.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Spending time with family</b></li> <li>• More interested in good performances than results</li> </ul>
		Types of fans		
		Social fans	Glory hunters	Gamblers
Main reasons to follow sports	<ul style="list-style-type: none"> <li>• <b>Meeting people</b></li> <li>• Sense of belonging with other fans</li> <li>• Spending time with friends</li> <li>• Post match</li> <li>• More interested in good performances than results</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Big stars</b></li> <li>• <b>Famous stadiums etc.</b></li> <li>• <b>Dominance by favourites</b></li> <li>• History and tradition</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Betting</b></li> <li>• Dominance of favourites</li> </ul>	

*Family supporters* are very much alike with the family travellers. The event itself is less meaningful than the possibility to spend time with family. Supporting a team is not a reason for the family supporter to attend sport event, they are much more into good performances than results.

A *social fan* uses sports as a mediator to meet people. The social aspect of attending sport event is highlighted very clearly. In fact, the profile is quite similar to the profile of the supporter with one major difference. The Social fan is not too interested in the success of the favourite club, if they at all have favourites. Spending time with friends, speculating after the game and belonging to a group are the things making sports worth following. The social fans are less interested in results than good performances is underlining the fact that, at the end of the day, they are very different from the supporters.

*Glory hunters* are well aware of the best teams and the best athletes of the current time. They are similar to entertainment consumers in a way that they are seeking for good entertainment. However, where the entertainment consumers just want to enjoy the competition and relax, the glory hunters want to be associated with success. They do not settle for just going to games, they also take part in the event and support. For the glory hunter an interesting sport event contains big stars and dominant victory by the favourites. Excitement of the game is not high on the list for the glory hunters. On the other hand, glory hunters are not always looking for a success, they are also attracted to history, tradition and famous stadiums. This would indicate that success can have a different meanings, one way to be associated with success is winning currently. Others can associate themselves with success when they feel like they belong to group that has a glorious history.

For the *gamblers* sports is simply a way to bet on games. The most important part if the appeal is the fact that they can bet on sports. On the other hand, even gamblers seem to sometimes associate themselves with club as the other appealing aspect of sport is the dominance of ones own favourite.

#### 6.6 Traveller identity and supporter identity of different age groups

When looking into the details of the different traveller types, it seems that there were no major differences on who belongs to the different traveller typologies. Basically any people at any age can prefer any type of travelling and traveller type is not heavily dependant on experience.

Comparing ages and traveller typologies of the respondents (Appendix 10), it can be seen that when travellers get older their reasons to travel change. For the few under eighteen-year-old respondents, it seems that possibilities to do sports was a huge motivation to travel. The dominant traveller type of the under aged respondents was an athlete. Social aspect of travelling and experiences on the road motivated young adults to travel. These social travellers were between the ages of 18 and 29, this age is ideal for experiencing and socialising with the other people around the as they have their own money but children and steady relationships are still ahead. Starting from the age of 30

family traveller became the most important traveller type. It is clear and logical that the family takes a lot of time and also on trips it is important to get to relax with the family. However, when the respondents reach the grandparent age the emphasis turned to sports as the sports enthusiasts became the dominant traveller type.

When looking at the preferred supporter identities and their relation to different age groups it seems clear that they are much more diverse than the travellers (Appendix 11). The most striking similarity is that young adults are emphasising social aspect also in sports and their highest scoring supporter identity is a social fan. Also over 60-year-olds are rather coherent, their traveller identity was sport enthusiast and as fans they are glory hunters. In a way both of these emphasise the fact in older age football fans travel to see as good sports entertainment as possible.

#### 6.7 Travel patterns and traveller types of the Finnish football fans

Looking at the travel patterns and comparing it to the different traveller identities of the supporters, reveals that the more the respondents travel, the more likely they are to be profiled as experience seekers. It seems that those who enjoy experiencing a lot while travelling actively look for the possibilities to get new experiences by travelling a lot. Those who travel a lot have attended sport events during many trips. The experience seekers together with the sport enthusiasts are a dominant group also among those who attend sport events on many trips. Sport events does not seem to be good enough experience for the experience seekers, because they are not dominant group anymore when looking at those who travel a lot and attending a sport event is a main motivation to travel. For this group the dominant identity is a sport enthusiast with social travellers also playing a minor part. Athletes dominate the chart when looking at those who have not taken any trips abroad or not attended any sport event abroad during last three years.

Dominant supporter identity for those who travel a lot can not clearly be seen. Family traveller, entertainment consumer, social fan and glory hunter each get one hit as dominant supporter identity when looking at the fans travelling abroad at least twice a year. This makes it very difficult to determine and see if there is any clear type of fan who travels more than the others. On the other hand, when looking at the fans who have



attended many sport events abroad or travelled many times attending a sport event being a main motivation to travel, clear pattern can be seen. First of all, it is clear that the travellers with the identity of athlete are not travelling a lot. It seems as clear that the fans with the identity of a gambler are not very into travelling or attending the sport events while travelling. Somewhat surprisingly family fans often attend sport events on their journeys, they often also travel motivated by attending a sport event. However it is clear and very unsurprising that the fans with identity of a supporter often attend games abroad and they also travel in order to attend a game. Their life long search for sense of belonging and getting the experience of being a real fan among others of the same kind makes them travel abroad.

#### 6.8 The traveller identity of the Finnish football fans

The traveller identity of the supporter groups is surprisingly similar. There were no major differences that could be expected when looking at the social activity of the travellers and the ratio between seeking for relaxation and experiences (figure 8). Figure 8 was made by comparing the means different types of fans gave to the chosen questions of the travel patterns. The chosen questions concerned the level of social activity when travelling, how much the respondents were seeking the experiences and the level of seeking for relaxation. If the average result on social travelling is high then the group situated high on the figure. If the fans were looking for relaxation their group is situated on the left hand side and if they looked for experiences they were situated on the right hand side. However, if they had somewhat similar ambition to relax and gain experiences their situation is horizontally in the middle.

All of the different supporter types are much more seeking for experiences than relaxation when these are compared to each others. On the other hand, when interpreting it must be taken into consideration that this figure lies a bit. It does not necessarily tell to the reader if the certain supporter group is heavily looking for both relaxation and entertainment. For example, supporters and entertainment consumers seem to be very neutral when it comes to experiences and relaxation, but in reality a closer look into the results (appendix 8) reveals that, in fact, they are very heavily looking for both. In this kind of presentation it looks though, that they would be rather

neutral. The rest of the supporters types seemed to prefer experiences to simple relaxation. While travelling, the supporters are looking for the experiences they can not have at home. In a way it is just like a sports event, they can not have the experience at home so they have to go the stadium or the bar to enjoy sports. Those travelling abroad to see the game of a foreign club football, would probably stay at home or go to the local game if they would be able to get the same experience from there. At the end of the day, already small population of country makes it very difficult to find a match with the attendance of over 20 000 in Finland. The sports fans have to go abroad to look for the experience. In other countries and sports cultures the spectators, fans, also behave in a very different way than in Finland. At least behaving like a stereotypical supporter is

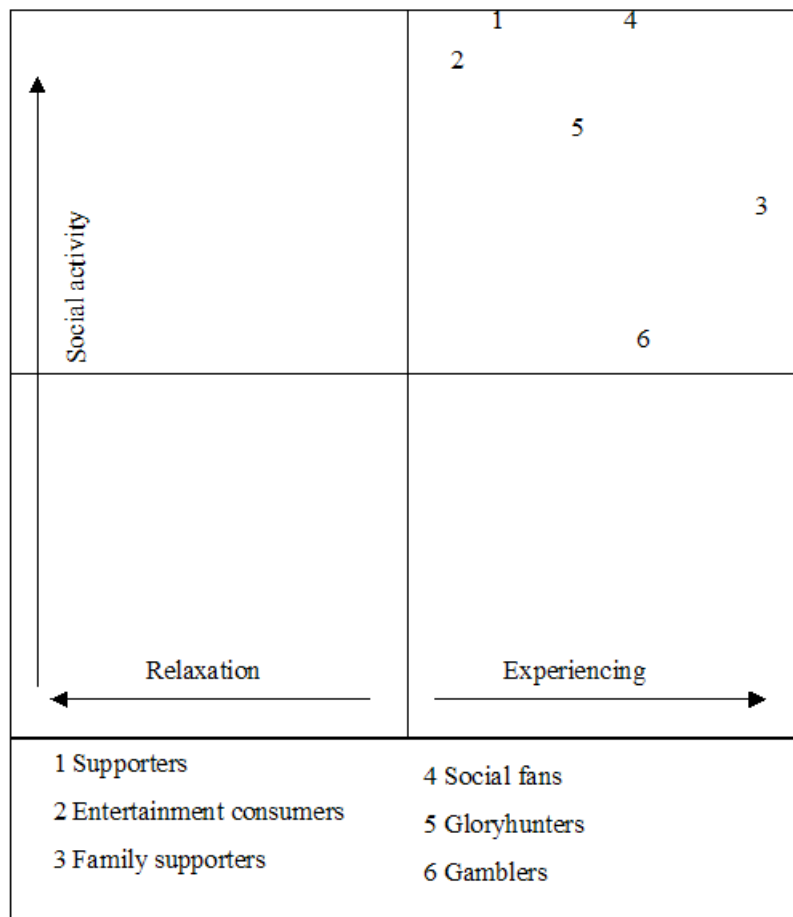


Figure 7. The traveller identity of supporters

much more common than in Finland. In many cases the game itself is on a higher level however the atmosphere is much more important. The behaviour of the audience and the atmosphere are what makes the game an experience. For the supporter it is very

important to feel like being in an original surroundings among real and dedicated fans, for these real experiences television is not enough, mediated sport can not be as powerful experience as the real event experienced live at the stadium. For many, the atmosphere is the experience they are looking for when travelling. This is probably most clear for the supporters and glory hunters, they need be among their own. Especially glory hunters need to see big matches, big stars and associate themselves with success. They are looking for the unique and authentic experiences and for them they have to see the event live at the stadium. Uniqueness and authenticity are something that televised sport can never sufficiently mediate.

Surprisingly the family supporters and gamblers seem to be the groups that were most likely to look for the experiences. In a way, this strengthens the idea that the figure lies. Looking deeper into the results reveals again the truth. They are, in fact, not looking for experiences more, however, they are rarely looking for relaxation which makes the figure the way it is. This is of course a weakness of the method as relaxation and seeking for experiences are not thought as opposites, which they are on the figure. As a whole it is quite surprising that the fans who are profiled as entertainment consumers are not clearly after entertainment. Instead they seem to be looking for relaxation almost as much as entertainment. However, the results indicate that they are looking for both. In other words, entertainment is not necessarily only experiences and extreme sports, it can also be chilling at a game or a beach with a pint.

Supporters and social travellers were profiled as very social also on the road. This is not a very big surprise, because if they are social and feel that sense of belonging is important at a sport event, it is reasonable to think they regard company highly also on travel. It seems that the social type is social in any situation.

Social activity was not quite as clear for glory hunters and entertainment consumers, it still is quite an important aspect for them too. Especially social aspect is clear when going back to important aspects of following sport. Travelling alone is in fact rare, even rarer is to travel alone without the idea of getting to know people. For example, glory hunters are not quite as much relied on the company than the social fans, but it seems that for the glory hunters, too, it is important to feel some kind of sense of belonging on the road. This could be, for example, towards the authentic local fans.

The fact that spending time with family was not scored as social activity when creating the figure clearly affects the 'social activity score' of the family travellers. The family has a company from each others and do not necessarily posses a need to be among other people on the trip, so if spending time with the family would be thought as social activity they would probably score higher on it.

The gamblers however, seemed the breed of their own. They did not seem to care too much about the company on the road. They can stand it, but friends and other people are definitely not a reason to travel. Experiences seems to more important than the other people.

As a whole it is fair to say that the typologies are quite homogenous when it comes to looking for social activities and relaxation or experiences on the road. Even if fans can be divided into different types of fans and travellers, the differences are not too big. The fact that the research was done among fans, brings out the social nature also on the trips. Fans in general value relationships and sense of belonging and that is clearly evident also here. However, it is another question whether the fans are really social or very introverted. They do appreciate the sense of belonging and the social aspect of travelling and sport events, however, they are not very keen on getting to know new people. Also today's experience society is quite well depicted in the result. All of the types are very much seeking for the experiences and they choose their entertainment from all the different choices they possess.

#### 6.9 The supporter identity of the travellers typologies

The supporter identity of the travellers seems to vary much more than the traveller identity of the supporters. Moreover, there are significant differences in social activity at the stands and on the road (Figure 9). This figure is created by comparing the opinions different traveller types on 1) social activity and 2) emotional involvement versus seeing sport as entertainment. Figure 9 was made by comparing the means different types of travellers gave to the chosen questions of the fan motivation. The chosen questions concerned the level of social activity when travelling, how much the

respondents were looking for entertainment from the sports and the level of emotional involvement in sports. If the average result on social travelling is high then the group is situated high on the figure. If the fans were looking for entertainment their group is situated on the left hand side and if they very much involved emotionally they were situated on the right hand side. However, if they had somewhat similar ambition to entertainment value of sports and emotional involvement their situation is horizontally in the middle.

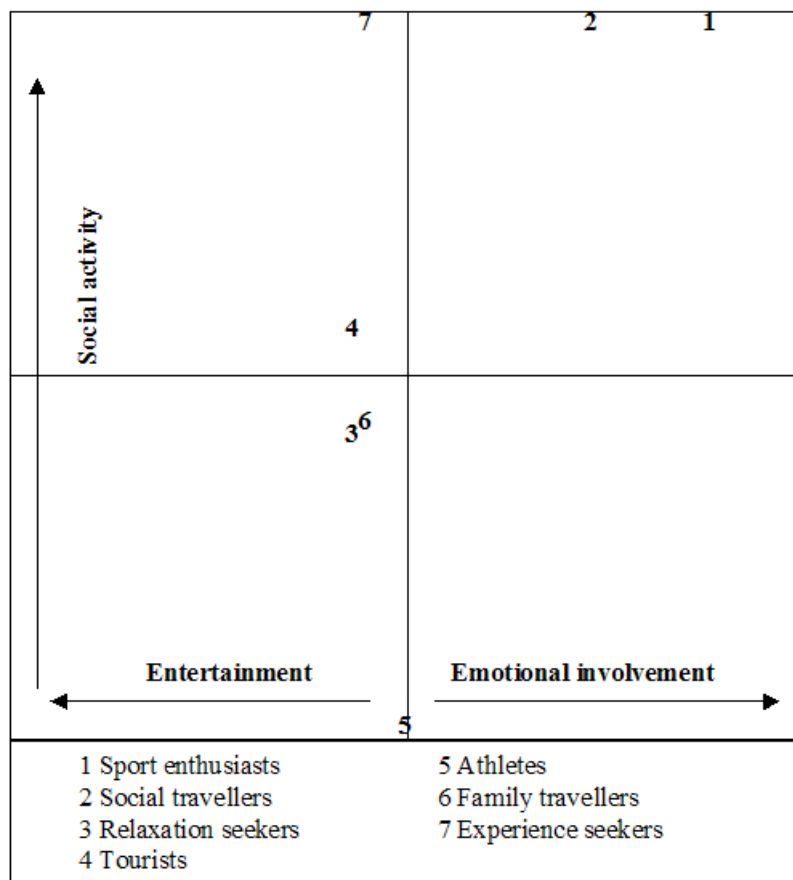


Figure 8. The supporter identity of the traveler typologies

First and a fairly striking notice is the fact that athletes are very unsociable when attending a sport event. It seems that they want to concentrate on the performance, without any disruption. They are seemingly uninterested in supporting actively or belonging to any group at the stands. It does not necessarily mean indifference towards the event itself. They are more likely concentrated on the event in hand. It is usual for the athletes to concentrate on the training also on the road, so the behaviour at the stands

is not very much different from that. On the other hand, they seem to have a neutral stand towards sport and they are not very involved emotionally.

Sport enthusiasts, experience seekers and social travellers are extremely social when attending sport events. For the social travellers it is perfectly logical and expected to be social also in the other areas of life. As far as the supporters, it is easy to look back to the social nature of being a fan. It is quite clear that one of the major influences of becoming a fan and being a fan is to be able to spend time with friends and feel like they belong to a group. Sport enthusiasts are very emotionally involved in sports and they are also very socially active. Emotions are very much preferred instead of the entertainment value of sports. Interesting fact is that, even though, social fans are not very much involved emotionally, social travellers, however, at the sports arenas prefer emotional involvement to entertainment value. For the experience seekers both, emotional part and entertainment are rather important. They also tend to be social by nature at the sports arena. As a hypothesis I could claim that they need to feel sense of belonging to group of local fans and get their experience that way. The group of supporters and the atmosphere in the middle of shouting fans is what makes a game an experience. For all of these three types of travellers it is quite characteristic that old and new friends and acquaintances are what makes sport event worth attending. Without someone to share the event there is something fundamental missing from the appeal of the event. Differences between the traveller types can be found in the amount of emotional involvement, which is higher on sport enthusiasts than on the others. This, more or less, means that social traveller and experience seekers might not go the event without companion as for them social aspect of following sports is much more important than the emotions. However, sport enthusiasts are experiencing the event also emotionally which would make the decision not to go rather difficult.

Relaxation seekers, tourists and family travellers were quite neutral when it comes to comparing the balance of entertainment value and emotional involvement in the game. Neither value is very important. In general the attitude towards sports is rather neutral, sport is entertainment but someone is always more sympathetic than the others. The favourite, however, never gets to dominate the life. Also the attitude towards social aspect of fandom is rather neutral. It seems that it is not a really big issue whether they attend the event with someone or alone, both can be enjoyable. Then again a good

company is a good company with, or without the game. The game is not attended in order to bond or to feel the sense of belonging. Here too, it is good to remember that family travellers suffer from the fact that in this analysis spending time with family was not counted as social activity.

As a whole, the social aspect and doing things together is not as highlighted for the supporter identity of the travellers, as it was for the traveller identity of supporter typologies. At the same time the range was clearly divided into three levels, both extremes and neutral. Slightly social or slightly not social groups were not found. The balance between entertainment and emotional involvement were rather neutral for all types of travellers, sport enthusiasts being a single exception. In general they are divided into three groups which are naturally rather similar to the traveller identities of the supporters.

## 7 CONCLUSIONS AND EVALUATION

There are many kinds of fans and there are various typologies done previously. In the end of the day, most of them claim that fans need to get to see the live action and take part in the events by supporting and taking part in the choreography at the stands. Another big issue seems to be the search for the sense of belonging with the other fans. Based on my study I claim that it is rather difficult to put modern fans into a specific mould. The modern fan has plenty of faces and is anything but the same as the fan sitting on the next seat. They might look the same and they might look like they act the same, but that is quite far from the truth. In various studies fans can be and have been divided into different groups and typologies based on their behaviour and preferences. Most fans regard the game as the most important aspect of sports, but what else is valued depends completely on personal preferences. The main differences between different types of fans have to do with the emotional involvement in the game and how they consume football.

Being a fan is often like having a career. There is clear direction where the fandom is evolving. For many, being a fan begins as a fun hobby but evolves into being the central point of life. As the time goes by the hobby starts to be taken more and more seriously and more and more time and effort is put in it. What started as a hobby becomes more like a job. Leisure becomes serious and there might be responsibilities involved. However, sometimes the career takes completely other directions as some fans enjoy the sport entertainment or the company of their friends rather than involving themselves emotionally to the game and becoming an apparatus at the sports.

Similarly to the fans there are plenty of different types of sport tourists. Sport tourists have also been a subject of a serious typification. Sport tourism as a phenomenon has been lately a subject of vigorous conceptualising. There are many concepts and definitions but the main thing is to understand that sport tourists are not a single homogenous group. The motives to travel vary from one sport tourist to another. A tourist travelling to Alps to ski and a tourist travelling to South Africa to follow football World Cup are both called sport tourists. Yet the trips are completely different and the reasons to travel are at least as different. This research concentrated on the event sport tourists. The travel motivation of an event sport tourist is emphasising mostly the same



aspects as is the sport fan according to previous studies and definitions. Entertainment, new experiences, sense of belonging and escape from everyday life are subjects that seem to stand out from all of the literature.

The results indicate that football definitely creates community and collective spirit among Finnish football fans. Matches are social events that are much more meaningful and interesting when they are experienced together with friends. The new community spirit is created during the whole match day not just during the game. Speculations before and after the games are important factors of the appeal of football. The Finnish football fans are living in the experience society where entertainment is more and more filling people's lives. People are looking for experiences as they possess time and money to look for them. Travelling abroad for attending a sport event fulfils the needs of experiences and entertainment for many. Travelling abroad to the authentic locations make experiences real and unique. Watching the game on television is often good entertainment, but to feel the sense of belonging with the other fans supports the need to travel to the stadiums every once in a while. These trips are very social by nature as the fans bond with the travel companion and the local fans. These unique and authentic experiences are difficult to mediate by the television or any other media. The social nature is emphasised as the sense of belonging together with the excitement and supporting the favourite tops all the tables of what is important for the fans. The exciting matches and glorious victories can be enjoyed to the full only in the company of good friends.

Using the model of Giulianotti (2005), the flaneurs were almost non-existing in this research. Hence, Finnish football fans have the characteristics of supporters, followers and fans. Due to the targeting of the research the main part of the respondents acquire the characteristics of the supporters and followers. The level of emotional involvement in the game varies a lot, but the respondents are characterised by having a very deep knowledge of the game. They know the code of behaviour and they are interested in the history and the culture of football. Although the tradition and history is important factors for the fans they also possess some levels of consumer attitude towards the game.

According to this study the Finnish football fans travel quite a lot. For the most fans, travelling is relatively highly motivated by attending a sport event as a spectator. However, it should be pointed out that most of the trips abroad do not include attending a sport event. Clearly the most popular events abroad are the foreign club football (namely English Premier league) and the games of the Finnish national football team. The results indicate that there is a tradition of showing English football on the Finnish television on one hand, and the rising popularity of the national team on the other. The tradition of showing English football on television has made some Finnish football fans so called anglophiles who are much more interested in the English football than in the domestic football. Many of the fans can also be called experiential fans who are interested in big events and extraordinary matches. Experiential fans can be found as well at the games of Finnish national team and travelling abroad to see foreign club football.

The motive to travel is very similar to the motive to attend sport events. The social nature of travelling, learning and experiences is highlighted in the reasons to travel. Travelling is also seen as a way to bond with friends or family. Getting new experiences is also very important. In a way travelling serves the same needs as does attending a sport event. Travelling is an experience and it is something that is thought as authentic and unique, a traveller has to see the effort in order to gain the valued experiences. The reasons to travel and reasons to attend sport events are also definitely linked together. Both, travelling and following sports, are very much motivated in a same way. The social nature of travelling and following sports, as well as seeking for the entertainment and experiences are emphasised. The experience society and the status quo of choosing are well depicted in the results. The fan is looking for fulfilment of the desires and needs by doing things that pleases him/her. Experiencing and being entertained among friends are the main components in the experience society and the neo-community spirit.

The Finnish football fans can be divided in to seven traveller types: sport fans, social fans, relaxation seekers, tourists, athletes, family travellers and experience seekers. The sport fans are the ones who travel a lot in order to attend the sport events. They are emotionally very involved in sports. Social nature of travelling is also important for the sport fans. The social fans are not too bothered about the destination or the activities.

For them it is most important to spend time with the friends. Relaxation seekers travel in order to relax and escape routines. Tourists are interested in history and sights of the destination. Athletes are usually physically active also on holidays. For them the possibility to do sports at the destination is important. For the family travellers it is most important to be able to spend time with family. In this sense they are a lot like the social travellers. The destination is important only as far as it offers possibilities to spend time with the family. The experience seekers are mainly looking for new experiences or relaxation.

Finnish football fans can also be divided into seven different fan typologies: supporters, entertainment seekers, family supporters, social fans, glory hunters and gamblers. Supporters represent the traditional football fanatics. They are deeply and emotionally involved with the game and they highly value the social nature of being a fan. Entertainment seekers are looking for entertainment and their approach to the game is very market oriented. The emotional involvement is not very deep. Instead of following one particular team they look for the best possible entertainment. Family supporters are similar to the family travellers as their main interest is to spend time with the family. Social fans appreciate social activities surrounding the event and in many ways they are like the supporters, but unlike supporters they are not emotionally involved. Glory hunters like to be associated with successful clubs and keep looking for the next success story. Gamblers are mainly into the sport for the gambling.

Being a football fan definitely has an effect on the travel decision of the fan. Being a fan makes it very likely that sometimes holiday trips are motivated mainly by attending a sport event. When planning a holiday trip they tend to find out about the possibilities to attend sport events. This is the case even on those trips that are not mainly motivated by attending a sport event.

### 7.1 Validity and reliability

Validity of the research refers to the capability of the chosen research method to measure the objectives of the research. The factors affecting the validity are first and foremost: how well the questions are designed to solve the research problem. Another

important factor of the validity is to find the right people to answer the questions. Validity could suffer for example from unclear questions. If the respondents understand the questions differently the validity of the research will be compromised. Also failing in reaching the right people or timing the research badly have an effect on validity. (Heikkilä 1998, 178; Hirsjärvi et. al. 2001. 213-214) In this study validity should be on fairly high level as most of the respondents identified themselves as enthusiastic football fans, which was the target group. In this study I also managed to reach rather sizeable group of Finnish football fans which makes the validity better. However, a minor problem for the validity would be the fact that for some questions there was almost too much consensus. In general the in the questions measuring travel and fan motivation most respondents only used the high end (4-6) of the scale, which made the statistical analysis a bit inaccurate and the differences between groups very small.

A study is reliable when it can be renewed without major changes in results. The reliability means that a research should give results that are not random. If the results change a lot when the study is done again it means that the study is not reliable. Reliability could be measured by analysing results statistically. Reliability is affected by wrong or too small sample. (Hirsjärvi et. al. 2001, 213.) This study reached a rather big sample of the population which, judging by the answers, was correct. This means that the result should be quite accurate and a new research should give similar results.

## 7.2 The evaluation of the research

According to the first research plan the aim was to distribute questionnaires at the selected games of Finnish national football team. However, the pilot study pointed out some problems. As a result of the pilot study the questionnaire was changed into an internet-based questionnaire. This change definitely had some effect also on the results.

This research was comprehensive in a way that there were almost 400 respondents in the sample in the end. I believe that I managed to reach young football enthusiasts very well. The older ones were not reached because my study was mainly targeted to the young football fans who tended to spend time at discussion forums on the web. However, the questionnaire was also e-mailed to the national team supporters and

English premier league supporters, which made the target audience a bit wider. The results indicated that the respondents were not athletes but instead they were clearly fans. The results also depict passionate relationship with sports indicating that the fans were really reached.

What comes to the results, it is easy to say that many of the aims were fulfilled. One of the main aims of the study was to typify fans. This goal was achieved. The hypotheses about the reasons to travel and reasons to attend sport events having clear similarities, was also supported. The results are in line with the previous studies, which increases reliability. However, some of the questions could and should have been modified so that they would have given clearer information. Forcing the respondents to use both ends of the scale would have made the results more interesting. Now the scale was not used very widely, only the high end was used and the differences between choices were minimal. This also led to the fact that in many cases, for example, statistically the results of cross tabulation were significant. Nevertheless, there were not many cross tabulations that gave an answer of which a sensible analysis could be possible.

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## APPENDIX 1 – Questionnaire in Finnish

### Taustatiedot

1. Ikä?  19 tai alle  20-29  30-39  40-49  50-59  
 60 tai yli
2. Sukupuoli?  Mies  Nainen
3. Olen...  Koululainen  Opiskelija  Työntekijä
- Toimihenkilö  Asiantuntijatehtävässä  Johtavassa asemassa

### **Seuraavat kysymykset käsittelevät matkustustottumuksiasi. Vastaa kysymyksiin ajatellen viimeksi kuluneita kolmea vuotta**

4. Kuinka monta vapaa-ajan matkaa olet tehnyt ulkomaille?

- 0  1-2  3-4  5-6  7 tai useamman

5. Kuinka monella ulkomaille suuntautuneella vapaa-ajan matkallasi olet osallistunut urheilutapahtumaan katsojana?

- En yhdelläkään matkalla  1-2 matkalla  3-4 matkalla  5-6 matkalla  
 7 tai useammalla matkalla

6. Kuinka monella ulkomaille suuntautuneella vapaa-ajan matkallasi olet osallistunut urheilutapahtumaan urheilijana, valmentajana, huoltajana tms.?

- en yhdelläkään matkalla  1-2 matkalla  3-4 matkalla  5-6 matkalla  
 7 tai useammalla matkalla

7. Kuinka usein ulkomaille matkustaessanne urheilutapahtuman seuraaminen on ollut matkan pääasiallinen tarkoitus?

- ei kertaakaan  1-2 kertaa  3-4 kertaa  5-6 kertaa  7 kertaa tai useammin

8. Kuinka monella ulkomaan matkalla olet seurannut urheilutapahtumaa, mutta urheilutapahtuma ei kuitenkaan ollut matkan pääasiallinen tarkoitus?

- en yhdelläkään matkalla  1-2 matkalla  3-4 matkalla  5-6 matkalla  
 7 tai useammalla matkalla

9. Mitä urheilutapahtumia olet seurannut ulkomailla?

- Jalkapallomaajoukkueen ottelut  Kotimaisten jalkapallojoukkueiden kv. ottelut  
 Ulkomaista seurajalkapalloilua  Jääkiekkomaajoukkueen ottelut  
 Ulkomaista seurajääkiekkoa  Yleisurheilua  Moottoriurheilua  
 Massajuoksu/massaurheilutapahtuma  Hiihto/Mäkihyppy/alppihihto  
 Muu tapahtuma

**Seuraavassa osassa esitetään matkustamiseen ja matkustusmotiveihin liittyviä väittämiä. Arvioi väittämiä asteikolla 1-6 (1= täysin eri mieltä, 2= jonkin verran eri mieltä, 3= hieman eri mieltä, 4= hieman samaa mieltä, 5= jonkin verran samaa mieltä, 6= täysin samaa mieltä).**

	1	2	3	4	5	6
10. Ulkomaan matkaa suunniteltaessa otan selvää kohteen tarjoamista mahdollisuuksista harrastaa urheilua	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Ulkomaan matkaa suunniteltaessa otan selvää kohteen tarjoamista mahdollisuuksista seurata urheilua	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Mahdollisuus urheilla on tärkeä kriteeri matkakohdetta valittaessa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Mahdollisuus seurata urheilua on tärkeä kriteeri kohdetta valittaessa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Ulkomaille matkustaminen on tapa paeta arjen rutiinej	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Ulkomaille matkustaminen on tapa rentoutua	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Matkustan ulkomaille oppiakseni toisista kulttuureista	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Matkustan ulkomaille, koska haluan nähdä muiden maiden urheilukulttuuria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Suosikkiurheilijani/joukkueeni seuraaminen on tärkeä syy matkustaa ulkomaille	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Matkustan ulkomaille, koska haluan kokea uusia asioita	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Ulkomaille matkustaessani kohteen ilmasto on tärkeä tekijä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Matkustan mielelläni yksin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Matkustan mielelläni perheen kanssa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Matkustan mielelläni ystävien kanssa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. Matkakohteen nähtävyydet ovat tärkeä tekijä matkasuunnitelmaa tehdessä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. Pysin hoitamaan matkajärjestelyt omatoimisesti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. Kulttuurielämykset (muu kuin urheilukulttuuri) ovat tärkeitä ulkomaan matkalla	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. Ystävien seura on tärkeä osa ulkomaan matkaa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. Ulkomaan matka on hyvä tapa viettää aikaa perheen kanssa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. Matkan luoma yhteenkuuluvuuden tunne on suuri						

osa matkan viehätystä

**30. Matkakohteessa on oltava mahdollisuus**

saada uusia elämyksiä

31. Kohteen historia on tärkeää kohdetta valitessa

**32. Matkustan tavatakseni uusia ihmisiä**

Seuraavassa osassa esitetään urheilun seuraamiseen liittyviä väittämiä. Arvioi väittämiä asteikolla 1-6 (1= täysin eri mieltä, 2= **jonkin verran eri mieltä**, 3= **hieman eri mieltä**, 4= **hieman samaa mieltä**, 5= **jonkin verran samaa mieltä** 6= täysin samaa mieltä).

**33. Seuraan urheilutapahtumia mielelläni perheen kanssa**

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

34. Seuraan urheilutapahtumia mielelläni ystävien kanssa

**35. Seuraan urheilutapahtumia mielelläni yksin**

36. Nautin tiukoista taisteluista ja kilpailuista/otteluista, joiden tulosta on vaikeaa ennustaa etukäteen

**37. Nautin eniten suosikkini ylivoimasta**

38. Urheilu on viihdettä

**39. Urheilu seuraaminen on tapa rentoutua ja**

**paeta arjen stressiä**

40. Nautin urheilun jännityksestä

**41. En ole juurikaan kiinnostunut tuloksista, hyvät suoritukset ovat kiinnostavampia**

42. Vedonlyönti on tärkeä osa urheilun seuraamista

**43. Urheilutapahtumassa minulle on tärkeää tavata**

**muuta ihmisiä**

44. Joukkueurheilussa seura/joukkue on minulle tärkeämpi, kuin joukkueen yksittäiset pelaajat.

**45. Oman suosikkini tappiot harmittavat minua**

47. Kannattamalla innokkaasti ja seuraamalla suosikkini suorituksia koen olevani osa joukkuetta

**48. Seuraan omaa suosikkiani huolimatta vastustajasta ja**

**kilpailun tasosta**

49. Kannattamisessa on tärkeää yhteen kuuluvuuden tunne muiden kannattajien kanssa

**50. Jälkipelit ja muu spekulointi ystävien kanssa ovat tärkeä**

osa urheilun seuraamista

51. Oman suosikkini menestys tekee minut onnelliseksi

52. Suuret tähdet tekevät urheilutapahtumasta kiinnostavan

53. Historia ja perinteet tekevät seurasta mielenkiintoisen

54. Olen kiinnostunut kuuluisista

urheiluareenoista (San Bernabeu yms.)

55. Urheilutapahtuman seuraaminen on hyvä tapa viettää aikaa perheen

kanssa

56. Urheilutapahtuma on elämys

57. Minulle on tärkeää osallistua tapahtumaan

kannattamalla aktiivisesti

KIITOS VASTAUKSISTA

## APPENDIX 2 – Questionnaire in English

### Background information

1. Age?  19 or less  20-29  30-39  40-49  50-59  
 60 or over
2. Sex?  Male  Female
3. I am...  at school  student  employee  official  
 specialist  in a management position

**Next questions are about your travel patterns. When answering the questions think about last three years.**

4. How many leisure based trips abroad have you made?  
 0  1-2  3-4  5-6  7 or more
5. On how many of these trips have you attended a sports event as a spectator?  
 None  On 1-2 trips  On 3-4 trips  on 5-6 trips  
 on 7-8 trips  on 9-10 trips  on 11 trips or more
6. On how many of these trips have you attended a sports event as an athlete, coach, kit-man etc.?  
 None  On 1-2 trips  On 3-4 trips  on 5-6 trips  
 on 7-8 trips  on 9-10 trips  on 11 trips or more
7. On how many of these trips have attending a sport event as a spectator been the main motivation to travel?  
 None  On 1-2 trips  On 3-4 trips  on 5-6 trips  
 on 7-8 trips  on 9-10 trips  on 11 trips or more
8. On how many of these trips have you attended a sport event but it have not been the main motivation to travel?  
 None  On 1-2 trips  On 3-4 trips  on 5-6 trips  
 on 7-8 trips  on 9-10 trips  on 11 trips or more
9. Which sport events have attended abroad?  
 Finnish national team football match  International match of a domestic football club  
 Foreign club football  Finnish national team ice hockey match  
 Foreign club ice hockey  Athletics  Motor sports  
 Mass sports event  Winter sports  Other





31. The history of the destination is important when choosing the destination.

32. I travel to meet new people.

**In the next part I will make argumentatives about following sports. Evaluate argumentatives on scale from 1 to 6. (1= completely disagree, 6= Completely agree).**

**1 2 3 4 5 6**  
33. I enjoy following sports with the family.

34. I enjoy following sports with the friends.

35. I enjoy following sports alone.

36. I enjoy close competitions/matches, which are difficult to predict.

37. I enjoy the superiority of my favourites most

38. Sport is entertainment.

39. Following sport is a good way to relax and escape everyday routines.

40. I enjoy the excitement of sports.

41. I am not really interested in results, good performances are more interesting.

42. Sports betting is an important part of following sports.

43. It is important to meet other people in the sport event.

44. In team sports club/team is more important than single players.

45. I am disappointed when my favourite loses.

47. By supporting and closely following the performances of my favourite I feel like I belong to the team.

48. I follow my favourites, nevermind the level of the opponent or the competition.

49. Sense of belonging with the other fans is important in being a fan

50. speculation after the matches is an important part of following sports

51. I am happy about the success of my favourites.

52. Big stars make the sport event interesting.

53. History and traditions makes a club interesting.

54. I am interested in famous

sports arenas (San Bernabeu etc.).

55 Following a sport event is a good way to  
spend time with family.

56. Sport event is an experience.

57. It is important for me to take part in the event  
by supporting actively

**Thank you for your answers!**

APPENDIX 3 – Crosstabulation, Age & Status / Travel patterns

**1.Age \* 5. On how many recreational trips abroad during past three years have you taken part in sport event as a spectator?**

**Crosstab**

			5. On how many recreational trips abroad during past three years have you taken part in sport event as a spectator?					Total
			none	1-2	3-4	5-6	7-	
1.Age -29	Count		23	97	56	27	36	239
	Expected Count		21,9	82,6	54,4	34,4	45,7	239,0
30-39	Count		7	19	22	19	22	89
	Expected Count		8,2	30,8	20,3	12,8	17,0	89,0
40-	Count		5	16	9	9	15	54
	Expected Count		4,9	18,7	12,3	7,8	10,3	54,0
Total	Count		35	132	87	55	73	382
	Expected Count		35,0	132,0	87,0	55,0	73,0	382,0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19,096 <sup>a</sup>	8	,014
Likelihood Ratio	19,294	8	,013
Linear-by-Linear Association	9,665	1	,002
N of Valid Cases	382		

a. 1 cells (6,7%) have expected count less than 5. The minimum expected count is 4,95.

**1.Age \* 4.How many recreational trips abroad have you made during last three years?**

**Crosstab**

			4.How many recreational trips abroad have you made			Total
			during last three years?			
			1-4	5-8	9-	
1.Age	-29	Count	89	83	63	235
		Expected	78,3	77,1	79,6	235,0
		Count				
	30-39	Count	22	29	38	89
		Expected	29,7	29,2	30,1	89,0
		Count				
	40-	Count	14	11	26	51
		Expected	17,0	16,7	17,3	51,0
		Count				
Total		Count	125	123	127	375
		Expected	125,0	123,0	127,0	375,0
		Count				

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16,297 <sup>a</sup>	4	,003
Likelihood Ratio	16,240	4	,003
Linear-by-Linear Association	11,523	1	,001
N of Valid Cases	375		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 16,73.

**3.Status \* 5. On how many recreational trips abroad during past three years have you taken part in sport event as a spectator?**

**Crosstab**

			5. On how many recreational trips abroad during past three years have you taken part in sport event as a spectator?					Total
			none	1-2	3-4	5-6	7-	
3.Status	student/unemployed	Count	11	66	37	13	14	141
		Expected Count	12,9	48,7	32,1	20,3	26,9	141,0
	employee/official	Count	16	45	30	25	36	152
		Expected Count	13,9	52,5	34,6	21,9	29,0	152,0
	specialist/management	Count	8	21	20	17	23	89
		Expected Count	8,2	30,8	20,3	12,8	17,0	89,0
Total		Count	35	132	87	55	73	382
		Expected Count	35,0	132,0	87,0	55,0	73,0	382,0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26,689 <sup>a</sup>	8	,001
Likelihood Ratio	27,760	8	,001
Linear-by-Linear Association	14,659	1	,000
N of Valid Cases	382		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 8,15.

**3.Status \* 4.How many recreational trips abroad have you made during last three years?**

**Crosstab**

			4.How many recreational trips abroad have you made during last three years?			Total
			1-4	5-8	9-	
3.Status	student/unemployed	Count	55	50	34	139
		Expected Count	46,3	45,6	47,1	139,0
	employee/official	Count	51	46	51	148
		Expected Count	49,3	48,5	50,1	148,0
	specialist/management	Count	19	27	42	88
		Expected Count	29,3	28,9	29,8	88,0
Total		Count	125	123	127	375
		Expected Count	125,0	123,0	127,0	375,0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14,636 <sup>a</sup>	4	,006
Likelihood Ratio	14,882	4	,005
Linear-by-Linear Association	13,219	1	,000
N of Valid Cases	375		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 28,86.

## APPENDIX 4 – Motivation to travel

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
15. Travelling abroad is way to relax.	363	1	6	5,43	1,289
19. I travel abroad to get new experiences.	364	1	6	5,37	1,401
23. I enjoy travelling with friends	362	1	6	5,32	1,434
11. When planning a trip abroad, I find out what kind of possibilities to spectate sports the destination offers.	364	1	6	5,25	1,534
14. Travelling abroad is a way to escape everyday routines.	366	1	6	5,10	1,554
25. I try to do the trip arrangements independently.	365	1	6	5,05	1,589
30. There has to be a possibility the get new experiences in the destination.	370	1	6	4,92	1,576
27. Being among friends is an important part of a trip abroad.	371	1	6	4,78	1,698
16. I travel abroad to learn about other cultures.	371	1	6	4,74	1,773
17. I travel abroad to see sports culuture of other countries.	375	1	6	4,63	1,751
29. A sense of belonging with the co-travellers is an important part of the fascination of travelling.	367	1	6	4,49	1,815
13. Possibility to spectate sports is an important criteria when choosing a destination.	377	1	6	4,36	1,867
28. A trip abroad is a good way to spend time with family.	357	1	6	4,09	1,921
18. My favourite athlete/club is an important reason to travel abroad.	372	1	6	3,98	2,067
24. The sights at the destination are an important reason to travel.	376	1	6	3,74	1,833
22. I enjoy travelling with family.	362	1	6	3,71	2,016
26. Cultural experiences (other than sports culture) are important on a trip abroad.	374	1	6	3,56	1,904
20. When travelling abroad the climate of the destination is important.	381	1	6	3,40	1,972



31. The history of the destination is important when choosing the destination.	376	1	6	3,38	1,819
32. I travel to meet new people.	377	1	6	3,27	1,888
10. When planning a trip abroad, I find out what kind of possibilities to do sports the destination offers.	376	1	6	2,59	1,902
21. I enjoy travelling alone.	377	1	6	2,13	1,594
12. Possibility to do sports is an important criteria when choosing a destination.	378	1	6	2,08	1,596
Valid N (listwise)	289				

## APPENDIX 5 – Motivation to attend sport events

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
40. I enjoy the excitement of sports.	361	1	6	5,60	1,189
34. I enjoy following sports with the friends.	366	1	6	5,55	1,259
56. Sport event is an experience.	365	1	6	5,54	1,234
36. I enjoy close competitions/matces, which are difficult to predict.	365	1	6	5,53	1,232
48. I follow my favourites, nevermind the level of the opponent or the competition.	364	1	6	5,51	1,280
51. I am happy about the success of my favourites.	365	1	6	5,47	1,325
45. I am disappointed when my favourite loses.	358	1	6	5,47	1,361
50. speculation after the matches is an important part of following sports	366	1	6	5,34	1,410
44. In teamsports club/team is more important than single players.	365	1	6	5,30	1,464
39. Following sport is a good way to raélaax and escape everyday routines.	365	1	6	5,24	1,466
53. History and traditions makes a club interesting.	369	1	6	5,08	1,636
49. Sense of belonging with the other fans is important in fandom.	373	1	6	5,01	1,649
38. Sport is entertainment.	364	1	6	4,93	1,719
54. I am interested in famous sports arenas (San Bernabeu etc.).	373	1	6	4,73	1,735
57. It is important for me to take part in the event by supporting actively.	375	1	6	4,58	1,747
47. By supporting and closely following the performances of my favourite I feel like I belong to the team.	366	1	6	4,51	1,890
35. I enjoy following sports alone.	378	1	6	4,31	1,972
37. I enjoy the superiority ofmy favourites most.	378	1	6	3,92	1,903
52. Big stars make the sport event interesting.	376	1	6	3,71	1,897

55. Following a sport event is a good way to spend time with family.	362	1	6	3,64	1,925
43. It is important to meet other people in the sport event.	381	1	6	3,40	1,899
33. I enjoy following sports with the family.	367	1	6	3,30	1,881
42. Sports betting is an important part of following sports.	380	1	6	2,72	1,847
41. I am not really interested in results, good performances are more interesting.	373	1	6	2,62	1,741
Valid N (listwise)	302				

APPENDIX 6 – Crosstabulation, possibility to attend a sport event is an important criteria when choosing a destination / On how many recreational trips abroad during past three years have you taken part in sport event as a spectator?

**Crosstab**

			13. Possibility to spectate sports is an important criteria when choosing a destination.			Total
			Disagree	neutral	Agree	
5. On how many recreational trips abroad during past three years have you taken part in sport event as a spectator?	none	Count	13	14	6	33
		Expected Count	4,1	11,2	17,6	33,0
		% Within 5. On how many recreational trips abroad during past three years have you taken part in sport event as a spectator?	39,4%	42,4%	18,2%	100,0%
1-2	Count		16	50	67	133
	Expected Count		16,6	45,3	71,1	133,0
			12,0%	37,6%	50,4%	100,0%
3-4	Count		12	30	42	84
	Expected Count		10,5	28,6	44,9	84,0
			14,3%	35,7%	50,0%	100,0%
5-6	Count		4	16	34	54
	Expected Count		6,8	18,4	28,9	54,0
			7,4%	29,6%	63,0%	100,0%
7-	Count		2	18	52	72
	Expected Count		9,0	24,5	38,5	72,0
			2,8%	25,0%	72,2%	100,0%
Total	Count		47	128	201	376
	Expected Count		47,0	128,0	201,0	376,0
			12,5%	34,0%	53,5%	100,0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42,939 <sup>a</sup>	8	,000
Likelihood Ratio	40,931	8	,000
Linear-by-Linear Association	28,666	1	,000
N of Valid Cases	376		

a. 1 cells (6,7%) have expected count less than 5. The minimum expected count is 4,13.

APPENDIX 7 – Crosstabulation, Possibility to spectate sports is an important criteria when choosing a destination / On how many recreational trips abroad during past three years have taking part in sport event as a spectator been the main reason to travel?

Crosstab

			13. Possibility to spectate sports is an important criteria when choosing a destination.			Total
			Disagree	neutral	Agree	
7. On how many recreational trips abroad during past three years have taking part in sport event as a spectator been the main reason to travel?	none	Count	21	34	29	84
		Expected Count	10,5	28,6	44,9	84,0
		% within 7. On how many recreational trips abroad during past three years have taking part in sport event as a spectator been the main reason to travel?	25,0%	40,5%	34,5%	100,0%
1-2		Count	15	57	77	149
		Expected Count	18,6	50,7	79,7	149,0
			10,1%	38,3%	51,7%	100,0%
3-4		Count	7	22	39	68
		Expected Count	8,5	23,1	36,4	68,0
			10,3%	32,4%	57,4%	100,0%
5-6		Count	2	9	27	38
		Expected Count	4,8	12,9	20,3	38,0
			5,3%	23,7%	71,1%	100,0%
7-		Count	2	6	29	37
		Expected Count	4,6	12,6	19,8	37,0
			5,4%	16,2%	78,4%	100,0%
Total		Count	47	128	201	376
		Expected Count	47,0	128,0	201,0	376,0
			12,5%	34,0%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33,472 <sup>a</sup>	8	,000
Likelihood Ratio	32,960	8	,000
Linear-by-Linear Association	27,006	1	,000
N of Valid Cases	376		

a. 2 cells (13,3%) have expected count less than 5. The minimum expected count is 4,63.

APPENDIX 8 – Principal Component Analysis, 10 –32, travelling.

**Rotated Component Matrix(a)**

	Component						
	1	2	3	4	5	6	7
13. Possibility to follow sports is an important criteria when choosing a destination.	,871						
11. When planning a trip abroad I find out about possibilities to follow sports.	,825						
17. I travel abroad, because I want to see the sports culture of other countries.	,783						
18. My favourite athlete/ team is an important reason to travel abroad.	,693						
27. Friends are an important part of trip abroad.		,805					
23. I enjoy travelling with friends.		,767					
21. I don't enjoy travelling alone (reversed)		,736					
29. Sense of belonging with the travel companion is a big part of the appeal of travelling.		,668					
14. Travelling abroad is a good way to escape everyday routines.			,831				
15. Travelling abroad is a good way to relax.			,807				
19. I travel abroad in order to get new experiences.			,678				,378
25. I try arrange the travel arrangements on my own.			,377			-,361	
24. The attractions at destination are important reason to travel.				,826			
26. Cultural experiences (not sports culture) are an important reason to travel.				,795			
31. The history of the destination is important when choosing the destination.				,743			

12. Possibility to do sports is an important criteria when choosing the destination.						,880	
10. When planning a trip abroad it I found about the possibilities to do sports.						,839	
20. When travelling abroad climate is an important factor.	-,340					,615	
28. Travelling abroad is a good way to spend time with family.						,889	
22. I enjoy travelling with family.						,866	
32. I travel to meet new people.							,802
30. There has to be a possibility to get new experiences at the destination.		,305	,359				,573
16. I travel in order to learn about new cultures.			,354	,454			,501

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,752
Bartlett's Test of Sphericity	Approx. Chi-Square	2914,131
	df	253
	Sig.	,000

#### Communalities

	Initial	Extraction
10.	1,000	,751
11.	1,000	,753
12.	1,000	,836
13.	1,000	,800
14.	1,000	,717
15.	1,000	,748

16.	1,000	,634
17.	1,000	,706
18.	1,000	,536
19.	1,000	,694
20.	1,000	,608
22.	1,000	,808
23.	1,000	,727
24.	1,000	,742
25.	1,000	,497
26.	1,000	,655
27.	1,000	,737
28.	1,000	,863
29.	1,000	,641
30.	1,000	,659
31.	1,000	,661
32.	1,000	,734
21. (reversed)	1,000	,662

Extraction Method: Principal Component Analysis.

**Total Variance Explained**



Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,190	22,563	22,563	5,190	22,563	22,563	2,937	12,768	12,768
2	2,862	12,442	35,005	2,862	12,442	35,005	2,509	10,907	23,675
3	2,242	9,746	44,751	2,242	9,746	44,751	2,459	10,693	34,367
4	1,876	8,158	52,909	1,876	8,158	52,909	2,377	10,335	44,702
5	1,724	7,494	60,403	1,724	7,494	60,403	2,105	9,154	53,857
6	1,213	5,276	65,679	1,213	5,276	65,679	1,891	8,220	62,076
7	1,060	4,611	70,289	1,060	4,611	70,289	1,889	8,213	70,289
8	,836	3,636	73,925						
9	,690	3,000	76,925						
10	,679	2,951	79,876						
11	,589	2,560	82,436						
12	,552	2,399	84,836						
13	,473	2,056	86,891						
14	,458	1,991	88,882						
15	,421	1,831	90,713						
16	,372	1,616	92,329						
17	,355	1,545	93,874						
18	,319	1,388	95,262						
19	,282	1,228	96,490						
20	,248	1,080	97,569						
21	,222	,964	98,534						
22	,186	,809	99,343						
23	,151	,657	100,000						

Extraction Method: Principal Component Analysis.

APPENDIX 9 – Principal Component Analysis, 33-57, spectator.

Rotated Component Matrix(a)

	Component					
	1	2	3	4	5	6
47. By supporting actively, I feel like I am a part of a team.	,771					
51. It makes me happy when my own club is successfull	,751	,324				
45. Defeats of my avourite club makes me sad.	,746					
48. I follow my own club, no matter what the level of competition or opponent.	,734	,312				
44. In teamsports club is more important to me than individual players	,697					
49. Sense of belonging with the other supporters is important for me.	,650			,450		
57. It is important for me to take actively part in the event by supporting.	,617			,394		
50. After game pint and speculation with friends is an important part of following sports.	,487	,421		,423		
53. The history and tradition makes a club interesting.	,381	,364			,355	
36. I enjoy tight competition which are difficult to predict.		,741				
40. I enjoy the excitement of sports.	,440	,734				
39. Following sports is a way relax and escape everyday routines.		,713				
38. Sport is entertainment.		,662				
56. Sports event is an experience.	,462	,646				
34. I enjoy following sports with friends.	,375	,589		,303		
55. A sports event is a good way to spend time with family.			,907			
33. I enjoy following sports events with family.			,893			

43. It is important for me to meet people in a sports event.				,730		
35. I enjoy following sports alone.			,321	-,507		
41. I am not very interested in results, good performances are more interested.	-,335		,347	,375		
52. Big stars makes the sport event interesting.					,805	
54. I am interested in famous sports arenas (San Bernabeu etc)		,405			,583	
37. I enjoy my favourites dominance most.	,426				,531	,316
42. Betting is an important part of following sports.						,896

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 a. Rotation converged in 9 iterations.

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,884
Bartlett's Test of Sphericity	Approx. Chi-Square	3257,270
	df	276
	Sig.	,000

#### Communalities

	Initial	Extraction
33.	1,000	,818
34.	1,000	,600
35.	1,000	,436
36.	1,000	,597
37.	1,000	,625
38.	1,000	,548
39.	1,000	,613

40.	1,000	,742
41.	1,000	,384
42.	1,000	,830
43.	1,000	,642
44.	1,000	,578
45.	1,000	,679
47.	1,000	,668
48.	1,000	,647
49.	1,000	,702
50. '	1,000	,614
51.	1,000	,710
52.	1,000	,744
53.	1,000	,445
54.	1,000	,577
55.	1,000	,838
56.	1,000	,691
57.	1,000	,599

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7,678	31,992	31,992	7,678	31,992	31,992	4,983	20,763	20,763
2	2,180	9,082	41,075	2,180	9,082	41,075	3,954	16,475	37,238
3	1,804	7,518	48,592	1,804	7,518	48,592	1,942	8,093	45,331
4	1,422	5,927	54,519	1,422	5,927	54,519	1,696	7,068	52,399
5	1,188	4,951	59,470	1,188	4,951	59,470	1,623	6,761	59,160
6	1,057	4,405	63,875	1,057	4,405	63,875	1,132	4,715	63,875
7	,961	4,003	67,878						
8	,852	3,549	71,427						
9	,746	3,107	74,533						
10	,664	2,769	77,302						
11	,634	2,642	79,944						
12	,611	2,545	82,489						
13	,546	2,275	84,764						
14	,524	2,184	86,948						
15	,434	1,806	88,754						
16	,411	1,714	90,468						
17	,403	1,679	92,147						
18	,352	1,465	93,612						
19	,339	1,411	95,023						
20	,324	1,350	96,373						
21	,275	1,146	97,520						
22	,212	,885	98,405						
23	,193	,804	99,209						
24	,190	,791	100,000						

Extraction Method: Principal Component Analysis.

APPENDIX 01 – Dominant Travellerer type of different age groups

**Case Processing Summary**

	Cases					
	Included		Excluded		Total	
	N	Perce nt	N	Perce nt	N	Perce nt
REGR factor score 1 for analysis 1 * 1.Ikä	288	75,0%	96	25,0%	384	100,0 %
REGR factor score 2 for analysis 1 * 1.Ikä	288	75,0%	96	25,0%	384	100,0 %
REGR factor score 3 for analysis 1 * 1.Ikä	288	75,0%	96	25,0%	384	100,0 %
REGR factor score 4 for analysis 1 * 1.Ikä	288	75,0%	96	25,0%	384	100,0 %
REGR factor score 5 for analysis 1 * 1.Ikä	288	75,0%	96	25,0%	384	100,0 %
REGR factor score 6 for analysis 1 * 1.Ikä	288	75,0%	96	25,0%	384	100,0 %
REGR factor score 7 for analysis 1 * 1.Ikä	288	75,0%	96	25,0%	384	100,0 %

**Report**

		REGR factor score 1 for analysis 1	REGR factor score 2 for analysis 1	REGR factor score 3 for analysis 1	REGR factor score 4 for analysis 1	REGR factor score 5 for analysis 1	REGR factor score 6 for analysis 1	REGR factor score 7 for analysis 1
1.Age								
< 18	Mean	,1750644	,1368560	,2723443	-,1487165	,3778960	-,1868745	-,2176028
	N	13	13	13	13	13	13	13
	Std. Deviation	1,276840	,7572802	,7506568	1,152938	1,243611	,6505768	1,122612
		20	3	9	29	13	3	76
18-29	Mean	-,0680025	,1261406	-,0297824	-,0598457	,0095381	-,1977612	,0439096
	N	167	167	167	167	167	167	167
	Std. Deviation	,9613486	,8990145	1,010304	,9547354	,9884629	,9623625	,9786535
		8	5	57	8	4	7	7
30-39	Mean	,1420642	-,0444667	,0665571	,0480921	-,1034350	,3031824	-,0150989
	N	71	71	71	71	71	71	71
	Std. Deviation	,8782629	,9593360	,9800099	1,065310	,9887382	1,013608	,9862378
		2	5	7	75	5	82	8
40-49	Mean	,0407110	-,3346139	-,1634850	,3307259	,2347003	,5182525	-,0141551
	N	25	25	25	25	25	25	25

	Std. Deviation	1,029268 21	1,094242 38	1,133818 75	,9969508 1	1,034587 72	,9784218 2	1,063893 21
50-59	Mean	-,3937794	-,9828042	,0137456	-,0622894	-,4784715	,1325938	-,1151639
	N	10	10	10	10	10	10	10
	Std. Deviation	1,687219 51	1,638443 54	,9780271 3	1,040148 42	,6490871 5	1,150926 79	1,170381 80
> 60	Mean	1,510122 2	- 1,224176 0	-,0885874	,0713044	-,0319461	,4422105	- 1,348288 8
	N	2	2	2	2	2	2	2
	Std. Deviation	,0070687 9	3,197719 56	1,516294 22	1,828728 14	1,733216 57	,2063044 6	,9942818 2
Total	Mean	,0038410	-,0033135	-,0028975	-,0025179	,0006268	,0042956	-,0026738
	N	288	288	288	288	288	288	288
	Std. Deviation	,9996027 9	1,000150 16	1,000524 65	1,000822 56	1,001683 77	,9990661 2	1,000705 27

APPENDIX 11 – Dominant Supporter type of different age groups

**Case Processing Summary**

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
REGR factor score 1 for analysis 2 * 1.lkä	301	78,4%	83	21,6%	384	100,0%
REGR factor score 2 for analysis 2 * 1.lkä	301	78,4%	83	21,6%	384	100,0%
REGR factor score 3 for analysis 2 * 1.lkä	301	78,4%	83	21,6%	384	100,0%
REGR factor score 4 for analysis 2 * 1.lkä	301	78,4%	83	21,6%	384	100,0%
REGR factor score 5 for analysis 2 * 1.lkä	301	78,4%	83	21,6%	384	100,0%
REGR factor score 6 for analysis 2 * 1.lkä	301	78,4%	83	21,6%	384	100,0%

**Report**

1.Age		REGR factor score 1 for analysis 2	REGR factor score 2 for analysis 2	REGR factor score 3 for analysis 2	REGR factor score 4 for analysis 2	REGR factor score 5 for analysis 2	REGR factor score 6 for analysis 2
< 18	Mean	,2907292	,2064427	,3016084	,1512207	,2510827	,6639170
	N	17	17	17	17	17	17
	Std. Deviation	,56273055	,67029185	,73604036	1,10966069	,99390318	,98026003
18-29	Mean	,0410497	-,0296149	-,0871870	,1039962	-,0217799	-,1595960
	N	171	171	171	171	171	171
	Std. Deviation	1,02146059	,91747860	,97313197	1,02295692	1,02009067	,96177965
30-39	Mean	-,0905435	,0967898	,0551147	-,1212149	-,0596135	,0327710
	N	73	73	73	73	73	73
	Std. Deviation	1,02394155	1,19422083	1,03930631	,92239823	,94016482	1,01908454
40-49	Mean	,0444679	-,1144304	,2584821	-,2814148	,0734553	,3856222
	N	26	26	26	26	26	26
	Std. Deviation	,91993028	1,06581813	1,10293222	,84819157	1,06622401	1,06256844
50-59	Mean	-,5559816	-,3249262	-,1088866	-,3076619	-,0856593	,2615905
	N	11	11	11	11	11	11
	Std. Deviation	1,15822587	1,22318998	1,29510250	1,21008485	,91787355	,77364606
> 60	Mean	-,1227012	,0920320	,0858562	-,1195915	,5936090	,4036635



	N	3	3	3	3	3	3
	Std. Deviation	1,1569301 2	,70690378	,8456820 9	1,1965240 5	1,413369 71	1,024275 48
Total	Mean	,0000814	-,0025324	,0000734	,0014803	-,0035194	,0016698
	N	301	301	301	301	301	301
	Std. Deviation	1,0016642 8	1,0006948 1	1,001664 47	1,0013337 8	,9997901 3	1,001243 45