Identification of the tourist profile and development of a sports tourism map in the town of Calpe

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ABSTRACT

The present work has a double objective, to identify the profile of the tourist and their habits regarding sports tourism in the town of Calpe (Alicante), and, secondly, based on the information acquired, to establish the development guides for the map of local sports tourism. For this, an ad hoc questionnaire was developed, which was passed to a random sample of 381 people, thus establishing significant results with a 0.8% error for samples greater than 1000000 individuals. After finding the profile of the local tourist, we proceeded to develop an application, in its alpha phase, of the sports tourism map of the locality under study. This work is the support point on which to develop a final application that houses all the information related to sports tourism in the Valencian Community, developing a complete sports tourism map of the Autonomous Community.

Keywords: Sports tourism, User profile, Application.

INTRODUCTION

The connection between tourism and sport as an entity in itself arises from the evolution of tourism and sport, both matters being considered of great importance in the society of the moment (Latiesa and Paniza, 2006). Some authors determine that the idea of sports tourism appears from 1950 and the concept as such in 1970. It is observed how sports tourism, with its current definition (Pedote, 2023), it does not have a long history over time since it is included in the advanced societies of the 20th century (Simoes, Rebollo and Cabrera, 2008). Sports tourism as an industry is at a critical moment in its evolution. Thanks to the great growth shown by society in the practice of sports in recent years, sponsored by the increase in people who, whether for health, to escape from the daily routine and work or simply for enjoyment, begin to practise sport and with it to link this practice with their leisure time (García Ferrando, 2001). Sports tourism is framed within a product segmentation and diversification that serves as a complement to traditional tourism models, highlighting sun and beach tourism (Simoes, Rebollo and Cabrera, 2008). In recent years, it has become clear how sport is no longer only seen as a practice of entertainment activities, but is also a great business opportunity, since the practice of sport and its connection to tourism can be professional. or amateur, both factors both actively and passively (Leal, Travé, Medina, Abadia and Sánchez, 2021).

Taking into account the different types of sports tourism (Simoes, Rebollo and Cabrera, 2008), coastal tourism stands as the union between tourist practices and sports practices that occur on the coast. Distinguishing in this sense different elements that compose it from the orientation towards its practice, understood as a main activity or as a complementary activity. And segmenting the reason for your attraction to said practice (events, conferences, sports museums, etc.).

On the other hand, many city councils and other public institutions have a mobile application to inform visitors to their city about the sporting events and activities that are going to take place. Through technological applications, it is possible to show all the information that the visitor needs, and also help take care of the environment. All this in a practical, interactive and visually attractive way, despite this, the dissemination of these activities and services is not enough (Araujo, Fraiz and Araujo, 2020).

The province of Alicante has proven to be a potential in physical activity and sports, just by contemplating the large number of sporting events that take place throughout the year (Ministerio de Cultura y Deporte, 2022), and the number of teams and athletes that visit us shows us that this geographical location is unique for sports practice. Together with the above, sports tourism has represented one of the great values of visits to the province by both foreigners and visitors from other provinces (INECA, 2020). Despite this, we must continue to delve deeper into the digitalization process of the municipalities, in order to bring together and bring the visitor closer to all the information and services related to coastal tourism and specifically the sports tourism that is produced there.

The present work has two clearly defined objectives, firstly, to identify the profile of the tourist and their habits related to sports tourism, and, secondly, based on the information acquired, to establish the development guides for the sports tourism map. from the town of Calpe, one of the most diversified places for sports practice in the province of Alicante, where all the agents related to sports tourism come together.

METHOD

To fulfil these objectives, different milestones or tasks were established that mark the development of the research and the development of the future application.

The first action that was carried out was the preparation of a record of the most notable facilities and events in the target town -Calpe-, resulting in a total of 114 records (Table 1) and subsequently the centres of sports practice and its digitization process (Figure 1.)

Table 1. List of infrastructures of the locality under study.

Infrastructure and event	N
Public sports facilities	6
Sports centres and gyms	10
Hotels	48
Restaurants	21
Natural places for sports practice	15
Walking trails	9
Sports events	5

Figure 1. Example of sports centre identification and digitization.

After completing this first milestone, as a second task prior to the development of the application, we proceeded to analyse and evaluate the physical activity and sports habits of tourists who visit Calpe and relate it to the development of the digital map.

Sampling

To develop this second task, we started from the paradigm of the mixed qualitative and quantitative work methodology, which is based on the study, analysis and assessment of the sports practice habits of tourists who visit the city of Calpe, together with the social and economic impact of their period of stay in our land.

The type of sampling carried out is systematic and random within each stratum, establishing said strata based on nationality in the first stage and in a second stage based on age and gender. To do this, a two-stage type of sampling was carried out with stratification of units for each population community. The first sampling units were the census sports centres, and then they were stratified depending on the size of the sports centre. Ratio estimators were used to estimate proportions. The a priori sampling error considering the hypothesis P = Q = 0.5 is around 0.8% with a confidence level of 95% for populations greater than 1,000,000 individuals, resulting in a total of 381 surveys carried out.

Data collection instrument
For this purpose, an *ad hoc* survey on sports matters was developed based on the contributions of González (2008) and Araujo, Paul and Fraiz (2011) on the sports habits of tourists who visit Calpe.
The questions that make up the survey are presented in Table 2.

Table 2. Survey structure.

Number question	Question	Type of answer	Options
1	Age	Open	
2	Gender	Close	Male
			Female
3	What is the objective of your trip, in the sports section?	Close	Carry out sports activities
			Attend sporting event
			Others
4	What is your country of origin?	Open	
5	What type of sports activity do you do?	Close	Recreation
			Competitive
6	What sport or physical activity are you coming to do?	Close	Walk
			Run
			Swim/Diving
			Bicycle
			Others
			None
7	Are you coming to visit a sporting event?	Close	Yes
			No
8	Where do you do your physical activity during the tourist period?	Close	Beaches
			Rock
			Hiking routes
			Bicycle Routes
			Diving Routes
			Swimming Routes
9	How have you known this area in relation to your sports practice?	Close	Internet
			For my sports club
			Acquaintances
			Relatives
			Others
10	What expenses do you plan to make daily during your stay individually?	Close	Between 50-100€
			Between 100-200€

			More Than 200€
11	What is the frequency of physical activity you do?	Close	Every day
			Between 3-5 days a week
			At least once a week
12	Why do you do physical activity?	Close	Health reasons
			Entertainment and Socialization
			Competition
13	Regarding the province/city where you live, do you easily find the sport you want to practise?	Close	Yes
			Yes, but after a deep search
			No
14	Would you travel to a province/city in your autonomous community to practise a specific sport?	Close	Yes, at least once a month
			Yes, at least once a year
			No
15	How many days will you stay if you travel to another province/city to practise a specific sport?	Close	1 day, express trip
			Between 1-3 days
			Between 3-7 days

Information collection

The collection of individual information was carried out during the months of March, April, May, June and July 2022, in addition to the preparation of data collection through the creation and design of the website "*Digital Map Survey of Sports Tourism in the Province of Alicante – Study of physical activity and sports habits in the province of Alicante* (https://www.habitosdeportivosalicante.es/)". Information was collected with the questionnaire in a digital online version (27.3%) and in person using tablets (82.7%).

Statistical analysis

The statistical analysis carried out addresses the form of distribution of the study variables (survey items) through frequencies (absolute and relative), counting the times that each value in the sample was repeated. This analysis was carried out using SPSS 20.0.

RESULTS

After analysing the data collected in the 381 surveys carried out, the following results emerge. Below, the results are presented from the relative frequency parameter in order to simplify the results obtained and their understanding and presentation (Figure 2).

Taking into account the construct of age included by the people surveyed, 32.2% of the people surveyed are between 46 and 65 years old, followed in second place by people between 31 and 45 years old and in third place. place people over 65 years of age with 24.67%.

In reference to the gender of the sample, Figure 3 presents similar percentages in terms of the responses obtained, reaching 50.13% women and 49.87% men.

Figure 4 shows the results obtained regarding the item "*main objective of the trip*". It shows how 60.63% visit Calpe for reasons other than sports tourism, 39.11% visit the town to practise sports and 0.26% to attend a sporting event.
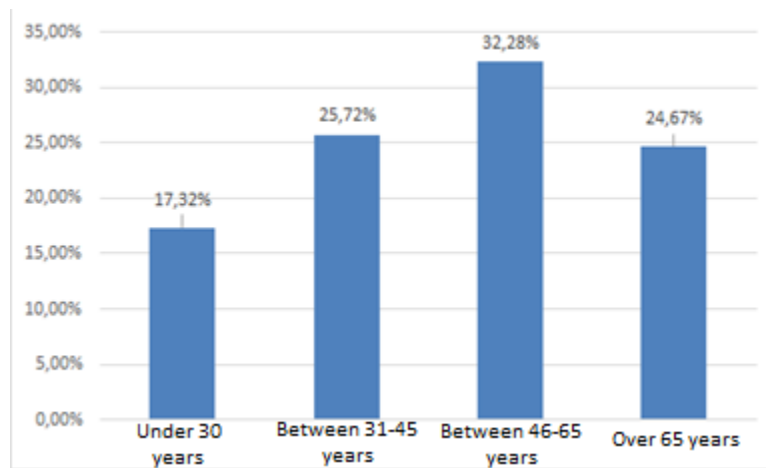
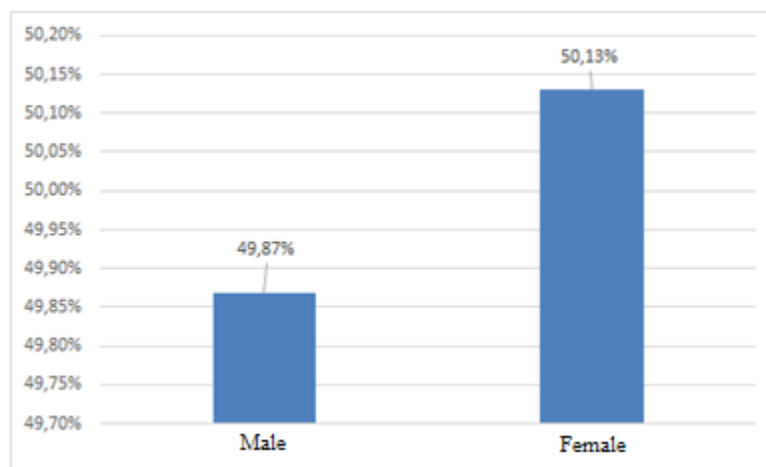Figure 2. Relative frequency referring to the age of the participants in the sample.

Figure 3. Relative frequency refers to the gender of the participants in the sample.
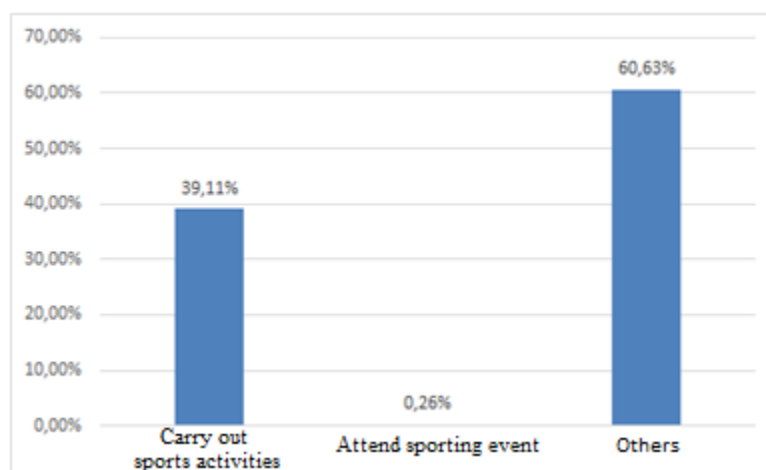

Figure 4. Relative frequency refers to the purpose of the visit of the participants in the sample.

In relation to the nationality of the people surveyed (Table 3), the results show the highest percentage in the United Kingdom with 21.78%, followed by Germany with 20.73%. It is worth highlighting the highest percentage presented in Table 3 with 29.13%, where the rest of the nationalities that differed from those presented in the model have been grouped together. This regrouping has been necessary, as indicated at the beginning. of this section for greater simplicity and better clarification of the presentation of results obtained.

Table 3. Relative frequency refers to the nationality of the participants in the sample.

Country	Percentage of respondents
Belarus	4.72%
United Kingdom	21.78%
France	9.19%
Spain	9.71%
Chile	4.72%
Germany	20.73%
Others	29.13%

Taking into account the component of sports practice that the people surveyed carry out when they carry it out, 91.60% orient their sports practice towards recreation while 8.40% orient it towards competition (Figure 5).
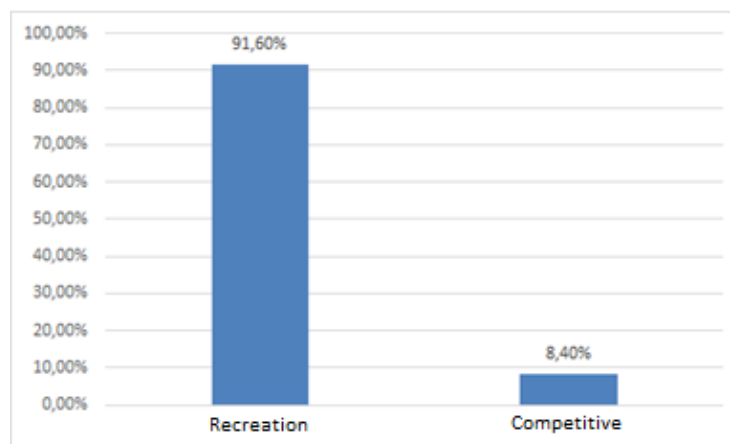

Figure 5. Relative frequency refers to the component of sports practice carried out by the participants in the sample.

In reference to the type of sports practice, Figure 6 presents the results obtained from the analysis of relative frequencies, where 32.02% corresponds to the physical activity "*walking*", followed by "*no sports practice*" with 30.18% and In third place is the practice of walks or bicycle routes with 15.75%.

As for the most requested place for said physical activity, the beaches are the first option, reaching 66.14%, followed by bicycle routes with 13.65% (Figure 7).

Figure 8 shows the results corresponding to the question regarding the source of primary information to know the location. 36.48% corresponds to the Family option, followed by Acquaintances with 34.12% and in third place the Internet option which reaches 12.60%.
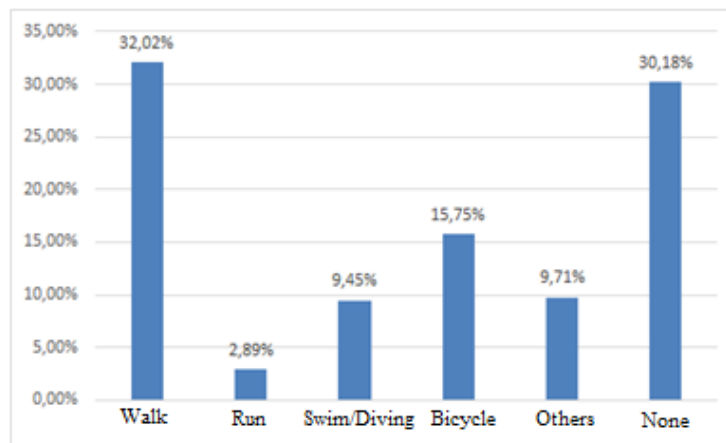
Figure 6. Relative frequency referring to the type of sports practice carried out by the participants in the sample.
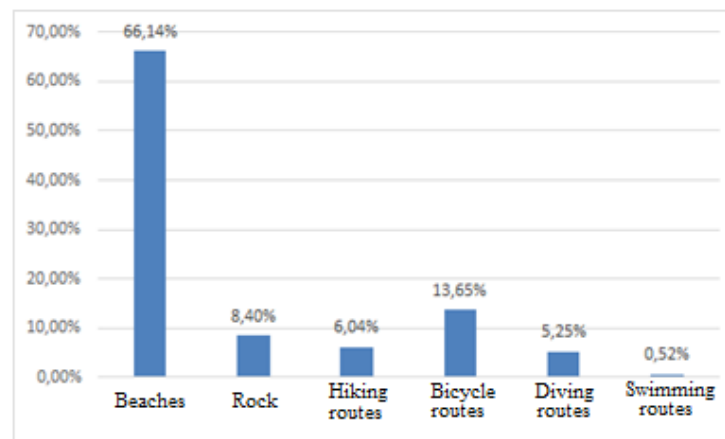

Figure 7. Relative frequency referred to place for the development of sports practice carried out by the participants in the sample.
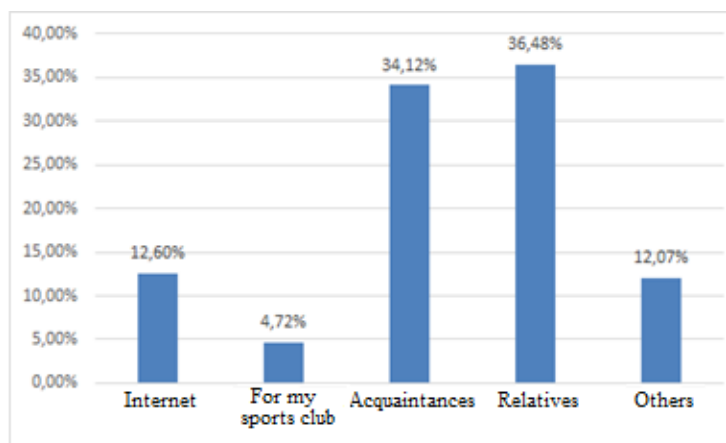

Figure 8. Relative frequency refers to the source of primary information about the locality acquired by the participants in the sample.

Finally, taking into account the average financial amount that an individual intends to spend per day in Calpe, 59.58% of the people surveyed have answered between €50-100, followed by an average daily individual expense of between €100- €200 in second place with 37.27% (Figure 9).
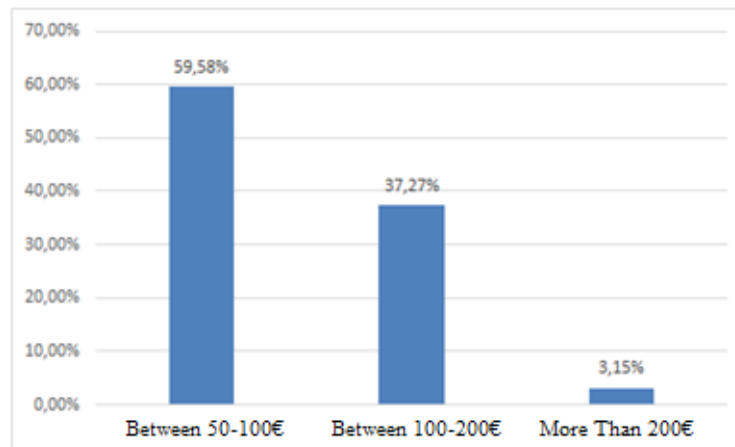

Figure 9. Relative frequency refers to the estimated amount of expenditure per person and day.

Conclusions from the survey and proposals derived prior to the development of the application
After analysing the results obtained from the survey data, the following conclusions were reached in reference to the profile of the sports tourist in Calpe.

1. The most important age sector is between 45 and 65 years old. However, due to their proximity, the presence of the two immediately lower sectors - between 31 and 45 years old - and the upper ones - over 65 years old - should not be underestimated. The offer must contain activities and services that cover the three age sectors contemplated.

2. The most sensitive countries for coming to Calpe are European, so this fact must be kept in mind so that the application contemplates the possibility of being translated into at least 3 languages.

3. The main physical activity they carry out is hiking and cycling. Taking into account this clear conclusion, the total digitalization of Calpe is proposed in routes and geolocations of all sports complexes and facilities, separated by sports modality and sports level (competitive or recreational).

4. The centres of sports practice in Calpe continue to be the beaches, so it is proposed to enhance the situation of this environment and protect it since it is the most used and demanded for practising physical activity and leisure.

5. Finally, the results provide information about the locality through highly concentrated channels such as family members and acquaintances, that is, based on previous experiences of people who have already visited the locality. Given this situation and the low incidence of the internet in this sense, it is proposed to enhance the digital positioning of the entire sports network in the different areas of Calpe, to network, as well as facilitate the digital connection between the hospitality industry, shopping centres, health centres, and sports clubs and associations.

Finally, and taking into account these conclusions and recommendations, we proceeded to the third and final step of this research, the approach to the development of an application prototype based on the sports tourism map of the town of Calpe, where all the agents related to sports tourism.

The typology of the proposed application, as an Alpha phase, responds to the "*search engine*" format whose purpose is the identification and obtaining of the most relevant information regarding sports clubs in the city of Calpe, where aspects related to their location can be found. social networks, restaurant services and nearby parking lots, events they hold, etc.

The development of the application, as an approach and test -alpha phase-, has been carried out with FlutterFlow, based on the Flutter software development kit (SDK). Flutter is an SDK developed by Google that allows the creation of applications for both Android and iOS (Apple). It is open source, which has allowed it to become one of the most growing mobile application development projects. FlutterFlow is a Flutter-based online app developer that allows users to easily create native cross-platform apps. The advantage that this developer and platform is proposed is because, as it is online, it is not necessary to install any software but rather start a new project and build the interface by adding Widgets, whose properties and design can be modified.

This first approach to the sports tourism map as an Alfa version has focused on sports clubs, as they are interested agents, who hold sporting events and maintain constant sports offer throughout the year. In this way, all the information regarding them was obtained: location, social networks, telephone number and contact email.

These sports clubs were registered in a database which will provide information to the search engine. The search can be carried out without having to be registered in the application. However, if any owner wants to store their own club they can do so by creating an account in the app and logging in. With this option, the search engine's database is constantly updated, allowing the implementation of new features and the intervention of new agents related to sports tourism.
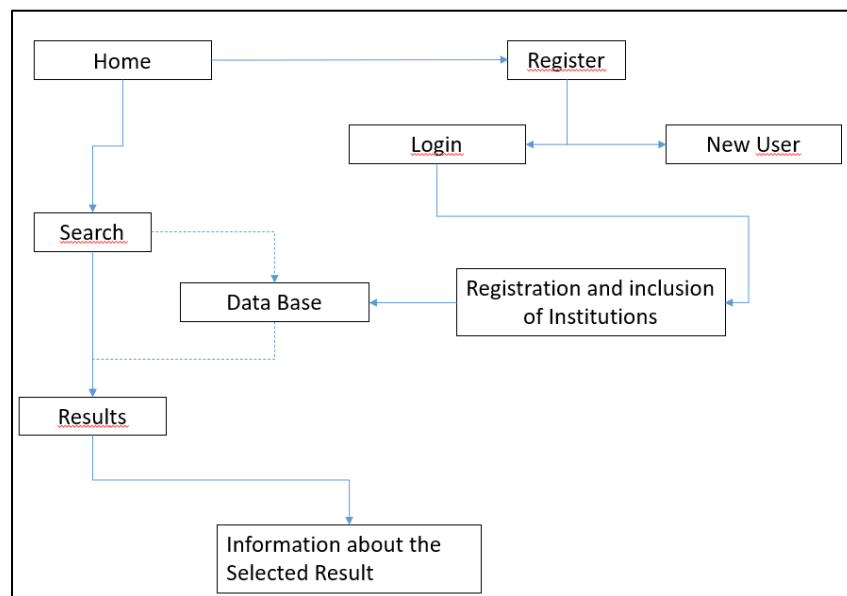

Figure 10. Application structure diagram.

The structure of the application can be seen in Figure 10, as well as the final display that the user would have on their terminal (Figure 11).
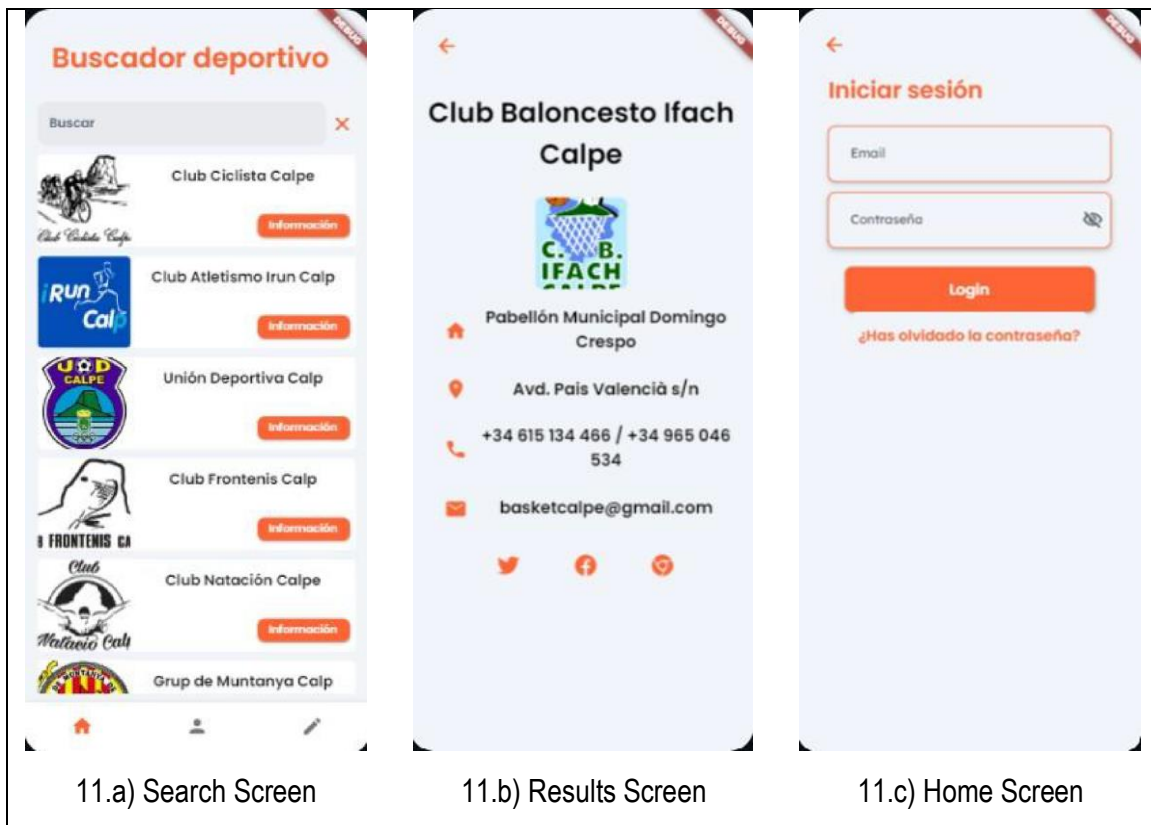

| 11.a) Search Screen | 11.b) Results Screen | 11.c) Home Screen |

Figure 11. Application structure diagram.

CONCLUSIONS

The objectives of the present investigation established for the present investigation have been satisfied, reaching the following conclusions.

Regarding the first objective, identifying the profile of the tourist and their habits regarding sports tourism in the town of Calpe, the answer has been given by identifying a user profile with an age between 45-65 years, European, whose main Physical activity is walking, with the beach being its main practice.

In reference to the second objective, establish the development guides for the sports tourism map of the town of Calpe where all the agents related to sports tourism come together. A basic application has been developed, limited exclusively to sports clubs where all the information collected and required by the different sports tourism agents can be approximated, as well as the possibility of including new agents that give the application greater visibility and service.

This work is the first approach for the final development of the application, for which it is recommended to take into account the following elements in its development:
- Have the mobile application in 5 languages of European countries.

- Fully digitise Calpe in routes and geo locations of all sports complexes and facilities, separated by sports modality and sports level (competitive or recreational).
- Enhance the situation of this natural environment and protect it.
- Strengthen the digital positioning of the entire sports network in the different areas of Calpe, to work as a network.
- Facilitate the digital connection between the hospitality industry, shopping centres, health centres, and sports clubs and associations.

AUTHOR CONTRIBUTIONS

All authors have contributed equally to all sections of this article.

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No potential conflict of interest was reported by the authors.

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