



University of Maribor

Faculty of Tourism



Bet on

Health

**INTERNATIONAL
SCIENTIFIC
CONFERENCE**

BET ON HEALTH

BOOK OF ABSTRACTS

Faculty of Tourism, University of Maribor
Brežice, October 29th – 30th, 2020

Title: BET ON HEALTH, INTERNATIONAL SCIENTIFIC CONFERENCE, OCTOBER 29-30 2020, BOOK OF ABSTRACTS

Editors: Andreja Trdina, Milica Rančić Demir, Tomi Špindler, Marjetka Rangus

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Technical Editor: Tomi Špindler, Faculty of Tourism, University of Maribor

Publisher: Faculty of Tourism, University of Maribor

Location: Brežice

Year of Publication: 2020

Circulation: e-publication

Free publication

The publication is issued within the project Bet on Health, funded by the Erasmus+ Program of the European Union.

The contents and language of the contributions are the sole responsibility of the author/s only.

The book of abstracts includes all abstracts accepted for the conference. However, the final conference programme was changed at the last minute due to unforeseen cancellations of participation by individual authors.

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**CONFERENCE AIM
AND SCOPE**

BET ON HEALTH INTERNATIONAL SCIENTIFIC CONFERENCE

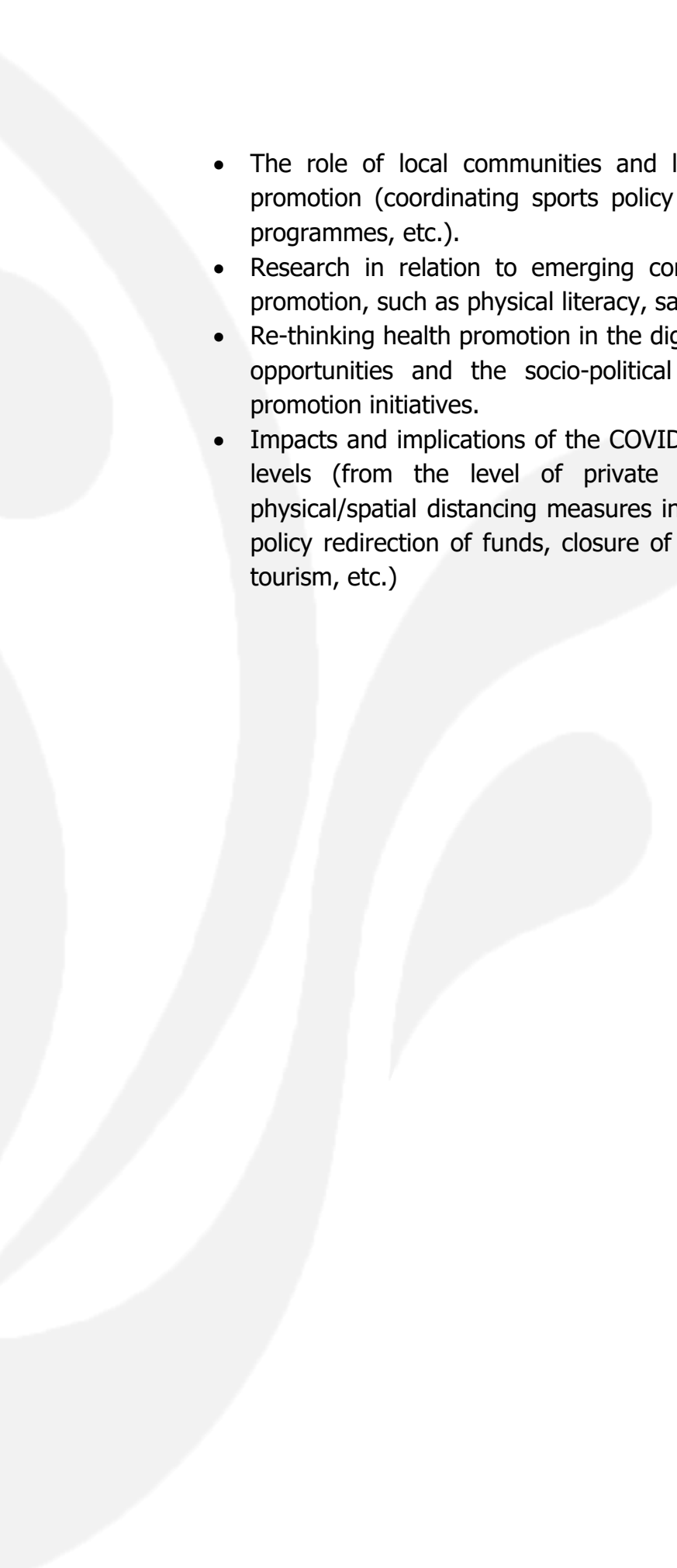
October 29 - 30, 2020

Organized by Faculty of Tourism, University of Maribor, Slovenia

Against the backdrop of today's globalized and digital world, health promotion is facing many significant challenges that are reflected in rising socio-economic inequalities, differing governmental imperatives, economic pressures, changes in patterns of communication and technological development, as well as in the shifting community motivations and expectations. The International Conference Bet on Health aims to bring together leading researchers and practitioners to exchange and share their experiences and research results on the issues of sports, well-being and health, and the role of local authorities/communities in planning, implementing and evaluating policies and practices related to public health issues. It will provide an interdisciplinary forum for researchers, practitioners and educators to present and discuss the most recent trends and innovations, as well as concerns and practical challenges encountered and solutions adopted in the fields of health promotion and well-being, sports, and local politics. Prospective authors from all disciplinary backgrounds are kindly encouraged to contribute to and help shape the conference through submissions of their extended research abstracts (see the details below).

Among others, the conference wishes to address the following topics in particular:

- Public health issues and the concept of well-being (with special attention to new developments in the field of behavioural and social science theory as applied to health promotion practice and research, targeting all groups across the entire lifespan and socioeconomic gradient).
- Health promotion through sport (using sport as a tool for health promoting outcomes or sustainable development goals) and health promotion in sports (health promotion initiatives/interventions/events performed in sport).
- Healthy nutrition (the importance of healthy nutrition for the well-being of the growing world population)
- Motivation and sport (motivation and behavioural change, physical activity and mental health, body image in sport and exercise).
- Leisure, outdoor/indoor recreational activities, and sport tourism: new trends in the sport tourism industry.
- Policy aspects: policy analysis, policy-makers and stakeholders in health promotion initiatives, sport infrastructure and sports policies, implementation and management of sports programmes.

- 
- The role of local communities and local politics in health and sport promotion (coordinating sports policy with health policy, 'sport for all' programmes, etc.).
 - Research in relation to emerging concepts within the field of health promotion, such as physical literacy, salutogenesis, social capital, etc.
 - Re-thinking health promotion in the digital era: new media, technological opportunities and the socio-political implications of digitized health promotion initiatives.
 - Impacts and implications of the COVID-19 situation on micro and macro levels (from the level of private choice/motivation, the issue of physical/spatial distancing measures in group sports, etc. to the level of policy redirection of funds, closure of sports facilities, effects on sports tourism, etc.)



**CONFERENCE
PROGRAMME**

Thursday, October 29th, 2020	
16:00 – 17:00	Opening of the Conference assoc. prof. Boštjan Brumen
	Maja Žibert BET ON HEALTH – PROJECT PRESENTATION
	KEYNOTE 1 assoc. prof. Irena Bačlija Brajnik WE DO NOT HAVE TO, SO SHOULD WE? LEGAL OBLIGATIONS OF MUNICIPALITIES AND LOCAL FISCAL ACTIVITIES IN SPORTS AND HEALTH IN SLOVENIA
	KEYNOTE 2 Harri Juhani Malinen, Senior Expert HEALTHY NUTRITION AND ACTIVE LIFE FROM CHILDHOOD TO SENIOR CITIZENS ENSURING HEALTH, FUNCTIONALITY AND SELF-AWARENESS
17:00	Webinar Moderator: assist. prof. Marjetka Rangus
	Pekka Hämäläinen, Municipality of Rovaniemi Pirkko Sivonen, Lapland Regional Council Joel Erkkonen, Metsähallitus, Parks & Wildlife Finland, Lapland Patricia Čular, Municipality of Brežice Marija Imperl, Tourist Association of Slovenia

Friday, October 30th, 2020	
9:00 – 9:45	Welcome to the Conference assoc. prof. Boštjan Brumen
	KEYNOTE 1 assoc. prof. Nataša Slak Valek A REFLECTION ON SPORT AND TOURISM IN THE TIMES OF A HEALTH CRISIS
	KEYNOTE 2 assoc. prof. Romana Romanov THE IMPORTANCE OF SPORTS FOR PEOPLE WITH DISABILITIES WITH THE AIM OF ORDER HEALTH PROMOTION
9:45 – 10:00	Break
10:00 – 11:30	Panel 1 – SPORT AND HEALTH PROMOTION Chair: assist. prof. Marjetka Rangus
	Jelena Tepavčević, Melita Josipović, Maja Mijatov, Milan Ivkov, Slobodan Luković THE IMPACT OF DIMENSIONS OF WELL-BEING AND HEALTH ON CONSUMPTION OF ORGANIC AND FUNCTIONAL FOOD
	Anamarija Toth Kostevc MOTIVATIONAL MODEL DERIVED FROM THE PROJECT "BET ON HEALTH"
	Heidi Chang, MiRan Kim PUBLIC HEALTH STRATEGY FOR COVID-19 FOR HOSPITALITY INDUSTRY IN TAIWAN

11:30 – 11:45	Break
11:45 – 13:15	Panel 2 – SELECTED ISSUES IN ACTIVE AND SPORT TOURISM Chair: assoc. prof. Nataša Slak Valek
	Áurea Rodrigues, Renata Vieira NEW TRENDS IN THE SPORT TOURISM INDUSTRY, A CASE STUDY OF OUTDOOR YOGA AT LAKE ALQUEVA, PORTUGAL
	Nevena Čurčić, Željko Bjeljac, Jovana Brankov RURAL OLYMPICS AS PROMOTERS OF OLD FOLK SPORTS AND GAMES
	Vita Petek, Jasna Potočnik Topler WINE TOURISM AS A TYPE OF WELL-BEING TOURISM– LITERATURE REVIEW
	Nejc Pozvek, Biljana Božinovski MOUNTAIN BIKING IN BREŽICE. SURE, BUT ... CHALLENGES OF DEVELOPING MOUNTAIN-BIKING TOURISM IN THE MUNICIPALITY OF BREŽICE, AND THE ROLE OF STAKEHOLDERS
13:15 – 14:30	Lunch break
14:30 – 16:00	Panel 3 – TOURISM IN THE CONTEXT OF HEALTH AND WELL-BEING Chair: assoc. prof. Mitja Gorenak
	Maksim Godovykh, Alan Fyall, Abraham Pizam, Jorge Ridderstaat THE INFLUENCE OF TOURISM DEVELOPMENT ON RESIDENTS' HEALTH AND WELLBEING
	Katja Kokot, Maja Turnšek HEALTH RESORTS AND THEIR ROLE IN INCREASING PHYSICAL LITERACY OF THEIR GUESTS
	Milica Rančić Demir, Mila Zečević WELLNESS TOURISM RESEARCH: BIBLIOMETRIC STUDY OF THE SCIENTIFIC FIELD
16:00 – 16:30	Break
16.30	FINAL DISCUSSION AND CONCLUDING REMARKS assist. prof. Milica Rančić Demir



**KEYNOTE
SPEAKERS**




Harri Juhani Malinen, MSc is lecturing Nutrition (Exercise medicine, Sports and Nutrition 3-6 ECTS annually since 2002, Basics of Nutrition 3-5 ECTS annually since 2013). He was National Ski Jumping team nutrition coach 6/1999-7/2002 and National Boxing team nutrition coach 6/1998-6/2002. He did continuous Individual consulting of sport nutrition for athletes 1998-2016. He held and is still holding individual lectures and motivational speeches on health and nutrition to sport clubs and parents and interest groups 1998-2020. He concluded his Master of Science (Health Science, Clinical Nutrition), 14.1.1999, at University of Kuopio (currently University of Eastern Finland (uef.fi), Faculty of Medicine.

HEALTHY NUTRITION AND ACTIVE LIFE FROM CHILDHOOD TO SENIOR CITIZENS ENSURING HEALTH, FUNCTIONALITY AND SELF-AWARENESS.

We are all experts in nutrition, we pretty much know how we should eat and what is good for you. Same applies to not so favorable food and drink and exercise or lack of it. One knows, but does not execute - most of us simply do not follow the doctrine driven by national health agencies and authorities. This is an individual choice, often fueled by time-constraints (work, family obligations), loss of motivation, and without tangible knowledge how nutrition and exercise is having an impact on our health and wellbeing in a long run. Our life expectancies have been raising for the past 50, and are likely to grow even further. Our daily food and exercise (good and bad) not only effect our measured and experienced health at a given moment but also limit the optimal ageing and self-sustaining life most likely +80 years. For example, our maximum bone mineralization is obtained by the age of 30 leaving us a good 50 years to actively preserve our bone structure via nutrition and exercise to avoid osteoporosis.

Changing our health behavior with respect to exercise and nutrition is a complex process involving social, psychological and physical factors, all of which need to be adjusted individually to time, income, knowledge, skills and competence (education), level of performance (exercise), age, chronic diseases, religion, injuries, family status and ultimately motivation. The lack of motivation to just take on a healthier lifestyle is often the biggest obstacle, in particular in people that have not been raised up with good daily examples of healthy diet and active lifestyle. We, humans adapt and overcome items that we have to, voluntary changes happen slowly and often one by one. In case of nutrition and changes to healthier lifestyle is often successful with 2-3 changes over long periods.

Current global pandemic management and mostly like the aftermath followed will also change our possibilities to do exercise and sports and in some cases limited access to healthy food. Covid-19 has made us more passive and digital. Passive means access to sports and in general all restrictions related sports facilities and events. Digitalization of schools via quarantine and online teaching and passive indoors life topped up with console gaming and smartphones will reduce the



energy spent and will lead to excess weight (obesity) and loss of physical condition. This issue should be tackled jointly by opening new arenas and presenting new sports and exercise that do not require sport facilities and groups. Targeted Apps encouraging to make healthier dietary choices and to do exercise among the youth may provide motivating. Children should also be made to earn their game and Screen time.



Irena Bačlija Brajnik, Ph.D is an associate professor at the department for Political Science at the faculty for Social sciences, University of Ljubljana. She is an expert on public service, local self-government, local management and urban management. She has authored and co-authored numerous internationally published monographies and scientific articles. She is actively researching local self-governments in European Union, as she is (was) a member of international research on Local Autonomy Index (2015) and POLLEADER (2015-2016), largest research on mayors in EU.

WE DO NOT HAVE TO, SO SHOULD WE? LEGAL OBLIGATIONS OF MUNICIPALITIES AND LOCAL FISCAL ACTIVITIES IN SPORTS AND HEALTH IN SLOVENIA

Slovenia has built a system of local self-government within the main provisions of European Charter on local self-government. However system could benefit from enhancing local autonomy – whether in policy scope or fiscal capacity. Municipalities are not stimulated to engage in proactive managing of local life and although the competences of municipalities are regulated (and protected) by the Constitution, the Law on local self-government and special laws, some policy areas are loosely defined and rely heavily on agenda of individual local government.

The basic needs of the population that the municipality is obligated to address include: primary education; primary health care; provision of essential utilities; postal and banking services; library; some form of public transportation and public space maintenance and use. As sport and wellbeing are not listed among obligatory tasks, municipalities can undertake policy activities regarding on their preferences. However primary health care is within municipal jurisdiction and proactive municipal governance could promote activities that reduce the stress on health care service (e.g. sports, preventive measures).

In my contribution I will address the question of whether or not localities are stimulated to implement activities to promote health (in Slovenia and comparatively in European Union) and present (scarce) data on the issue.



Nataša Slak Valek, Ph.D is an associate professor at Zayed University in Abu Dhabi, UAE. Dr. Slak Valek earned her doctorate in Business from the University of Ljubljana at Faculty of Economics, Slovenia. She worked at the Slovenian Tourism Board for more than 10 years, first as a tourism researcher, and later as a Marketing Manager. Prior to join ZU she thought at I-Shou University in Taiwan. She teaches Tourism related courses and

Research Methods in Tourism at a Undergraduate and Graduate level. Her research focuses on Sport Tourism, Tourism Branding, Destination branding. Her most recent publications appear in Tourism Management Perspectives, Journal of Tourism and Cultural Changes, and Journal of Destination Marketing and Management.

A REFLECTION ON SPORT AND TOURISM IN THE TIMES OF A HEALTH CRISIS

That moving, being active and practicing sport has a big influence on human physical and mental health is not a news. That tourism creates jobs, runs many economies around the world, and contributes to the social and environmental issues of many countries, which benefit from it. Thus, the main question of this discussion is about stopping sport and tourism activities when a health crisis happens. The reflection will be on actions taken by different countries and how to protect the sport and tourism industry in the crisis times.



Romana Romanov, Ph.D has been employed at the Faculty of Sports and Tourism (Novi Sad, Serbia) since 2009 and is associate professor in subjects belonging to the field of kinesiology and bio-medical science. As an author and co-author, she has published dozens of scientific papers in domestic and foreign journals. Her research focused on understanding the impact of exercise on human developmental characteristics, postural status, nutrition control, and bone mineral density. Special interests in scientific and professional sense and in connection with exercise and sports, she realizes in working with people with disabilities. She is a fitness trainer of the national table tennis team for people with disabilities and is an international classifier for table tennis players with disabilities. She is a lecturer at seminars for classifiers delegated by the International Table Tennis Federation - Para Table Tennis Committee. She is a certified diving assistant for people with disabilities (Handicapped Scuba Association International).

THE IMPORTANCE OF SPORTS FOR PEOPLE WITH DISABILITIES WITH THE AIM OF ORDER HEALTH PROMOTION

In today's society, sport is generally accepted, regardless of whether it is a part of recreational activities or an activity in which top results are achieved. There is no doubt that this has happened thanks to the acceptance of all the benefits that sport brings with it in terms of health, psychological and social sense.

Sport as a product and a reflection of society in an institutional sense, is characterized by different motor patterns, that is, activities in which a person manifests their abilities, characteristics and knowledge in a specific way. Motor activity can be considered a sport if it involves competition between individuals or teams, that is, an activity in which rules are regulated in order to determine the winner.

On the other hand, as the basis of sports is human physical activity, there are determinants in which it is indicated that sports, in addition to the elements of competition, should not pose an excessive risk to the health of participants. From the perspective of promotion, especially socio-economic one, sport is recognized as a key factor of social good which conveys messages in order to promote health. Human health is not only related to the absence of disease, but it also implies its physical, mental and social well-being. Such a comprehensively defined concept of health and sports opens space for the following questions:

1. Can every sports activity be connected with health, and thus its promotion?
2. Which institutions promote health through sports?
3. Is it enough to fulfill one of the three stated conditions of well-being through sports and consider it a confirmation of health?
4. Is sport available to everyone?

The issue of availability of sports can be regulated on the basis of various legal acts, strategic documents and action plans adopted at the national or regional level, as well as information that present the real situation. The right to participation of all citizens in sports under equal conditions, regardless of age, level of physical ability, degree of possible disability, sex and other personal characteristics is the starting point in relation to sport being a significant factor in health promotion.

However, a sport that aims for results in the first place, elite sport, does not provide the actors with a reduced risk of injury, which is logically contrary to health.

Sports clubs, as the bearers of sports activities, most often realize activities for children and young people, and much less or almost not at all for the elderly, and especially for people with disabilities. Sports activities that are realized under the slogan "Sports for all" indicate the application of planned and programmed physical activity that is realized in the field of kinesiological recreation. This type of physical activity where the values of elite sports are not promoted, in terms of content, can provide participation to different age categories, as well as people with disabilities.

The beneficial effect of physical activity on the human body is indisputable, and it is, in that way, also useful, if not more useful for people with disabilities, and even those with the most severe forms of disability. It should be borne in mind that the movements of people with disabilities are reduced in most cases, and this reduction affects the general condition of the organism. As we link the positive values of physical activity to the prevention of mass non-communicable diseases, but also to treatment, it is not surprising that in recent decades an increasing number of countries have developed policies aimed at increasing general health. The policies are also in line with the World Health Organization's Global Action Plan, which gives importance to the promotion of physical activity and sports in general. However, most promotional activities are aimed at the wider (typical) population, and not at specific groups, such as people with disabilities.

It is necessary to consider all the differences that occur when it comes to the availability of sports and its promotion, especially the one aimed at people with disabilities. As differences are a reflection of social action, the national approach is extremely important in creating policies that will make one society more or less inclusive.



**EXTENDED
ABSTRACTS**

THE INFLUENCE OF TOURISM DEVELOPMENT ON RESIDENTS' HEALTH AND WELL-BEING

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The competitiveness construct can be applied to people, organizations, destinations, and countries. On the global level, the World Economic Forum (2020) defines competitiveness as a set of factors that determine the level of a country's productivity. The literature outlines several essential elements of the country's competitiveness related to supporting factors, core resources, destination planning, as well as micro and macro environment (Crouch & Ritchie, 2005). However, several new implications can be developed in tourism research by exploring the health and wellbeing outcomes of tourism. This study aims at investigating the influence of the number of tourism arrivals and tourism departures on the physical and mental health and wellbeing of local people in different countries in the world.

The main impacts of tourism development on local people are traditionally described in terms of quality of life (Crouch & Ritchie, 2005), while the external outcomes of tourism are related to the numbers of tourism arrivals, employment opportunities, tax revenues, income, and other indicators (Hong, 2009). Nevertheless, the main values in human life are described as health and wellbeing rather than income or welfare (Bowling, 1995). The health topic in tourism was traditionally associated with medical tourism outcomes (Connel, 2006). However, there are several potential ways of the positive effects of tourism development on residents' health and wellbeing through positive experiences, novelty, and social interactions with tourists, which also demands empirical attention in tourism research.

Several studies in positive psychology and neuroscience suggest that positive affect influences blood pressure, vagal tone, decrease the levels of blood sugar, and increase longevity (Fredrickson et al., 2008). At the same time, the emotional components of peoples' experiences are widely described in the previous literature (Hosany et al., 2015; Godovykh & Tasci, 2020). As tourism activities are inseparably connected with providing positive experiences and interaction between tourists and residents, tourism may bring better health and wellbeing outcomes for both tourists and residents. Although the COVID-19 pandemic demonstrated harmful health outcomes of tourism, related to the spreading of infections (WHO, 2020), it is possible that tourism also brings some important positive health outcomes for local people.

The data on tourism arrivals and departures were obtained from the United Nations World Tourism Organization (2020). Tourism arrivals are the number of tourists who travel outside their usual country of residence for a period of fewer than 12 months for the purpose not related to earning money. Tourism departures are the number of departures people make from their country of residents to any other country for the purpose not related to earning money.

The long-term indicators of health include life expectancy, survival, morbidity and mortality rates, cardiovascular fitness, and other indicators, while the short-term indicators are related to heart rate, blood pressure, cortisol level, hormone concentrations, vagal tone, etc. (Howell et al. 2007). Life expectancy at birth is the traditionally used global indicator of health, presenting the average expected longevity of newborn infants. Life expectancy at birth is related to many factors, including health behaviors, access to health services, nutrition, living standards, etc., and is often applied in economics, sociology, and medical research. The data on residents' health were collected from the World Bank Indicators (World Bank, 2020).

The data on income were obtained from the World Bank indicators in the form of GDP per capita (World Bank, 2020). GDP per capita is a gross domestic product or a sum of gross value added by all country's residents, divided by the country's population. The data on residents' wellbeing were collected from the World Happiness report that uses data from the Gallop World Poll (2020).

The data analysis consisted of several phases. The initial phase included descriptive analysis and data decomposition. The logarithm transformation was used to narrow the range of the data. In the second phase, the variables were tested for stationarity by using unit root tests. The next phase tested the direction of causality in relationships between variables. The conditions to satisfy the causality are that variables should be associated with each other, the causing variable should be occurred and measured before the dependent variable, and the effects of other factors should be eliminated. The final phase of data analysis applies the limited information maximum likelihood approach to investigate relationships between tourism arrivals, tourism departures, income, and the levels of health and wellbeing (Anderson, 2005).

The results show that tourism arrivals and tourism departures have short-run and long-run effects on the health and wellbeing of local people. Tourism development negatively influences residents' health in the short run and have positive effects in the long run. Short-term negative effects might be explained by residents' negative feelings and stress from overcrowding, noise, environmental pollution, traffic congestions, crime rates, etc. The recent situation with the new coronavirus disease demonstrates that tourism mobility is associated with the spreading of disease (WHO, 2020). At the same time, the long-term positive effects can be related to positive experiences received by residents and the social interactions between residents and visitors.

The study results will have theoretical and managerial implications. Theoretically, it will describe the effects of tourism arrivals and tourism departures on the residents' health and wellbeing. The recent situation with new coronavirus disease reveals the negative health outcomes of tourism, while there are potential benefits of tourism development for public health and residents' wellbeing. The practical implications are related to the opportunity for destination management to explore the optimal level of tourism development that would maximize residents' health and wellbeing outcomes in the long run.

The selection of independent variables can be considered as a limitation of the study as it was limited by the availability of data. Future studies might explore the effects of additional variables on residents' health and wellbeing. It will be also useful to apply subjective self-reported indicators of residents' health and wellbeing by conducting surveys of local people. Additionally, similar studies should be conducted in different countries and tourism destinations to explore the differences between different types of destinations.

Keywords: health, well-being, tourism, COVID-10, positive emotions, social interactions

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WELLNESS TOURISM RESEARCH: BIBLIOMETRIC STUDY OF THE SCIENTIFIC FIELD

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Introduction and literature review

Not only are wellness and tourism old concepts, but they have been connected with the stimulation of tourism development for a very long time as well. Also, the well-being and guest wellness were the center of the development of spa tourism and the early stages of evolution of inland and coastal tourism resorts in a great number of countries, which involved hydropathic treatments) (Page et al., 2017).

Wellness used to be considered as an "absence of sickness" for a long time. (Dunn, 1957). Many scholars and organizations have provided definitions of it since the mid 20th century. While these definitions are heterogeneous, the majority of them center on the following: how humans interact with wellness and the wellness dimensionality (Chi et al., 2019). World Health Organization has always deemed wellness as "the fulfillment of one's role expectations in the family, community, place of worship, workplace and other settings" and this has been one of the key factors of wellness (World Health Organization, 2006).

Mueller and Kaufmann (2001, p. 7) provided the following definition of wellness tourism: "The sum of all the relationships and phenomena resulting from a journey and residence by people whose main motive is to preserve or promote their health. They stay in a specialized hotel that provides the appropriate professional know-how and individual care. They require a comprehensive service package comprising physical fitness/beauty care, healthy nutrition/diet, relaxation/ meditation and mental activity/ education".

Although wellness tourism has been increasingly researched, the studies focusing on the investigation of wellness in different touristic settings (e.g. hotels) are not frequent at all. (Mueller and Kaufmann, 2001). A wellness hotel centers on its guests who are primarily motivated by the prospect of improving and boosting their health and ways of life. It also provides an extensive service package in

order to fulfill the needs of its visitors, who crave physical, mental and environment-related wellness activities (Chi et al., 2019).

Wellness tourism research in recent decades has gained relevance due to the increased efforts and search for well-being by tourists. Nevertheless, the concept of wellness in tourism is not completely novel. Basic ideas of wellness tourism were actually researched in older studies as well, through certain elements of medical and health tourism. The increase in researchers' interest in wellness tourism did cause changes in terminology used.

In order to better understand the development of research in wellness tourism literature, we have decided to apply science mapping methods, while striving to answer the following questions:

1. Has the wellness tourism research grown over time?
2. Which are the most relevant journals for publishing wellness tourism research studies?
3. Which fields of wellness tourism has been mostly explored in the existing literature?

Bibliometric research in tourism

Various quantitative literature review and bibliometric methods have been applied in researching and explaining the interdisciplinarity of tourism and its network of influence (e.g. Benckendorff & Zehrer, 2013). Researchers have bibliometrically mapped the areas of restaurant, food and gastronomy literature in tourism and hospitality (e.g. Rodríguez-López, Alcántara-Pilar, Del Barrio-García & Muñoz-Leiva, 2020, Okumus, Koseoglu & Ma, 2018), sustainable and ecotourism (Shasha, Geng, Sun, Musakwa & Sun, 2020; Ruhanen, Weiler, Moyle & McLennan, 2015), hospitality management (García-Lillo, Úbeda-García & Marco-Lajara, 2016) and strategic management in hospitality (Köseoglu, Okumus, Dogan & Law, 2019).

A recent study by Rodríguez-López et al. (2020) provided a thorough overview of the studies that use bibliometric methods in researching different aspects of leisure, sports, tourism and hospitality. From their overview, it is evident that such methods have been extensively used in the field of sports research (e.g. Ciomaga, 2013; Lindahl, Stenling, Lindwall & Colliander, 2015), adventure tourism (Cheng, Edwards, Darcy & Redfern, 2018) and ethics in tourism and hospitality (Köseoglu, Sehitoglu, Ross & Parnell, 2016).

Bibliometric studies of areas close to wellness tourism have been undertaken in recent years as well. Co-word analysis of medical tourism research revealed a significant presence of wellness tourism research in connection with medical tourism research (De la Hoz-Correa, Muñoz-Leiva & Bakucz, 2018). A deeper field investigation of health tourism has been provided by Del Río-Rama, Maldonado-Erazo and Álvarez-García (2018) in their study of spas, thalassotherapy and

thermalism in health tourism context. To our knowledge, however, a bibliometric study that would focus on wellness tourism has not been published yet.

Research method

While enhanced by technological advancement and improved options for mapping and network visualization, bibliometric methods are not entirely novel concepts in structuring past scientific knowledge (e.g. Kessler, 1963). Bibliometric methods use a qualitative approach to describing and systematizing existing knowledge in a given field of research (Zupic & Cater, 2015). In this quantitative analysis of aggregated previous publications and their characteristics (e.g. citations, collaborations, keywords and writing), researchers are able to spot and investigate certain patterns of publication (DeBellis, 2009) as well as identify major themes and topics within a scientific field (Vogel & Güttel, 2013). In our research, we are focusing on the application of bibliometric methods on wellness tourism research field (i.e. previous publications in the area) in order to better understand the development of this research area, important constructs, authors and sources.

In order to collect the records of previous research on wellness tourism, searches in Scopus were conducted in August 2020. The most commonly used terms in the wellness tourism literature were used in the Scopus research item search (e.g. wellness tourism, wellness hotel etc.). A total of 212 results matched the condition of dealing directly with topics related to wellness tourism and were selected for further analysis. Their detailed data (titles, authors, abstracts, references etc.) were downloaded in BibTeX and CSV format and used in the bibliometric analysis. To analyze the given dataset, we used programs VOSviewer and Biblioshiny package of program R, both of which are frequently used for such analysis.

Results

In our bibliometric mapping of wellness tourism research field, we have investigated the scientific production of articles over the years, the most important journals in the field, and keyword co-occurrence patterns. Analysis of the annual scientific production of the articles in the field of wellness tourism shows a significant increase in the number of publications in the last ten years. Over 80% of the articles from this research field have been published in the last decade. This increasing trend is evident from the field beginnings in the late 90'.

When it comes to the relevance of individual journals for publishing wellness tourism research, we have identified the top 20 journals which have published the highest number of articles in the field. Tourism Recreation Research is the journal with the most wellness tourism-related publications (11), followed by the Journal of Hospitality and Tourism Management and Journal of Travel and Tourism Marketing (9 publications each). The lowest number of publications in the top 20 journals was 3.

Co-occurrence of keywords analysis detected the patterns of connections between author keywords. We have identified four clusters within wellness tourism research: health tourism research, tourism research, wellness topics, and wellness tourism research. Health tourism research covers both health- and medical-related tourism topics, while tourism research keywords mostly focus on consumer research (e.g. motivation for a visit, satisfaction). Wellness topics mostly refer to personal wellness (e.g. yoga, spiritual tourism), while the biggest cluster, wellness tourism depicts many relevant keywords in this research field (e.g. well-being, quality of life).

Conclusions

Our study results show an evident increase in the number of publications related to wellness tourism. The rise of importance of wellness and well-being in the lives of tourists is followed by enlarged research efforts by academics, resulting in a larger number of wellness tourism research items being published. Apart from this, we can observe journals from both tourism and hospitality in the top 20 most important journals in the field, implying that the research is extensively gathering both perspectives of wellness tourism.

Keywords: wellness tourism, bibliometrics, keyword co-occurrence, literature review

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LITERARY WALKING TOURS AS A FORM OF WELL BEING: SLOVENIAN WRITERS' TRAIL AND THE PREŽIHOV VORANC ROUTE

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The concept of Literary Tourism is becoming increasingly interesting, not only for researchers and students, but also for tourism practitioners and destination managers, who are interested in the demand and supply of this sub-type of Cultural Tourism. In the past decades it has become an important niche in Tourism. Especially in rural areas, Literary Tourism is perceived as useful in supporting the existent tourism activities and helping to develop new ones. The phenomenon of Literary Tourism is understood as travel or movement to a destination due to an interest in some form of literary association with that destination. It is based on the belief that by visiting a literary site a visitor is able to understand the author, his life and works, more than by reading literary reviews. Not only prose, drama and poetry inspire people to become literary tourists, but also biographies and autobiographies, screen adaptations of literary works, theatre performances, etc. The term Literary Tourism is very broad by itself, and it connects literature with many other disciplines, offering a shared medium for creating, contemplating, developing places and personalities, etc. Many positive examples of Literary Tourism development can be found across the world, of course, with each destination having its own characteristics. Literary walking tours have emerged as a well-received type of Literary Tourism products, and some of them are also included in the most popular tour guides, such as for example, *The Lonely Planet*, which is suggesting the so-called top 10 literary walking tours of the world, among them the Literary Pub Crawl in Joyce's and Beckett's Dublin, the Millenium Tour in Larsson's (thriller author) Stockholm, walking in Jane Austen's Bath, Melbourne and Shanghai Literary Tours, Literary London and Paris etc. At the moment, online editions of *Lonely Planet* are advertising walking tours on Google Maps, but the focus of this article, which is employing descriptive methods and content and comparative analyses, is on the actual literary walking tours, which enable walking, hiking, physical exercises and, together with reading and possible developing of personal creativity, the overall mental and physical wellbeing.

Literary walking tours on the one hand represent a tool for attracting cultural and literary tourists, and on the other hand they help in the redistribution of tourists from the most visited areas to less crowded ones. The United Kingdom and France are among the most developed literary destinations in Europe, but there

are many destinations that have rich literary heritage, which has not yet been evaluated as a tourism resource for upgrading or developing tourism products. Slovenia also has a developing literary product called the Slovenian Writers' Trail (Slovenska pisateljska pot), which covers the whole ethnic territory of Slovenia. Officially, it was introduced in 2013 by the Slovenian Writers' Association, and it connects the birthplaces and homes of Slovenian writers and poets, from Miško Kranjec's birthplace in Velika Polana in Prekmurje to the birthplace of Oton Župančič in Vinica in Bela Krajina; to be precise, the Slovenian Writers' Trail leads from the Mura region to the Drava region, and further on to Koroška (Carinthia), where it turns to the Savinja region, Celje, and the Obsootelje region, continues to the Sava regions (Posavje and Zasavje), continues to Gorenjska (Upper Carniola), then turns to the Coastal region and the Karst, eastwards to Notranjska and comes to the capital of Slovenia, Ljubljana, and then ends in Dolenjska (Lower Carniola) and Bela Krajina. The road distance between more than a hundred authors' stations covers more than 700 kilometres. Every region in Slovenia has its popular literary places, and the most well known in Slovenia are probably literary places connected to Slovenia's greatest poets and writers, among them France Prešeren in Vrba (Carniola), Ivan Cankar in Vrhnika, Primož Trubar in Velike Lašče, etc. The trail of Slovenian writers tells the story about Slovenia through literature, and presents the diverse Slovenian literary heritage. The trail has become an integral part of the Slovenian tourism product, and it also has the potential to become a relevant factor in Slovenian Cultural Tourism.

Since literary trails already exist in Slovenia and are mapped, the article addresses the research question how the author Lovro Kuhar – Prežihov Voranc (1893 - 1950), whose legacy continues not only with his works, but also with several primary schools across the Slovenian ethnic territory that carry the name of the writer, Prežih's Memorial Room and the Museum called the Prežihov Voranc Cottage, etc., can attract domestic and foreign tourists to the destination of Slovenia, and especially to the destination of Koroška, which is underdeveloped in terms of Tourism – mostly due to the underdeveloped infrastructure. Domestic tourists are often attracted by the literary path of Lovro Kuhar – Prežihov Voranc called Vorančeva pot in Slovenian. The path starts in the centre of Kotlje, continues to the water spring called 'Rimski vrelec', Kotnik's house and nearby Pekel (hollow Hell – from the writer's short story Teardrops), to the Kogel homestead and the Ivarčko Lake, the Šrotnek homestead, and finishes at the Kotlje cemetery, where Lovro Kuhar – Prežihov Voranc is buried. The path offers beautiful sights of natural and cultural attractions, among which the Peca and the Uršlja Mountain, hayracks, churches and the architecture of Carinthian homesteads need to be mentioned. Lovro Kuhar – Prežihov Voranc is a canonised Slovenian author, but the question of how to attract foreign tourists to get acquainted with his life and works remains a challenge. One of the possibilities for attracting foreign visitors and tourists is to find references to foreign lands and towns in the life and work of Lovro Kuhar – Prežihov Voranc, and, further on, use these references as elements of storytelling. It is well known that when Lovro Kuhar – Prežihov Voranc was hiding from the regimes because of his activist and political work, he was travelling across Europe. He spent some time

in Italy, Austria, the Czech Republic, Germany, Romania, Bulgaria, Greece, Norway, France, Russia, etc. These places he visited can, along with Prežih's writings, stories from his and contemporary times, and various travelogues, be used as references for attracting tourists, as one of the possible tools for attracting tourists and visitors is travel writing, which can be offered for reading, and engaging tourists in travel writings. Prežih's collection of short stories titled Solzice (Teardrops), along with his works Samorastniki (Self-Sown), Požganica, Jamnica, Doberdob, represent the foundation of creating new stories, notes and travelogues, and can be utilised as tools for attracting wider audiences, not only visitors from Slovenia. A small museum devoted to Prežih's life and work already exists, representing a typical farmer's cottage from the beginning of the 20th century, but the museum's management wants to upgrade it into a contemporary museum by involving visitors and using new technologies.

When planning, creating and developing Literary Walking Tours, paths and trails, it should be observed that a well-organised Literary Walking Tour is educational, informative, interactive, unique and entertaining, sharing these attributes in just the right proportion for a specific individual or a group. The objective of Literary Walking Tours is to contribute to the emotional and physical wellbeing of participants. The recreational aspect of literary tours is in the walking, which can be adjusted to the participants' abilities, age, interests etc.

In the case of utilising the literary heritage of Lovro Kuhar - Prežihov Voranc for tourism purposes and branding of the Region Koroška, the Municipality Ravne na Koroškem and the Mežica Valley, there are many possibilities of how to employ the personality of the author and his texts. Tourists or visitors can try themselves by describing the landscape they see (before or after this activity they can read Prežih's descriptions). They can take the Prežih route (called Vorančeva pot in Slovene), and write down their own observations; perhaps even short literary texts, or just listen to stories narrated by a Tour Guide. Literary texts, indeed, have a significant role in attracting tourists to a certain destination and in keeping their attention, not only at the destination, but even before the actual visit, when tourists or visitors can prepare for a visit of Prežih's birth place with the visits of archives and libraries (the Memorial Room of Lovro Kuhar – Prežihov Voranc is in the main library in Ravne na Koroškem). Thus, literary trails and literary tours can provide opportunities for mental and physical activities and, consequently, an overall visitor or tourist satisfaction. The Literary Tourism experience can be adjusted for various segments of tourists, and the content of literary trails may be enriched in different directions to satisfy different interests of tourists (organising local dishes or must tastings, etc). A model of achieving successful branding of literary destinations is through travel writing courses, which should be included in tourism higher education institution curricula in order to enhance writing skills as core tourism skills, enhance literacy, branding processes of products and destinations, and increase employability and overall satisfaction in the tourism sector.

Keywords: literary walking trails, wellbeing, Prežihov Voranc, literature, Literary Tourism, storytelling, travelogue, place writing

NEW TRENDS IN THE SPORT TOURISM INDUSTRY, A CASE STUDY OF OUTDOOR YOGA AT LAKE ALQUEVA

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Nowadays tourists seek rural tourism destinations as places rich in cultural local activities but also as nature places where it is possible to do activities that are not directly connected with the traditional rural way of living of the local populations. For Clarke (2005) rural tourism activities can be divided in three categories “seeing”, “buying” and “being/ doing”. The category of “seeing” includes activities primarily passive, “buying” is related with opportunities for visitors to buy physical goods and perishables and “being/ doing” comprehends activities grounded on skill acquisition and special interest. This last category implies “self-development and even transformation (being), and activities that fit with the wellness/fitness trend (doing) such as yoga (Clarke, 2005, p. 91). This category could be rooted or not in local identity. Yoga activities are a special interest activity that has suffered an increased demand by tourists. According to the basic Portuguese Sports Law (DL nº 11/07, 16/01, Chapter I, Scope and Objectives, Article 2nd.) “Sport is understood to mean any form of physical activity that, through free and voluntary participation,... aims to express or improve physical and mental condition,...” so taking the basis of this principle the Portuguese Yoga Federation (2020) considers that yoga is a sport activity “although there is a particular and specific way of approaching the body in Yoga, it can serve any sport, as well as having its own development in this area (Portuguese Federation of Yoga, 2020).

For Galan et al (2017: 519) “sports are becoming increasingly important for boosting confidence, staying fit, interacting with peers, being competitive and

strengthening a family bond". Nowadays, people are engaging in sport leisure activities in their daily life, and most start to seek destinations where they can find events or the possibility to enjoy their favorite activity in a different setting. Yoga is an activity that could be considered a wellness but also a sport activity that is increasing in popularity and there are many destinations specialized in this offer such as India and Bali (Telej & Gamble, 2019). Yoga as a practice has a long and unclear history and according to Puustinen and Rautaniemi (2013: 1) although it has not been agreed upon when exactly yoga began, there is a consensus that was originated thousands of years ago in India, with modern day yoga being created and popularized in the 1900's. The word yoga means 'union', though a more literal equivalent is the English 'yoke'. In fact, the words yoga and yoke have the same Sanskrit root. Yoga comprises of body postures and transition movements, combined with breathing and meditation (Aggawal et al, 2017). Nowadays yoga is practiced worldwide and in many different styles (Singleton, 2005). According Ali-Knight and Ensor (2017) Yoga tourism is a niche form of special interest within wellness tourism. Cheer et al. (2017) identified that there is a scarcity of research in yoga tourism and the state of research is still in its infancy stage. Although in rural destinations in Portugal there is a growing demand for yoga retreats with activities more related to wellbeing (Joukes, 2011), in this work it is presented the search for yoga practice at an astrotourism event, Dar Sky Party Alqueva which is an event that occurs once a year since 2012 at a Starlight Tourism Destination in Portugal, ie, a certified astrotourism destination with ideal conditions for observing the stars and where light pollution is controlled at the same time the tourism offer is prepared for astrotourists. Besides sky observations with or without equipment at Alqueva it is possible to do several activities such as visits to ancient historical monuments, wine tasting, sport activities, nature observation among others under an unpolluted dark sky, making the experience unique and different. Each year, at the Dark Sky Party some of the activities developed at night at the destination are selected to be offered without being charged (under inscription to control the number of participants). The dark Sky Party Alqueva attracts more than 1000 people each year although the activities offered on the event are not advertised widely some of them are very successful, and registrations often sell out on the first day they are available, being yoga one of them. Yoga activities are developed since 2012 the first edition of the event and occur at the sun rising and sunset. The case study presented in this communication seeks to analyze the success of yoga activities developed at this annual event, through interviews with the event organizers, yoga teachers and participants (studies undertaken by Dark Sky Alqueva). This study also seeks to describe the profile of the yoga participants. With this study it is possible to conclude that the main source of information about the activity was spread by WOM amongst yoga practitioners' networks and yoga addicts are interested in travel to destinations and events that offer different opportunities to experience natural settings and heritage besides the yoga activities.

Keywords: Rural Tourism, Alqueva (Portugal), Outdoor Sport Activities, Dark Sky Party, case study

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THE ASSOCIATION BETWEEN SPORT AND HEALTH: SUSTAINABLE HEALTH PROMOTION AND QUALITY OF LIFE

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Introduction

Given the global changes in society and lifestyles associated with urbanisation and technological development, physical activity has declined considerably (Bailey et al., 2013). With the rising concerns about population health, the sport has received considerable attention and has become an integral part of sustainable human life. Donaldson and Finch (2012) stated that sport is a means for promoting social good, particularly health. Moreover, the knowledge of a positive relationship between physical activity and health-related quality of life could motivate people to become more physically active (Weinstein, 1989). Assessment of the link between physical activity and positive health outcomes is important in contributing to a more integrated knowledge of overall physical well-being. Particularly, it is essential in providing one of the main justifications for the financing of sport by governmental authorities (Hoekstra et al., 2018). Sport participation has also been proved to increase social connectedness and improve mental health (Edwards & Casper, 2012). Having recognized that sport is a medium of enhancing society's health and well-being, governments around the world have become devoted to sport for wider societal goals.

This paper aims to investigate the influence of sport on health in population-based contexts. It is hoped the scrutiny will guide the dynamic process of sustainability in health. Starting with a body of literature on sustainable health promotion based on the previous studies and debates in academia the paper will consider how physical activity contributes to the health and overall quality of life. As a conclusion, the study indicates the presence of a positive correlation between sports activity and measurements of general health. It will also suggest that different aspects of physical, mental, and social functioning of health-related quality of life are affected positively by a higher level of physical activity. In short, implementing physical activity promotion strategies that considerably pays attention to eliminating disparities in health will remain essential for the functionality and effectiveness of health promotion in the future.

Method

This paper analyzes the effects of sport on health with a particular focus on sustainable health promotion and quality of life improvement. The interest of the paper is not only to get an insight into the issue but also to provide broader

implications of the findings. The methodology will be a literature review along with a critical evaluation of results. The previous studies that delved into the correlations between sport and multifaceted components of health, such as physical, mental, and social, are examined. Empirical evidence in the existing literature concerning the impacts of physical activity on both subjective and objective measures of quality of life are included. Finally, the paper assesses the sustainable health promoting outcomes of active lifestyles among general population and presents concluding remarks in light of the findings.

Findings

Currently available evidence supports the beneficial outcomes of participation in physical activity. Findings demonstrate that children and adolescents who maintain an active lifestyle have better physical and psychosocial health conditions (Strauss, Rodzilsky, Burack, & Colin, 2001; Ussher, Owen, Cook, & Whincup, 2007). Also, Samitz, Egger, and Zwahlen (2011) showed that sport is associated with significant reductions in all-cause mortality. Beyond its effects on mortality, sport also improves health (Donaldson et al., 2012) and has beneficial outcomes such as osteoporosis prevention by increasing bone mineral density (Suominen, 1993, 2006).

Furthermore, physical activity increases the quality of life, as population-based studies showed (Bize, Johnson, & Plotnikoff, 2007). Snyder et al. (2010) found that adolescent athletes noted a higher quality of life in terms of physical, social, and mental health compared to others who are not involved in physical activities. Inactive people are more likely to report unhealthy days compared with active people.

Whereas elevated levels of physical activity have a beneficial effect on health, there is substantial evidence suggesting an increased time of sedentary behavior is linked to health risks (Owen et al., 2010). A sedentary lifestyle may cause many health conditions such as cardiovascular diseases, hypertension, type 2 diabetes mellitus, colon and breast cancers, osteoporosis, depression, and backaches (Morrow et al., 1999). Overall, this review presents the evidence that sport is correlated with improved quality of life among children and adolescents, and that sedentary behaviors have a detrimental effect on health.

Conclusion

The findings in this paper present encouraging evidence to support that active lifestyle massively contributes to the improvement of health in its three aspects, namely physical, mental, and social. Moreover, there appears to be a consistent association of higher physical activity levels with a better quality of life among the general population. These results are essential in providing insights that advance public health policy for promoting better health benefits. Further information regarding sport's efficiency on chronic disease prevention and treatment may lead public health authorities to invest in programs that would

reach different groups of the population and increase their physical activity levels. Future research is also needed to know whether there is a dose-response effect of physical activity on health. In short, it seems likely that studies to better understand the extent of physical activity's health benefits will continue, and sport will play a significant role in terms of maintaining a sustainable health promotion.

Keywords: sport, health promotion, quality of life, physical activity, sedentary life

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HEALTH RESORTS AND THEIR ROLE IN INCREASING PHYSICAL LITERACY OF THEIR GUESTS

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Health and spa tourism are one of the oldest forms of tourism and similar to other countries in Central Europe, spa tourism is a prevailing type of tourism in Slovenia (Horvat, 2014). They are one of the most important aspects of health tourism. Health tourism consists of medical tourism (travel for the purpose of medical treatment), wellness tourism (to enhance health), and spa tourism (spas that combine medical and health components). ISPA (International Spa Association) defines spas as "places devoted to overall well-being through a variety of professional services that encourage the renewal of mind, body, and spirit.". Health resorts and spas may differ widely in terms of what they offer, that is their services or treatment supply, however, they have one thing in common, which is the aspiration to improve health and well-being. Medical wellness, as a cross over product, has emerged recently in some European countries, especially in Germany, Slovenia, and Hungary. This is a product halfway between medical and wellness tourism since it provides the assurance by a specialized doctor to guests who do not consider themselves ill, but as people who want to preserve or improve their health. Since 'softcore' wellness visitors often choose treatments and activities randomly, medical wellness can provide them with some guidance and advice about what to do and how to do it (Smith and Puczko, 2008).

Due to an increasingly quicker pace of life and an increasing focus on health as a value more and more importance is being ascribed to care for one's health and wellness. The quest for solutions for reduction of stress levels and health enhancement has thus become highly important. Daily physical activity plays a major role in sustaining a healthy lifestyle. Visiting health resorts has become a popular manner of care for individuals' wellness as the visitors are exposed to numerous health benefiting factors and are often surrounded by an environment that encourages healthy behavior. In this light it is generally assumed that visiting spas will increase one's healthy behavior, amongst other also in the form of physical activity. However, this is not always the case.

This study builds on two interrelated sets of research amongst visitors of Slovene spas and health resorts: a quantitative survey conducted in 2018 (Kokot 2018) and supplementing qualitative in-depth interviews of Slovenian spa visitors conducted in 2020 (Kokot, forthcoming). One of the most important findings in the 2018 study was the negation of the assumption that visiting a spa means also extending one's physical activity. The general belief is that going on holiday strengthens an individual's health and personal wellness. When the destination choice is a certified health resort or spa, this statement is somehow taken as almost self-evident. However, our research (Kokot 2018) among spa visitors at Slovene spa resorts indicates two types of guests. The first type are visitors for whom the visit to the spa is a holiday – and here we can see that visiting a spa does not mean means extending one's physical activity but rather diminishing it. The study showed negative effects of spa visitation on one's healthy habits of physical activity as most of the survey participants stated that they omitted their physical activity during the holiday. In other words, spas were taken as oases of rest and relaxation and even the people that exercised regularly in their daily routine understood this type of holiday as a rest also from their physical activity. In the discussion we stipulated that these negative changes occurred due to one's cognition of vacation as a rest or relaxation and due to the belief, that staying in a spa resort is a healthy activity already in itself. Overall results have shown that the majority of guests do not consume sports offer in spas such as water exercise, free fitness entry, walking paths, etc. although most of the services are free of charge (Kokot, 2018).

On the other hand, there was a smaller group of visitors of health resorts that purchased medically or wellness-oriented programs and this group of visitors during the visit acted considerably more in accordance with a healthy lifestyle. This happened due to a preliminary prescribed physical exercise program (Kokot, 2018). This led us to investigate this type of visitors more in-depth in the subsequent study in order to better understand the role of medically or wellness-oriented programs in promotion of one's physical activity and its antecedent physical literacy.

According to the World Health Organization (WHO), physical activity is defined as "any bodily movement produced by skeletal muscles that require energy expenditure" (WHO, 2015). The difference between physical literacy and physical activity is emphasized by Whitehead (2013), who proposed the definition of physical literacy as "the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life". According to Whitehead (2010), the concept of physical literacy can be depicted by six dimensions, a. motivation (desire to be active and to persist with the activity), b. competence (movement capabilities), c. environment (having appropriate everyday setting), d. sense of the self (perceives oneself as physically active person with appropriate experience), e. expression and interaction (being capable of affluent self-expression and empathic listening of others about and through physical activity) and f. knowledge and understanding (regarding all other above dimensions, and including a clear understanding of the

benefits of physical movement towards quality of life). Physical literacy has become a key focus of physical activity and therefore, physical literacy is arguably an antecedent of physical activity, while also being developed through physical activity (Giblin, Collins and Button, 2014). Physical activity has been consistently demonstrated to generate considerable health benefits, such as reducing the likelihood of cardiovascular disease, diabetes, and cancer (Warburton, Nicol, and Bredin, 2006). Thus, the promotion of physical literacy has been identified as an opportunity to multiply significant health benefits in adults (Almond, 2013). Furthermore, improving individuals' physical activity (and at the same physical literacy) may have the potential to reduce financial expenses to healthcare systems (Wang et al., 2005).

We have conducted additional qualitative research in the form of semi-structured interviews to further scrutinize this phenomenon. In total, 21 semi-structured interviews were conducted with previous guests of Slovene health resorts that have undertaken medical rehabilitation in the last four years. The sample consists of 7 males and 14 females, mostly seniors, that have stayed at a total of 11 out of 14 accredited Slovene thermal spas. Most interviewees stayed at Terme Zreče (6), Ptuj Thermal Spa (5), and Terme 3000 Moravske Toplice (5). The most common health reasons for rehabilitation were spine surgery (7), knee surgery (6), and hip replacement (5). The interview questions were distributed into different categories. The interviews included questions about the stay at the health spa (health condition, duration, time of stay, etc.), description of their stay (daily routine at the spa, medical treatments carried out, accommodation and amenities), satisfaction with the spa (amenities and personal) and information about their health condition (knowledge, daily routine, and restrictions at home). The interviewees were approached through different channels. Some were personal contacts of or had a wider connection to, the authors' network. Additionally, snowball sampling or chain-referral sampling was used. Each interview took between 25 and 45 minutes. The interviews were later transcribed to process them for the subsequent analysis. In total 96 pages of oral data was transcribed. A suitable method for an analysis seemed to be thematic qualitative content analysis (Mayring, 2014). Limitations of the study are a reflection of the small sample and a snowball sampling technique. Additionally, the interviewees visited several Slovene health resorts in the past few years, thus while on the one hand they are able to compare the resorts, on the other hand in some cases they might not remember the details anymore. During the time of the research, the Slovene tourism industry was significantly impacted by the COVID-19 crisis. Next to limitations of the sample, there might as well be a limitation in the potentially greater focus of the interviewees towards more socially desirable answers in the form of expressing one's concern for health and physical activity, due to the general concern over health in the COVID-19 crisis.

The interviewed guests of health resorts usually had prescribed medical treatments that were suitable for their health condition in the morning and free time in the afternoon and evening. Most of them stayed at the spa for 14 days. All of them had to visit group physical exercise either in the thermal pool or in

the gym. Some of them have had additional individual physical regimes with the physiotherapist. Most of the interviewees claimed that they tried to stay active in their free time even if it was not mandatory either by performing the same exercises in the pool or doing activities in nature. Most active were the guests at the Čatež Thermal Spa, although further analysis is needed in order to claim any statistical significance. All of the interviewees that stayed in this spa stated that they were strongly recommended to perform physical exercises in the evening even though they were already active in the morning and on Saturday and Sunday as well. It is obvious that these interviewees were the most active and that evidently, this thermal spa tries to establish healthy exercise habits of their guests.

Interviewees have furthermore stated that they received an exercise program at the spa with the exercises that are most suitable to perform at home. Some of them received the instructions for the exercises that they can also perform at the fitness studios once they have left the spas. However, most of them have admitted that they eventually stopped performing these exercises when they felt that they are not needed anymore or due to a lack of time or money. They still stress that they are aware that they should perform these exercises for the improvement of their health. Some of them stated that they still try to remain physically active by engaging in many sports even though the choice of sports that they perform has changed due to their health condition. These facts, excluding the omission of the prescribed exercises, indicate that the interviewees are highly aware of the need for physical exercise and the positive effect it has on the human body. This phenomenon raises the question of which dimension of physical literacy is crucial for rehabilitation patients to stay active in their home environment. We assume that the motivation dimension rapidly decreases once the person does not see the benefits of physical exercise as these are not noticeable as much as during the rehabilitation process. Health spas should therefore try to address the importance of physical exercise for overall quality of life and not just for particular health concerns.

Some of the interviewees, however, kept performing the exercises that they were instructed to do at the spa and they usually tried to combine the exercises with other sports, such as hiking and cycling, and in some cases even create personalized workout programs for them including exercises that target other parts of the human body based on the knowledge they have gained previously from other sources. This behavior also indicated a high level of physical literacy among these guests.

The most important finding is that the common process of increasing the health and physical literacy of the patients at the health resorts are next to individual physical regimes lectures organized for all of the patients. The most commonly covered topics are a healthy diet, suitable exercise and sports options, and medical procedures. Sometimes the lecturers are also traveling agents that use the lecture in order to promote and sell health equipment. The interviewees perceived these lectures as educative and the received information applicable in

everyday life. These actions target especially the competence and knowledge and understanding dimensions of physical literacy. However, it should be still important to address the motivation dimension as it is the most crucial for the actual execution of the exercise.

To conclude, health resorts are generally seen as the prime areas for health enhancement. However, they are not necessarily also the prime areas for physical activity. Our findings show differences in behavior between self-paying guests or spa visitors and rehabilitation patients. While the first group is more prone to omit their physical activity during their stay at the spa the second group tends to spend their free time at the spa actively with many sports activities. This could be explained by two sets of factors: (a) one's health motivation (rehabilitation versus relaxation / self-reward as the driving forces) and (b) the healthy literacy efforts by the health resorts. Regarding one's health motivation we can conclude that those who view spa holidays as a time for complete relaxation in light of this omit the healthy physical behavior, even though it is afforded (but not prescribed). Further research is needed, but these first insights show that the difference is primarily in the motivation dimension of physical literacy and not in other dimensions such as knowledge about the health benefits of physical activity. This first group is motivated primarily by the pleasure-seeking types of motivation.

The second group, however, tries to take advantage of the healing environment at the spa in order to speed up their recovery process. – thus motivated primarily with fear for their health. And it is in this second group that the efforts of health literacy of spas and health resorts have the most effect with prescribed exercises and corresponding instructions from certified personnel and therefore play an important part in raising physical literacy levels amongst their guests. We furthermore presume that the second group has arrived with a higher level of specific physical literacy: many of them already gained information in connection to exercise from medical personnel due to their health concern). At the same time, this group gained higher physical literacy while staying at the resorts, as evident by the nature of the usage of services during their stay and by the fact that they were trying to stay active during their free time at the spa in accordance with medical advice (e. g. taking Nordic walking tours offered by the spa).

The differences between the two groups and the fact that even the rehabilitation group gradually omitted their physical activities once back in their everyday life represent an important challenge. This challenge is in reframing "rest and relaxation" in a way that it extends motivation: includes fun and enjoyable physical activities and that can transform into habits of good quality of life. Additionally, the "environment" dimension in relation to everyday habit formation needs to be specifically addressed. With the COVID-19 crisis and enhanced focus on health and domestic tourism there might be an opportunity for health resorts to focus more on building health literacy amongst the "host community" and extending their everyday physical activities due to the close proximity – thus finding ways to extend both motivation and environment dimensions of health literacy.

Keywords: health resorts, physical literacy, health tourism, rehabilitation, health literacy

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RURAL OLYMPICS AS PROMOTERS OF OLD FOLK SPORTS AND GAMES

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Traditional sports and games are part of the folk tradition and culture, which are deeply rooted in the cultural identity of the people in which they originated. Some sports have been held for several thousand years and are the backbone of various social communities. They are an expression of folk creativity in the domain of sports and recreation, the result of the creativity of the people in the regions (states) in which they originated. Traditional sports and games were recreation, but also entertainment in which everyone could get involved without special physical preparation and training (young and old, men and women). Also, certain sports and games, due to their complexity and weight, often represented a demonstration of physical ability, strength and maturity of individuals, which proved their readiness to take a higher hierarchical position in their community (eg young men are old enough to get married).

Traditional sports are all sports and games that are not regulated by international rules. Old folk sports include physical activity that can be competitive and fun, and they arose spontaneously through play and work, mostly by the rural population. There is a lack of knowledge about the importance of old folk sports as the content of sports recreation, ie the importance of old folk sports in preserving the ethnographic characteristics of individual national communities. Turning modern society to traditional sports and their reintegration into sports recreation of children and young people can contribute to strengthening the connection of young people in the community, better interaction and communication, physical dexterity and motor development. Likewise, the effect of play and entertainment in traditional sports can stimulate less physically agile actors to engage unhindered and to enjoy physical activity itself unencumbered by the result.

It is known that lately, many traditional sports and games are in the phase of extinction or have already disappeared, which irretrievably loses part of the intangible cultural heritage. The role and importance of traditional sports and games have been especially emphasized in the last 30 years through various announcements, declarations, executive plans adopted by experts in the field of sports, education, cultural heritage at their high-level conferences. There is a need to preserve traditional sports and games in the growing world globalization and general commercialization of modern sports. For this reason, traditional sports and games have come into the focus of UNESCO's interest in working to preserve, promote and revitalize these sports and games. The aim of UNESCO's activities is to ensure that traditional sports and games become part of national and international cultural strategies, thus working towards the preservation of an important part of the intangible cultural heritage. In 2003, UNESCO adopted the Convention on the Protection of the Intangible Cultural Heritage and thus created a key instrument for action to identify, list and evaluate certain elements of culture as representative or endangered intangible cultural assets. In 2010, the entry of traditional sports and games in the UNESCO list of intangible cultural heritage began. So far, 29 traditional sports and games have been enrolled.

In addition to UNESCO, there are other associations that recognize the importance of old folk sports and games for recreation and deal with their preservation and promotion at various levels. The following associations are especially important: The Association For International Sports for All (TAFISA) as a world association that promotes primarily recreational, mass sports; The International Sport and Culture Association has since 1995 served as an umbrella organization for popular gymnastics, folk sports, and festivals in about fifty countries; The European Traditional Sports and Games Association (ETSGA) brings together sports or cultural federations, associations, educational institutions or companies whose aim is to manage, promote and preserve traditional sports and games; The International Traditional Sports and Games Association (ITSGA) represent the global network of traditional sports and games in order to preserve, study, share, promote and develop their practice for greater intercultural dialogue, better health and better social coexistence of mankind in the world; The World Ethnosport Confederation is an international institute that organizes activities and events aimed at increasing the awareness of traditional sports and games and popularizing them; The World Ethnosport Society unites scientists, organizers of traditional games and ethnosport events from 48 countries on all continents.

Traditional sports and games are found all over the world, although those who came from Europe and Asia are the most professionally treated in the literature. Many national or regional organizations dedicated to the protection and preservation of certain traditional sports (Scottish Highland Games Association, Iran's Federation for Local Games and Rural Sports, Pakistan Traditional Sports and Games Association, Bhutan Indigenous Games and Sports Association, The Korea Taekwondo Association, and others also contributed to this), and similar organizations have been established on other continents (African organization of

traditional games and sports, Pan American Traditional Sports and Games Association, Australian Sports Commission). Many events dedicated to traditional sports and games represent a strong element of attracting tourists and affirm lesser-known tourist destinations in the context of event, rural, cultural, excursion, or sports tourism. Some events have become famous outside national frameworks such as: Gaelic games (Hurling, Gaelic Football, Rounders and Handball) (Ireland), Highland games (Scotland), Pelota (Basque Country, Spain), Gures (Turkey), Belt wrestling (North Macedonia, Bulgaria, Greece, Albania, Kosovo), Gatika (India), Japanese archery yabusame, Qatari falconry competitions, sports games of Indians in North and South America, Aboriginal people in Australia, national minorities in China, Russia and others.

In the former Yugoslavia, folk sports and games were an important segment of rural life where they served as entertainment and recreation. The sports developed in the countryside are similar or largely even the same, regardless of the fact that they were organized by different peoples (Serbs, Croats, Slovenes, Macedonians, Montenegrins, Bosniaks) and thus tied to their cultural tradition. Today, there are attempts to revive these old sports and games in order to keep them from being forgotten and to try to get closer to the younger generations who will accept them and take an active part in them. For these needs, village Olympics are organized which, either through youth activism (non-governmental organizations) or through the engagement of local self-government and sports associations, revive old sports and games and contribute to strengthening the collective spirit and connecting people in the community. Rural Olympiads, in addition to bringing together participants and audiences at the local level, often outgrow local frameworks and become regionally, nationally or internationally significant (competitors come from neighboring countries).

In the area of the former Yugoslavia, over 50 different traditional sports games can be singled out, which are organized within 70 different events. 39 manifestations of this type are held on the territory of Serbia. Some events are completely dedicated to old sports, and some, in addition to old sports, have included modern sports in order to increase the number of participants and audience. Sports contents are usually supplemented by a cultural program of ethnographic content (music program, dance program, recitation program, gastronomic program), which makes the event more attractive and strengthens cultural creativity in the local environment. In this way, sport becomes a link that connects local cultural creativity in a complex way and influences a greater homogenization of relations in the local community.

The paper monitors and analyzes individual rural Olympiads in the former Yugoslavia in order to determine the place and time of organization, organizers, represented sports and games, the nature of games, modifications that are present and occur due to adaptation to modern expectations of participants and audiences, accompanying cultural and entertainment contents, economic effects of games. For the needs of the research, the analytical and synthetic method, the comparative method, as well as the field testing method (interview) for

individual Olympiads were used. The results of the research indicate the presence of a large number of games of different character in the countries formed in the former Yugoslavia, as well as a large number of the same or similar games that arose more as a result of certain geographical and social conditions, and less as a feature of individual peoples.

The following events were covered in the analysis: Vojvodina Olympics of Old Sports, Bačko Gradište (Serbia); Rural games of old sports, Salinovec (Croatia); Nevesinje Olympics, Nevesinje (Bosnia and Herzegovina); Župa Village Games, Nikšić (Montenegro); Pelivan wrestling competition "Tradition continues", Studeničani (Northern Macedonia); Škuljanje, Primorska region (Slovenia).

Village Olympics (village games) are organized in the summer part of the year, when warm and dry weather allows for stays and outdoor activities. Most sports take place on a meadow, on a grassy surface, although today some are also organized in sports stadiums (for example, football fields). For some sports there are rules and procedures for organizing and competing, with ritual dances (as is the case with pelivan wrestling), while for other sports the competition rules are not too rigid and can be adapted to some extent to certain categories of competitors. The real effects of such competitions are achieved through the participation of competitors of different sports readiness, where the result is not the only measure of success. This is confirmed by the words of some of the participants: "I am participating in this Olympics for the first time, it is beautiful and interesting. Until now, I was not familiar with the disciplines in which we compete. " For many young participants, the great importance of the Olympics is reflected in the fact that it is held in the village and thus provides entertainment and introduces dynamism into the often monotonous life in the countryside.

A special attraction of the village games are animal competitions (bullfights, horse races). Thus, horse races became the central event at the Nevesinje Olympics, where separate races of Arabian and mountain horses are organized. Horse racing has been the main competition since the founding of the Nevesinje Olympics (in 1891), and later other traditional games were added (long jump, wrestling on a log, climbing a pole smeared with tallow, jumping on a fur, pulling a rope).

"It can be seen that the organizers have enthusiasm and do everything with their heart" is a concisely expressed attitude which reflects the already known fact that the organizers of rural Olympics are great visionaries and activists in preserving folk traditions and sports culture of local communities. The organizers are most often sports recreation associations, non-governmental youth organizations, sports associations, and they receive support from the municipality, county, tourist organization, as well as sponsors. Some Olympics are also funded with the help of EU cross-border cooperation projects. With the help of EU projects, the popularization of these events in other countries is being influenced, all with the aim of promoting peace and cooperation among neighboring nations. These projects are of great importance among the peoples of the states that emerged

after the break-up of the former Yugoslavia, with the aim of renewing broken ties and overcoming the barriers and prejudices that have arisen.

Traditional sports and games are important for participants because they develop many skills (teamwork, cooperation, challenge management, setting priority goals, etc.), build character, develop feelings of belonging to the community, as well as feelings for fair play. In this way, traditional sports and games are not only ordinary games and entertainment, but also contribute to the development of a healthy lifestyle and a positive attitude towards life. On the other hand, traditional sports and games can encourage the development of tourism in rural areas, involve local producers in the tourist offer with natural and healthy products from fruits, vegetables, honey, cheese, meat, then stimulate small craft shops to get involved through souvenir production and handicrafts, encourage the creation of micro-enterprises and jobs for rural women and young people. Also, through events dedicated to traditional sports and games, valuable sports heritage will be preserved, ethnographic and rural tourism will be developed and heritage and collective memory of ancestors will be passed on to current generations, and tourists will be able to experience active vacation and engage in traditional sports.

Keywords: rural Olympics, traditional sports, intangible cultural heritage, ex-Yugoslav space

WINE TOURISM AS A TYPE OF WELL-BEING TOURISM— LITERATURE REVIEW

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The purpose of this study is to examine the effects of Wine Tourism on well-being. Wine Tourism includes many activities, and it is ignorant to believe that it is represented only by wine tastings, perhaps paired with food tastings. Wine Tourism can be defined as visitations to vineyards, wineries, wine festivals and wine shows, for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors. It includes hiking and biking in the vineyards, reading literature on wine (fiction and non-fiction), attending seminars and conferences on wine, getting acquainted with new landscapes and socialising with others.

When we combine wine production and tourism, we are dealing with two industries which are located at the opposite ends of the industrial spectrum. While this combination provides potential for considerable synergies such as in the promotion of wine regions and new business opportunities, the underlying economic conditions of wine production and tourism are fundamentally different in relation to factors including supply and demand, price, product make-up, costs and profits, and wealth creation. The notion of wine tourism has embedded an inevitable tension that to some extent manifests itself in the relationship between wine growers/winery managers and tourism operators/developers and visitors. The concept of wine tourism, nevertheless, also provides a tangible way to address a perceived need to retain or attract people in rural areas, maintain aspects of "traditional" rural lifestyles and agricultural production, and conserve the rural landscape.

The question is whether wine, particularly red wine with its abundant content of phenolic acids and polyphenols, confers additional health benefits. Within the Mediterranean diet, wine seems to be an essential component, and may be partially responsible for the health-promoting properties observed among the Mediterranean populations. The starting point for wine and health studies was the "French Paradox". Paradox suggests that consuming red wine daily not only helps the cardiovascular system, but it also increases lifespan due to the

resveratrol (found in the skins and tannins of red grapes) content in red wine. Twenty years after the formulation of this concept, there have been a substantial number of studies suggesting possible health benefits that moderate wine consumption has on human health. In particular, a reduction of 25–35% mortality was observed for individuals who consume a moderate amount of wine (10–20 g of alcohol per day). Recent evidence suggests that wine consumption is correlated with a reduction in the incidence of those neurodegenerative diseases associated with oxidative stress, such as Alzheimer's disease, Parkinson's disease, and that wine helps prevent the development of certain cancers.

Wine is a fruit product, but fermentation produces a variety of chemical changes in the must, and so wine is not simply grape juice with ethanol added. Fermentation alters the must by altering the conjugation of organic acids and phenolics (phenolic acids and polyphenols), by extraction and formation of copigments and the development of an anaerobic and protective redox potential. Wine becomes a unique and highly valuable food product by biotechnological processing of juice that is derived from an intensively cultivated agricultural commodity. Especially, red wine is a luxury product, usually consumed as part of a full meal, and it is astringent and bitter. As a result, spontaneous wine consumption, within pre-1991 populations particularly, depends on multiple cultural, social, economic, and gender- and age-related factors. Red wines are rich in polyphenols, such as phenolic acids (gallic acid, caffeic acid, p-coumaric acid, etc.), stilbenes (trans-resveratrol), flavonoids (catechin, epicatechin, quercetin, rutin, myricetin, etc.). Resveratrol has been considered as the major functional constituent in red wine which could prevent or slow the progression of a wide variety of illnesses, including cancer, cardiovascular disease and ischaemic injuries, as well as enhance stress resistance and extend the lifespans of various organisms from yeast to vertebrates.

Different grape and wine varieties have emerged over the centuries of cultivation, according to the skills and tastes of grape growers and wine makers. Most of the differences between grape varieties and, hence, wines, arise from variations in secondary plant metabolites that influence the taste, flavour, colour, and stability of the wine as a beverage significantly. Enologists emphasise the differences between wines concerning colour, aroma, flavour, and product stability; such differences are one basis for wine preferences among consumers, and for patterns of spontaneous wine consumption within populations.

Among wines, red wine is considered to have a more protective effect, due to its greater content of antioxidant substances released from the grape's skin and seeds (polyphenols). In the making of white wine, these are removed immediately from the must, which is left to ferment without them. As antioxidant capacity is correlated strongly with the total polyphenol content in vitro, white wines present very weak antioxidant capacity. Notwithstanding the fact that white wine contains hydroxycinnamic acids and tyrosol, which are also known to have antioxidant properties, their effect on the oxidative stress parameters in

plasma and urine taken from humans has not been detected, as it has for red wines. Additionally, red wines have higher procyanidin B content than white, which further supports their stronger anticancer activities. The importance of polyphenols in the health-promoting properties of wine is discussed below. Together with polyphenols, ethanol is considered a key component with regard to health effects.

A significant part of the overall psychological well-being is satisfaction with various aspects of life. Subjective well-being is defined as the feelings individuals have about their lives, or individuals' perceptions of achieving what they want in life. Some researchers found that personal values affect subjective well-being in different cultural settings. Personal values are defined as enduring beliefs that guide action, attitudes toward objects, and evaluations of behaviour and events. Since personal values reflect internal states that affect stimuli and responses, they have been regarded as affective predictors of customer behaviour in various sectors.

The Mediterranean diet is characterised by the high intake of vegetables, legumes, fruits, nuts and unrefined cereals, high intake of olive oil but low intake of saturated lipids, moderately high intake of fish, moderate intake of dairy products, mostly in the form of cheese or yogurt, low intake of meat and poultry, and regular, but moderate, intake of ethanol, primarily in the form of wine, and generally during meals. The World Health Organization (WHO) adopted this pattern as a dietary guideline.

The concept of the "Mediterranean diet" originated from several observational studies done in the 1950s. Later, the Seven Countries Study, a crosscultural investigation comparing middle-aged men from northern and southern Europe, was important in recognising the role played by the Mediterranean diet in protection against heart diseases. Populations in Southern Europe suffer lower rates of coronary heart disease (CHD).

In 1992, Renaud and De Lorgeril published a study confirming the association between death by cardiovascular disease and dietary intake. The higher the general dietary intake, the more people died from cardiovascular disease (CVD) in all European countries except for France. If wine intake was considered, the French population fit the regression model perfectly.

»The French Paradox«, which detailed intriguing epidemiological observations, was made as part of a large epidemiological study that compared dietary intakes and disease incidences in several different countries, including Canada, Italy, France, Britain, and the United States. Known as the MONICA Project (Monitoring of Trends and Determinants in Cardiovascular Disease), it found that red wine consumption provided an apparent paradoxical protection from atherosclerotic cardiovascular disease in the French population. According to the MONICA data on diet and disease, the French population had a lower incidence of atherosclerosis-related deaths than populations from the other countries studied.

Low death rates among the French occurred despite the consumption of diets normally linked to high rates of atherosclerotic mortality and blood cholesterol concentrations consistent with elevated atherosclerotic risk. That study revealed that the incidence of heart infarction in France is about 40% lower than in the rest of Europe; this was termed the "French paradox", which appeared to be related to the intake of red wine.

In previous tourism research, wine and health have been studied in various fields, including health aspect and Chemistry aspect. The aim of this paper is to prepare a literature review about the types of scientific researches already done on the Wine and Health field. During the decade 2002–2011, 1,266 papers were published (1,174 original papers (92.73%) and 92 review papers (7.27%). The number of papers increased steadily over the decade, from 84 in 2002 to 221 in 2011. Most (65.56%) were published during the period 2007–2011. This growth is more striking for original papers than for review papers. The papers were published in 535 different journals.

This paper is focused on searching for research papers in different bases. The following databases were used: WoS, Scopus and Google scholar. Our main search words were: »wine«, »health«, »wine and health«, »well-being«, »well-being and wine«, »resveratrol« and »resveratrol and health«. In the research were included English articles, and we did not limit the search with the years of publishing. Not all of the found articles were relevant, as they were from completely different fields, for example, Health or Chemistry. The analysis showed that a lot of research has already been done in this area, and it all started in 1992, when Renaud and De Lorgeril published a study about the »French Paradox«. We can find different types of studies, from ones that are really sure about red wine being good for our health to those who deny this.

From all the studies that have been carried out in the Health-and-Wine field, it can be affirmed that supplementing the regular diet with red wine increases the total antioxidant capacity in plasma, HDL lipoprotein, fibrinolytic and antithrombin activity, and vitamin C; it also reduces oxidative damage and platelet aggregation. Above all, it diminishes the risk of cardiovascular diseases. Recently the same conclusion has been established in diabetic subjects after myocardial infarction.

Wine could have an influence on cancer risk. Moderate consumption of wine reduces the risk of non-Hodgkin's lymphoma, adenocarcinoma of the esophagus, prostate cancer and gastric cardia. However, other authors have not found any relationship, and some even found a negative effect. Results show that long-term, moderate consumption of red wine has reduced the incidence of many diseases, such as risk of coronary heart disease, atherosclerosis and cancers.

Resveratrol has been linked to preventing decline in cardiovascular function caused by age. France surpasses many countries in average life expectancy, due partly to the common practice of drinking red wine with meals. The French consume red wine moderately, at 2–3 glasses daily, reducing the unhealthy

effects of high cholesterol foods common in the French diet, including bread, cheeses, and rich desserts.

It can be concluded that there are health benefits from drinking red wine. As research shows, wine is good for our health. It can be argued that it affects our life and gives us a feeling of well-being. But even if the results of different research have shown that red wine is healthy for our body, it is still necessary to be aware that it is healthy in small amounts. It is established that eating five to seven portions of fruit and vegetables and having two glasses of wine a day certainly allow a longer and healthier life. And in addition to that, as already mentioned, consuming wine is not obligatory for declaring one as a wine tourist. Engagement in outdoor activities, such as hiking and cycling through the vineyards, and psychical activity without actually drinking wine – suffices.

Keywords: health, wine tourism, wine, resveratrol, well-being, active life, harvest, rural areas

BET ON HEALTH: OUTDOOR ESCAPE GAME

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Escape games including outdoor games and escape rooms are quickly anchored in popular tourist destinations worldwide. One could find a wide range of escape games divided not only by the story and tasks but also by the game design, extent of technological complexity present in the game, and last but not least measure of interactivity integrated into the game and immersion potential. There is a huge gap between a simple escape game with linear design and tasks related only to unlocking keylocks, and a highly sophisticated game with nonlinear design and tasks that force players to use logical thinking, creative thinking, and thoughtful approach to be successful in the game. But the difference is even bigger when escape game design forces a player to use or even enhance one's physical skills including cardio, strength, and endurance. The purpose of this paper is to analyze game designs of six different escape games and try to define a feasible motivational design for an outdoor workout in a form of an escape game.

We conducted a literature review and overviewed available examples of best practice to identify crucial escape game elements that make escape games attractive enough to motivate players to attend the game. To be able to get insight into the game designs, we used the business process modeling method TAD (Tabular Application Development). Based on the 6 game design models we identified and quantified structural elements of games and evaluated them by using fuzzy logic. We evaluated designs using the following categories: linearity, game area, experience control, decision-making extent, user failure risk, interactivity, immersion level, the complexity of the game. The evaluation provided us with the main differences among the game designs and revealed a game design approach with the best potential to be upgraded into a motivational outdoor workout experience with elements of the escape game. Finally, we used the game design business process model and redesigned the game into an outdoor workout design prototype.

Game design 1 proved its content to be spread in the game area above the average, with none interactivity, yet with decision-making extent slightly above the average. This game design included very high linearity together with the high ability of user control. The highest failure risk rate went hand in hand with low immersion level and lowest complexity rate. The fuzzy evaluation set placed the design between "bad" and "good" designs in the fuzzy universe. Game content of the game design 2 was spread in the widest manner and proved to be more interactive than its predecessor. It is also game design with the second highest decision making extent and linearity well beyond average. Even though user

control was rated high, user failure risk proved to be high also. Immersion was rated slightly above the average, while complexity received the second-highest grade. The fuzzy evaluation set placed the design between "bad" and "good" designs in the fuzzy universe, but closer to the "good" than the game design 1. The third game design used a more focused approach to the game dispersion, graded below the average, with no interactive elements. At the same time, the user was given the possibility to make decisions to the extent similar to the game design 1. This game design was set with the lowest linearity rate, user control rate below the average, and user failure risk close to average. The immersion level was rated with the second-highest score, while the complexity of the game was positioned slightly below the average. The fuzzy evaluation placed the design between game design 2 and fuzzy grade "good" in the fuzzy universe. Game design 4 proved to be a game design with the lowest area dispersion value and the second-highest score of interactivity. At the same, it holds the highest score of decision-making extent, yet the game design is almost completely linear, which influenced also the highest user control value. User failure risk was graded with the second-lowest score, while immersion level and complexity of the game positioned well above the average. The fuzzy evaluation set placed the design on the lowest place among "bad" designs in the fuzzy universe. Game design 5 was graded with under average game dispersion and slightly present interactivity. Users` decision-making ability was limited and graded below the average, while linearity was among all game designs closest to the average. Even though user control was graded with the lowest grade, user failure risk was not higher than the average. With low immersion level, game complexity was graded close to, yet slightly below the average. The fuzzy evaluation placed the design on the highest place among "bad" designs in the fuzzy universe. Our sixth and final game design included game area dispersion well above the average, while proved to be leading from the perspective of interactivity. At the same time, the decision-making extent was graded with the lowest grade with a slightly linear approach. The game design enabled high user experience control with the lowest user failure risk. Immersion level rose to the top among the games, together with the complexity of the game design. The fuzzy placed the design on the highest place among "OK" designs in the fuzzy universe.

In the challenging time of the transition from massive to boutique tourism, additionally affected by COVID-19, opportunities are turning, forcing the small business owners at the destinations to adapt and provide an efficient and flexible answer, not only to new trends but also new health safety regulations and recommendations. Gamification - a process of transforming different kinds of activities into a form of a game, presents a solid way to redesign existing tourist offer into new resilient and law consistent experience. Based on a fuzzy set evaluation we outlined a feasible prototype of game design, that fits in a COVID-19 tourism era. We used highly interactive game design as the leading orientation to a fine-tuned and sophisticated escape game. Our outdoor workout escape game uses a simple web application that guides a player through the game. At the same time, it corresponds to one's wins or failures in the game. The web application itself replaces a real-life game master, providing a player with a pre-

start choice of workout difficulty, land orientation wherein the game field player is, and how far in the game he was able to come. In a classical escape game, a linear approach to the design chokes immersion. Therefore we tried to prevent boredom and decrease in the motivation of the player with carefully placed exercises picked from a variety of workout pools. The outdoor workout escape game is consequently a compromise between classical escape room, outdoor escape game, and a physical workout routine. Escape games in the field of tourism and entertainment are not a new research topic, but using the game design as a motivational factor for the encouragement of potential players to a physical workout is an innovative idea. An idea that fits into the transition from massive to boutique service as well as into COVID-19 health safety recommendations.

Keywords: escape room, escape game, motivation, outdoor workout, gamification, fuzzy logic, tabular application development

THE IMPACT OF DIMENSIONS OF WELL-BEING AND HEALTH ON CONSUMPTION OF ORGANIC AND FUNCTIONAL FOOD

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Introduction

In the contemporary world, health is becoming very important. People are increasingly taking care of their health. The right combination of adequate physical activity and nutrition is essential in shaping the person's health status. This resulted in a higher level of understanding how food choices can influence their health. In addition to this, people started to pay more attention to the food choices in order to maintain health and a healthy lifestyle. The right combination of physical activity and proper nutrition contribute to better health and well-being of an individual. Several researches have found that maintaining good health is one of the motives for consumption of functional food (Chen, 2011; Szakály,

Szente, Kövér, Polereczki, & Szigeti, 2012). On the other hand, various research indicated concerns related to animal welfare as a main motivator for consuming organic food (Harper & Makatouni, 2002; Hughner, McDonagh, Prothero, Shultz, & Stanton, 2007; Lea & Worsley, 2005). Moreover, Magnusson et al. (2003) emphasized that, egoistic motives such as health care, are more important for consuming organically produced food rather than altruistic motives.

Method

Considering the importance of healthy nutrition and its impact on the individual's health, the aim of this research was to determine whether there were differences in the factors that influence the consumption of organic and functional food. For the purpose of this study, measurement scales were adopted from Goetzke et al. (2014) study. The questionnaire used in this research consisted of two sections. The first section was short and included only three questions related to sociodemographic characteristics (gender, age and level of incomes). The second section consisted of 67 items grouped into 17 factors.

Findings

The study was conducted online during September, 2020 by sharing questionnaire on social media. This study included 170 participants from the Republic of Serbia. All submitted questionnaires were valid. 58.8% were female, while 41.2% were male. The largest age group in the sample was young people aged 21 to 40 (84.7%). The majority of respondents earn an average between 250 and 500 euros per month (35.3%). Only 8.8% of respondents have incomes higher than 1000 euros per month. The reliability of the questionnaire was tested through Cronbach' α coefficient. The results indicated that values of examined factors range from 0.809 to 0.836. This indicated that all factors have a value greater than 0.7 (Kaiser, 1974), which shows high level of reliability. By applying descriptive statistical analysis, it was found that consumption of organic ($M = 2.647$) and functional food ($M = 2.280$) is very low. Further analyses were used for determining relationships between dimensions of well-being and health and consumption of organic and functional food. The results of correlation analysis indicated that these two forms of consumption are correlated with different understanding of health. The consumption of organic food is positively correlated with social community involvement ($r = .332, p = .000$), healthy diet ($r = .329, p = .000$) and alternative medication and spirituality ($r = .308, p = .000$). This can be interpreted through the fact that people who prefer alternative medicine are probably more inclined to a healthier lifestyle and therefore a healthier diet. Psychological-emotional wellness, physical wellness, social wellness (friends and family), spa, relaxation and wellness, health care and prevention, risk behavior and tobacco and caffeine reduction do not influence the consumption of organic food. When it comes to consumption of functional food, it was found that the greatest influence has physical wellness ($r = .395, p = .000$), beauty and wellness ($r = .345, p = .000$), healthy diet ($r = .307, p = .000$) and alternative medication and spirituality ($r = .266, p = .000$). Besides, there are significant influence of

spa, relaxation and wellness ($r = .218$, $p = .000$), occupational wellness ($r = .169$, $p = .027$) and physical activity ($r = .182$, $p = .018$) on functional food consumption. There is a specially interesting relationship between functional food consumption and social wellness ($r = .219$, $p = .000$). In addition, it is significant to mention the negative influence of psychological-emotional wellness on consumption of functional food ($r = -.155$, $p = .043$). The decrease of psychological-emotional wellness leads to increase of consumption of functional food. This can be explained by the fact that many people reduce stress by increasing food intake. In addition to this, several studies have found that propensity to eat is a mechanism that helps in regulation of negative emotional conditions (Macht, Haupt, & Ellgring, 2005; Macht & Simmons, 2000). This is substantiated by the results obtained in Dean et al. (2012) study which confirms that health problems have a strong impact on inclination of buying functional food and understanding its benefits. Spiritual-emotional wellness, social wellness (family) and tobacco and caffeine reduction do not influence the consumption of functional food.

Conclusion

The results showed that consumption of organic and functional food is one of the reasons of maintaining health. Since the results of this study show that the consumption of organic and functional food is very low, it is necessary to develop a strategy for better promotion of both these products and their benefits for human health. Certainly, the greater availability of these products in restaurants can contribute to the popularization of functional and organic food. Also, the involvement of local producers could contribute to increased consumption of organically produced food.

Keywords: functional food, organic food, well-being, wellness, health

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PUBLIC HEALTH STRATEGY FOR COVID-19 FOR HOSPITALITY INDUSTRY IN TAIWAN

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Introduction

The global spread of the COVID-19 pandemic and large-scale travel restrictions as well as social distancing norms drastically wreak havoc on the hospitality and tourism industry. The rapidly evolving global pandemic caused international travel bans, affecting over 90% of the world population, and resulted in wide-spread restrictions on public gatherings and community mobility; tourism largely has ceased since March 2020 (Gossling, Scott & Hall, 2020). The decline of tourism and travels, along with a slowdown in economic activity has especially made hotels susceptible (Hoisington, 2020).

Taiwan reported its first COVID-19 case returning from Wuhan, China, on January 21st, 2020. As of September 2020, Johns Hopkins University Statistics updated that there are approximately 32.3 million confirmed cases and 985-thousand deaths globally (2020). The Taiwanese national-level Epidemic Command Center (ECDC) statistics show that Taiwan, with a population of around 24 million people, has 506 confirmed cases with 7 deaths, and is ranked 162 by the number of cases in the world (ECDC, 2020). In March, due to the continued spread of the COVID-19 pandemic, ECDC implemented border control measures and flight bans, prohibiting foreign nationals to visit Taiwan except for fulfilling commercial and contractual obligations. Consequently, compared with the period March to July 2019, international arrivals declined by 98% during the same period in 2020 and the occupancy rate in the tourist hotels dropped approximately 70% (Taiwan Tourism Bureau, 2020).

Many hospitality scholars have put a great emphasis on the importance of public health strategies in the hospitality in the hospitality industry. However, there has

been a paucity of research on this topic in the hospitality literature. Therefore, it is critical to investigate what are the critical public health strategies implemented in the hospitality industry, especially, in the hotel area where the hotel industry has suffered significant loss from the severe drop of international travelers and domestic visits due to the COVID-19. As restoring customer confidence and protecting the hotel employees and customers are essential for hotels managing crisis (Jinag & Wen, 2020; Chan & Lam, 2013; Kim, Chin & Lee, 2005), this study investigate what public health care strategies are implemented to reduce the severity of this coronavirus pandemic crisis. As one of a few public safety strategy studies under COVID-19 crisis within the hotel industry in Taiwan, the findings of this study can provide a theoretical foundation for developing models related to public safety strategy research. This study can provide useful implications for hospitality practitioners.

Crisis Management

An organizational crisis can threaten an organization's financial performance, reputation, its relationship with customers, employees, stockholders, local communities, and governments so many studies have devoted considerable attention to crises and crisis management to understand how organizations can management them to reduce harm (Bundy & Pfarrer, 2015; 2017). Quarantellie (1988) considered effective and efficient crisis management as the application of strategy and tactics which are specifically relevant to the situational contingencies of a given crisis. With the Serve Acute Respiratory Syndrome (SARS) experience in 2003, well-trained and experience teams of officials quickly identify crisis, early develop crisis preparation, and activate emergency management structures to address and response to the emerging outbreak. Taiwan has developed extensive strategies to manage pandemic and prepare for public health crisis (Yen, Chiu, Schwartz, King, Lin, Chang, Armstrong, & Hsueh, 2014). Having crisis management, such as the specialized central epidemic command center, coordinate responses and prepare actions and plans in the event of outbreak (CNN London, 2020; Wang, Ng, & Brook, 2020). With the Taiwan government quick responses with the major principles of "epidemic prevention, bail-out, and revitalization", it helps the hotel industry to reduce negative impact from the pandemic crisis (Yang & Wei, 2020).

Public Health Strategy

Facing unexpected and unpredictable crisis, managers are still able to reduce risk and get prepared by developing organizational strategy to avoid or limit the severity of rapid change induced by crises (Richie, 2004). Public health strategy in the pandemic is part of the crisis management, providing the approaches for "protecting and improving the health and quality of life of a community" (Stjernswärd, Foley & Ferris, 2007). These approaches can be incorporated by government into all levels of health care system, public sector, and private companies. Hotels have accommodated inbound travelers, domestic travelers, and residents returned to the country during COVID-19, so the hotel needs to be

more prepared for safety training, hygiene and cleanliness to ensure customers have a safe and pleasant stay. In response to infectious disease like COVID-19, organizations like hotels need to have a higher standard to assure public health, and meet the requirements for epidemic prevention (Chang, 2020; Gossling, Scott & Hall, 2020; Jiang & Wen, 2020; Kim et al., 2005; Yang & Wei, 2020). As a public service, ECDC created protocol to assist schools, businesses, hotels, furloughed workers to be prepared for the COVID-19 crisis. These provided a means to reassure and educate the public in many areas including when and where to wear masks, the importance of handwashing, personal hygiene, social distancing, etc. The Taiwanese government had learned from its 2003 SARS experience and established a public health responses mechanism for enabling rapid action in preparing for the next epidemic crisis (e.x, Wang et al., 2020; Yen et al., 2014).

Overview of The Hotel Industry in Taiwan

The hotel industry in Taiwan is reputedly one of the most competitive sectors and a major contributing factor toward Taiwan's economic growth (ex., Wu, Hsiao, & Tsai, 2008; Chen, Jang, & Kim, 2007; Kim, Chen & Jang, 2006). According to the lodging regulations of Taiwan, there are four categories of hotel properties: (1) international tourist hotels, (2) general tourist hotels, (3) general hotels and (4) bed & breakfast (B&B). International tourist hotels and general tourist hotels are classified as "tourist hotels". Tourist hotels were the foundation for Taiwan's tourism and hospitality industry, and they have been providing accommodations and service to the inbound and outbound travelers. In 2003, Taiwan was one of the countries seriously affected by SARS, experiencing the third largest global outbreak on record. The Taiwan Governments, physicians, health specialties, health care facilities, media, and citizens took serious action on the experience of SARS crisis. From the SARS experience, Taiwan had prepared a better structure for a command center and developed SOP to manage possible future epidemics" (Huang, 2020). Hotel companies have developed different crisis management strategies in the different stages of the SARS health crisis (e.g., Chang, 2004; Kim et al., 2005; Henderson & Ng, 2004).

In 2020, impacted by Covid-19, many tourist hotels, the room sales, restaurants, and banquet service in Taiwan have in particular suffered acutely (Wu & Tsai, 2020). The first case was confirmed just before the Lunar New Year during which time millions of Chinese and Taiwanese were expected to travel for the holidays. Since March, the pandemic continued spread around the world with ensuing travel bans implemented for many countries. Fortunately, Taiwan still maintained low number of cases and deaths, so the countries never enacted lockdown, social distancing, or domestic travel restrictions (Taiwan's Ministry of Foreign Affairs, 2020). All the tourist hotels in Taiwan have suffered from the crisis since January, as the occupancy rate were below 60% (Taiwan Tourism Bureau, 2020).

Methodology

The survey was conducted from March to April 2020 using the online survey. Subjects were hotel owners, general managers, or executive members. As a pre-study, the in-depth interviews with three hotel managers were conducted from January to February in 2020. Based on the findings from the interviews and literature review (e.g., Chang, 2004; Chang, 2020; Gossling et al., 2020; Hao, Xiao & Chon, 2020; Israeli & Reichel, 2003; Tang, 2020), the survey questionnaire was developed using 5-point Likert Scale from 1 (never) to 5 (always). As shown in Table 1, there are 23 public safety strategies for COVID-19. The survey was distributed to 127 hotel owners, general managers, or executive members and 76 hotels completed the survey, yielding a 60% response rate.

Results

The results show that there is no significant difference in their importance of the implications of the public health strategies for COVID-19, in different hotel locations, revenues, and customer characteristic. The descriptive statistics show the most and least implemented public health strategy that tourist hotels adopted for managing the COVID-19 crisis.

Implementation of Public Health Strategies

It is concluded that the top 10 strategies are (1) strengthen hygiene and cleanliness in hotel operations to offer reassuring lodging services and accommodation products; (2) provide the proper personal protective equipment (PPE), (such as mask, glove, face shield) for the front-desk and front-of-house (service) employees to ensure employee health, cleaning, and sanitizing; (3) provide the proper personal protective equipment (PPE), (such as mask, glove, face shield) for the back-of-house (kitchen) employees to ensure employee health, cleaning, and sanitizing, (4) measure the employee's temperature and assess symptoms prior to them starting work on daily cases; (5) provide materials and supplies for employees for COVID-19 prevention mechanism, such as facemasks, forehead thermometer, hand sanitizer, disinfection wipes, alcohol spray, bleach, etc.; (6) measure the customers' temperature before they start the check-in process at the front-desk; (7) provide employees with training in regards of environmental sanitation, such as equipment disinfection; (8) provide the proper personal protective equipment (PPE), (such as mask, glove, face shield) for the housekeeping employees to ensure employee health, cleaning, and sanitizing; (9) for the pandemic, provide personal hygiene and safety-related training, such as appropriate way of mask-wearing, hand washing, body-temperature measurement, etc.; (10) proactively provide employee with COVID-19 information for training purpose. On the contrary, the public health practices that tourist hotels rarely use are (1) establishing a special kitchen section for handling packaged food, and food preparation during COVID-19, and (2) preparing and reserving special floors or specific rooms for government

departments (e.g. Centers for Disease Control and Prevention) as quarantine stations.

Implications and Conclusions

This paper outlines and discuss a strategic approach to crisis management for the hospitality industry. The contribution of this study is to emphasize the importance of public health strategies during pandemic and investigate how the tourist hotels implement the specific public health strategies. The findings of this study are consistent with previous research on the epidemic that during SARS outbreak, Korean hotel industry offered employees education programs concerning safety, security and health awareness, as well as training and operating new hygiene equipment. (Kim et al., 2005). The Taiwan tourist hotels often use the public health strategies during coronavirus pandemic, while intensifying employees' safety training is the mostly adopted practice. In the education program, tourist hotels provide employees with COVID-19 information and hygiene equipment, and give training in personal hygiene and safety, special customer service flow, and environmental sanitation. Providing PPE for front-of-house employees, kitchen employees, and housekeeping employees are almost always applied in the daily hotel operation.

The high implementation of public health strategies in tourist hotels in Taiwan can be attributed to the transparent, easy-accessed, and open information provided by WHO, Taiwanese Epidemic Commend Center, Tourism Bureau and City Governors. Local governments in Taiwan like Taipei and Pingtung (Chang, 2020; WHO, 2020; TPEDOIT, 2020) has provided operational considerations and S.O.P. for COVID-19 management in the lodging business. With the SARS experience, in early March, 2020, the Department of Information and Tourism of Taipei City Government where Taiwan capital is, has developed and launched the "Manual of Pandemic Prevention SOP for Hotel Business" and made it available to all the hotel companies in Taiwan. The manual contains the general information of coronavirus pandemic, outbreak prevention practices, hotel management during pandemic, SOP for customer check-in, hotel room cleaning, food safety, transportation arrangement, cleaning and disinfection (TPEDOIT, 2020).

This study found the least-adopted public health strategy in the tourist hotels is to establish a special kitchen section for handling packaged food, and food preparation during COVID-19. Since April 12, there is no local COVID-10 transmission record in Taiwan, so that local people's life has remained relatively normal. The country has never instituted lockdown orders, and the vast majority of restaurant and hotel businesses has kept open (Aspinwall, 2020). As customers haven't changed their behavior in dining, the hotel maintains its regular kitchen operations without particular food-safety practices during corona pandemic. Another rarely adopted practice is preparing and reserving special floors or specific rooms in the hotel for government departments (e.g. Centers for Disease

Control and Prevention) as quarantine stations. It can be explained by the successful control for COVID-19, so the demand is not there.

Tourist hotels often have their employees trained with SOP dealing with suspected COVID-19, and having an epidemic command center to integrate hotel, hospital and government has proved the importance of hotel having public health care facilities and services play imperative roles in pandemic prevention and control (e.g., Jiang & Wen, 2020; Chen et al., 2007). As Taiwan has never undergone lockdown during the pandemic, the often-use hygiene and cleanliness in the hotel property is essential to restore customers' confidence in dining and lodging. Like Jiang & Wen (2020) mentioned in their study, after the public health crisis like COVID-19, effective strategies are necessitated to boost customers' confidence and to help hotel business recover in a timely manner.

This study suggests the hotel managers to adopt different public health strategies for managing pandemic crisis. The strategies could include:

- (1) Intensifying employee safety training
- (2) Providing hotel-based health-care service and facility
- (3) Assuring food safety and providing healthy food choice
- (4) Enhancing hygiene and cleanliness
- (5) Providing safety and protection to employees and customers

Research Limitations and Future Study

As hotels are prominently suffering from pandemic, it is necessary to examine how hotels should establish contingency plans for infectious disease control. This study is an exploratory study investigating the public health strategy implantation in the tourist hotels and findings indicate the most and least frequent use strategy overall. However, there are only 127 tourist hotels in Taiwan. Even with the high response rate at 60% with executive managers participating the survey, the sample size of this study is 76 hotels, which is considered as a small sample which leads to few limitations in statistical analysis. Secondly, the participants were not asked about hotel brand; thus, the results could not be analyzed by brand or service level. The future study is suggested to further investigate the relationship among crisis management strategy, crisis preparation and performance.

Keywords: COVID-19, Public Health Strategy, Hospitality Industry, Crisis Management, Taiwan

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MOTIVATIONAL MODEL DERIVED FROM THE PROJECT "BET ON HEALTH"

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An active lifestyle is one of the key factors that help maintain, protect and enhance health (physical and mental health), while physical inactivity increases the risk of developing chronic non-communicable diseases, reduces the quality of life, to name a few. Therefore, it is important to use every opportunity to exercise or to be active in sports in order to maintain and strengthen our health. Data from the National Institute of Public Health report that 31% of adults meet the recommendations for moderate physical activity, 43% of adults reach the recommendations for high-intensity physical activity. Only half of the population of Slovenia is physically active adults, and the share has slightly decreased in the last four years (NIJZ, 2016). However, in order to change this, it is important that we encourage participation in sports in childhood and adolescence. Namely, those who become acquainted with sports early and have the support of important others in sports activities will also engage in sports later in adulthood (Loy, McPherson, & Kenyon, 1978).

Among others, the psychological motives for playing sports are important in maintaining and continuing sports activities. Exercising relaxes and improves an individual's mood. An individual has a need for self-esteem, a sense of challenge, usefulness or belonging, playfulness, and maintaining well-being, with the management of emotions and stress being important (Jeromen, 2005).

Motivation to engage in sports activity is becoming strongly researched field among psychologists. More and more psychologists are exploring motivation from a social-cognitive perspective. In our research, related to the international project Bet on Health, we decided to try to create a motivational model for engaging in sports activity (non-professional), where we tested 20 project participants, so-called Ambassadors, aged between 14 and 29. They were tested with standardized psychological questionnaires at the beginning of the project and at the end of the 3 months period of active participation in regular, innovative, sports activities.

The observed variables were selected according to the desired personalities that employers recently expected from candidates in the personnel selection process. We collected these data based on our working experience in the company Plus Rešitve, Anamarija Toth Kostevc s.p., which operates in the field of psychological testing for the needs of personnel selection.

Variables are general intellectual functioning, concentration and achievement, openness, emotional stability, level of anxiety, self-initiative, performance motivation, ability to perform teamwork, leadership, social orientation, achievement orientation, and self-esteem aspects.

We measured these variables using the test-retest method (two testing with the same questionnaires) and compared whether there were statistically significant changes that could be attributed to regular sports activity between the results of two tastings. The Ambassadors were also observed during sports activities with the aim of establishing social relations and the ability to solve problems and cope with stress.

The main purpose of the research was to determine if regular sports activity has an impact on personality traits and, if we can transfer this to the motivational structure and present it as a model for motivating adolescents and young adults.

As already mentioned, the Ambassadors underwent a 3-month exercise period, where they had 1-1,5 hours innovative exercise twice per week. Before the start and at the end of the period of sports activity we performed a psychological testing of psychological variables by using standardized psychological tests and questionnaires:

- The string test (TN), authored by Vida Pogačnik (1983), measures fluid intelligence;
- The concentration and achievement test (TKD) by Duker and Lienert (1943) is a speed test designed to measure the ability to concentrate and determine the ability to achieve.
- The Emotion Index Profile (PIE) by Plutchik and Kellerman (1974) is a personality questionnaire that provides a range of information about certain basic personality traits and personality conflicts of an individual.
- Anxiety as a condition and a move by Spielberg (1970), identifies anxiety as a current state and as a personality trait.
- The Costello Performance Motivation Questionnaire (VSM) (1967) measures the performance orientation factor.
- The Workplace Personality Assessment (BIP) questionnaire by Hossiep, Paschen, Muhlhaus and Collatz is a targeted questionnaire to identify personality traits in the work environment. For the needs of the project we used only the area of social competencies, which includes five scales.
- The Freiburg Personality Questionnaire, Supplemented Form (FPI-R) by Fahrenberg, Segl and Hampel is intended to learn about the personality traits of adults and young people.

- The Self-Assessment Questionnaire for Individuals and Adolescents in Late Adolescence and Early Adulthood (SDQ III) by Marsh and O'Neill (1992) measures 13 aspects of self-esteem.

Many psychological studies have already found that sport has a positive effect on mental health. However, in our studies we want to look at the mentioned components from the employability and career development point of view. Our previous observations from work experience showed us that competitiveness in the labor market is increasing and it is necessary to gain a competitive advantage if we want to get a desired job or to progress in carrier. At the same time, challenges in the workplace are becoming greater, thus it is necessary to be able to successfully deal with various stressors. Also, we are daily faced with difficult conversations that we need to be able to cope with and teamwork is becoming a crucial way of working.

Our research started with Ambassador selection where they had to determine their motivation to engage in sports activities in the project in the application process. The most commonly chosen claim was to learn about new ways to exercise or to experience different, unusual exercises. This showed us that when creating an offer of sports activities, it is necessary to offer access to unusual sports, so they will be more interested to enroll. Traditional sports may no longer be so attractive, at least not to those who have no desire to compete and prove themselves.

Also, we could see that they want to know more about how to motivate themselves for sports activity. It is important to point out that lack of motivation came to the front during the project, as during the project, Ambassadors rarely participated in sports activities and the motivation dropped. At the end 9 out of 20 applicants completely gave up.

To continue, both, participation fee and sports equipment were free of charge to Ambassadors. Both segmented as well as innovative training were positioned as motivators for young people to engage in sports activity. But because these were so-called external motivators, the motivation did not persist and the Ambassadors quickly gave up although everything was free for them.

All these three motivators worked well at the beginning, to start activities, to decide to engage in sports activities, but they were not strong enough to maintain regularity and to persist at a certain activity for a longer period of time. So, this means, in order to persist at a certain activity, an internal motivator is needed so the activity gain a meaning to the person.

An internal motivator is one that drives us into activity from within and comes from a certain desire and need for an activity, which enables us to achieve our own goal. So, to start a sport activity, an external motivator (free training, equipment, innovative sports, interesting coaches ...) is enough, but to persist in

activity an internal motivator is required, which gives the person a meaning of an activity and the impetus to achieve a goal.

Important people in young person's life are the ones that can help to creating an internal motivator. They can show and help young people to internalize their desire for a stable mental structure, for a better ability to cope with problems and challenges, and for an awareness of the competition in the labor market. Therefore, it is necessary to emphasize that regular sports activity will make it easier for them to get a job, to be better in selection procedures, to cope with problem situations and stress, to be more effective in team work, to increase their adaptive potential. They will also have to invest less energy to motivate themselves for other work tasks and at the same time their self-image will improve, which will make them more sovereign and successful in their work. These are the aspects that adolescents need to learn and hear about in order to internalize them. This will increase the probability that the motivation for sports activities will come from themselves and that they will find it easier to persevere in sports activities.

Our research has shown that despite a short follow-up period, changes occur in the measured psychical components. Namely, we focused only on the results of those who attended at least 50% of the exercises. This is a relatively low turnout, so we can't talk about changes with high probability, but some shifts are detected and based on them we can conclude about the effect of sports activity on an individual's mental development.

Due to the lack of active Ambassadors, we cannot say with full certainty that exclusively sports activity contributed to the change of the measured components. To prove the changes, we would have to select another sample group that would not engage in sports activity. However, we compared the results of those who participated in sports activities in less than 50% and those who participated in sports activities in more than 50%. We found differences between the two groups, namely in the group with less participation no changes in the positive direction were detected in the measured components, while in the group with more participation positive changes occurred in the measured components. Despite the small changes, we can detect them and conclude that with a larger amount and a longer period of involvement in the sports activity and monitoring, we could detect larger and statistically significant differences that positively affect the favorable mental development of the individual.

Based on the obtained results, we conclude on the positive effects of sports activity on psychological components. The results showed an increase in the level of general intellectual functioning, which indicates better working memory and speed of information processing. The achievement also increased, and at the same time it had fewer errors, despite time pressure. The results also showed a greater degree of openness, better manageability, reduced anxiety, better self-control, improved performance motivation, organization, better physical well-being, reduced feelings of burden and better willingness to help fellow human

beings, as there was also an improvement in the recognition of the feeling of others and an increase of desire for teamwork and collaboration. In addition, they improved the segments of self-esteem, especially physical, sports and perception of appearance.

However, there were also some declines in the components for which we expected an increase, namely that the Ambassadors proved to be more reserved, pessimistic and increased fear for their own health. Given the general global situation and the threat posed by COVID-19, we conclude that the Covid 19 virus could be responsible for the decline of these components.

In short, it is important that the results of the research are introduced to people who play an important role in young people's growth and development and that they are passed on to young people, thus helping them to internalize the positive effects of sports activity on their mental development and more favorable career development.

Otherwise, for a better transfer of it to young people, it would be necessary to develop specific methods of work and develop certain approaches and techniques, which is a challenge for the future.

This also means that it is necessary for coaches and trainers to be aware of and adapt motivational techniques in recreational exercises, non-competitive ones. The professional and competitive sports have completely different goals and motivation is focused on competitive results, in proving oneself and exceeding one's limits, unlike recreational sports, where the key is a feeling of fun, relaxation and achieving some internal goals and internal motivation can be represented by mental health desire.

From the local government view it is also important to recognize that caring for the mental health of young people through the provision of tailored and appropriate sports activities has a significant impact on the well-being of citizens as well as local businesses. This would increase the possibility of employment for citizens and at the same time offering local employment providers potentially better-quality staff from the local environment.

Keywords: motivation, sports, mental health, young adults, personal competence, employability, psychological testing

MOUNTAIN BIKING IN BREŽICE. SURE, BUT ...

(Challenges of the development of mountain-biking tourism in the Municipality of Brežice, and the role of stakeholders)

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Elementary premises of the paper

Mountain biking is an adventurous activity increasingly gaining popularity. Many tourist destinations, primarily those with better suited natural features – a varied surface – highlight it as one of the most important, or even leading tourist products of modern times. Cycling is an excellent tool for exploring the landscape, and cycling as an activity is one of the most widespread forms of recreation, which has a positive effect on our health and well-being.

The paper focuses on the possibilities for mountain biking in the Municipality of Brežice. The Municipality's promotional campaigns address mountain bikers among other potential visitors. That said, biking infrastructure on the territory of the Municipality is still in its infancy, and the activity is developing spontaneously, driven by the efforts of volunteers. They are facing numerous challenges, which would be much easier to address if all relevant stakeholders in the area were actively involved, if they collaborated and helped each other.

The purpose of this paper is to draw attention to the issue and provide proposals to help all involved stakeholders to improve the situation. This will result in many benefits: greater satisfaction of all involved parties, diversification of tourist products and services, opportunities for new jobs, project engagement (and money) and last but not least, a form of recreation that helps improve your health.

The objectives of this paper are as follows:

- To present the activity of mountain biking, its impact on health, its tourist potential and the specific requirements for the activity to be carried out in the Municipality;

- To present the Municipality of Brežice as a destination for cycling (natural conditions, key actors, providers and infrastructure);
- To highlight the key issues of the activity and the specific needs/issues of local stakeholders;
- To present proposals for possible solutions to improve the condition of mountain biking in the Municipality of Brežice.

The key research questions this paper will try to answer are as follows:

- What is the current state-of-the-art in the field of mountain biking in the Municipality of Brežice and who are the key stakeholders? – How does the mountain biking scene in the area function?
- What are the key/critical points standing in the way of the development of mountain biking in the Municipality of Brežice, and how should they be addressed/solved?

The first stage of the research will review the existing literature and sources, analyse online resources and the mountain-biking products and services in the Municipality of Brežice, and define the stakeholders. The second stage will involve in-depth interviews with the key stakeholders. A comparative analysis will also be performed, if possible, with a model destination/municipality in Slovenia in the area of mountain biking.

Abstracts from the paper

A tourism activity on the rise increasingly gaining importance, mountain biking has a major potential for development, bringing all-round benefits to local communities. It is one of the more sustainable forms of sports, tourism and recreation (Rauter, Doupona Topič, 2010). It takes place in woodlands and the mountains, a terrain appealing due to its varied terrain, diverse complexity of ascents and descents, unspoiled natural and varied choice of location (Gantar, Kočič, Pehnec, 2012).

Cycling is a form of soft, recreational tourism with numerous positive effects – it promotes a healthy lifestyle and is environmentally friendly (Gantar, Kočič, Pehnec, 2012). Given the growing awareness of the importance of health and good physical fitness for the quality of life (Berčič, 2001), it is not surprising that Slovenian mountain bikers (Vidgaj, 2019) ranked relaxation and health care among the most important reasons for mountain biking. The findings of the Eurobarometer survey (Special Eurobarometer 412 ..., 2014) are similar. Europeans rank improved health, fitness and relaxation as the top three reasons for doing sports, with Slovenians ranking health improvement (76%) and relaxation (60%) the highest.

As a tourist product, mountain biking in Slovenia is still at the initial stage of development, with major positive changes only in the last five years. The Tourism Product Development Strategy 'Cycling in Slovenia' (Slovenian Tourist Board (STO), 2005) defines mountain biking as an important product most hindered in

terms of development by outdated and inadequate legislation, conflicts with other users of space, inadequate infrastructure, etc. (Bizjak, 2013). The situation remaining unresolved, one of the six fundamental policies (institutional and legal framework) of the Sustainable Development Strategy for Slovenian Tourism 2017–2021 (Ministry of Economy ..., 2017) envisage action to regulate mountain biking in the natural environment by amending the legislation and adopting an action plan for its implementation.

Currently, the key legal acts regulating cycling in nature are the Act Amending the Nature Conservation Act (ZON; 2014), the Forest Act (1993) and the Mountain Trails Act (2007), which are mutually exclusive in many details.

Given that the central part of the paper is limited to the Municipality of Brežice, it is worth noting that the development of mountain biking in this area is still in its infancy and that, like many other areas in Slovenia, it faces similar challenges, mainly due to complex and vague legislation. In terms of geographical features, the territory of the Municipality is rather suitable for the development of mountain biking, particularly the northernmost and southernmost area, i.e. the Posavje hills and the Gorjanci hills. Development so far has been driven to a large extent by active and motivated individuals and two associations, and in 2020 the development efforts were joined by the Municipal administration, which delegated operational tasks to the Institute for Entrepreneurship, Tourism and Youth Brežice (ZPTM). Private individuals, with the exception of one cycling guide, have not yet become involved in mountain biking development.

The Municipality of Brežice promotes cycling as one of its outdoor activities. A brochure, which includes presentations and descriptions of a few cycling routes and connections in the Municipality (with no mountain biking trails among them) can be found only in an online format, on the central website of the destination. However, ZPTM has "invited" visitors to Brežice for mountain biking twice in 2020, with Facebook posts including inviting photos. This indicates the increasing visibility of mountain biking and the awareness of the local authorities of the importance of promoting matching tourist products. Head of Destination Management for the Municipality confirmed this much in an interview. At the end of September 2020, they thus held the first operational meeting with representatives of the civic initiative (associations), setting guidelines for further work. This will primarily include the digitization of existing biking trails, preparation of cartographic material and – crucially – the start of legalization procedures for trails intended exclusively for mountain biking.

The paper, which is work in progress (certain interviews and comparative analyses are yet to be carried out), finds that – based on the research done so far – all stakeholders agree that regulated mountain biking will bring wide-spectrum benefits: goodwill and satisfaction of users – cyclists; an additional and at the same time high-potential and attractive activity in the context of a fairly advanced range of tourism products available in the Municipality; more visitors – higher tourism volume; new opportunities and employment opportunities directly

related to the mountain biking (specialized services for mountain bikers: service, shop, accommodation , polygons and parks, guidance ...); orderly situation in nature to the satisfaction of all the involved parties and to the benefit of nature; and, last but not least, an additional opportunity to strengthen health within leisure time for locals and tourists.

Keywords: mountain biking tourism, stakeholder involvement, Municipality of Brežice, challenges of tourism development

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Co-funded by the
Erasmus+ Programme
of the European Union

