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LEISURE AND RECREATION

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INTRODUCTION

Over the years tourism has rapidly grown and it is an important sector for many regions and countries all over the world. It is said also that tourism is world's largest industry and a lot of people are involved in this industry.

According to World Tourism Organization (UNWTO) international tourist arrivals are estimated to have declined worldwide by 4% in 2009 to 880 million. In 2008, international tourism generated US\$ 946 billion (€ 643 billion) in export earnings. UNWTO forecasts a growth in international tourist arrivals of between 3% and 4% in 2010. So there has been a decline in 2009, beforehand were good years 2003-2008 of growth and also for year 2010 it is hoped to have a better year in tourism again.

In 2009 there was seen a trend that people tended to travel more close to home. Over the years it also seen that there is a growing demand for recreation and recreational facilities close to home. When there is decline in incomes then people like to spend their time near home but would like to have some opportunities for different activities and just to spend their free time.

Many authors have said that the distinctions between leisure, recreation and tourism activities are blurred but there are some definitions that will give an overview of the meanings.

Baud-Bovy and Lawson (2002) have definitions for leisure, recreation and recreational activities:

- **Leisure** is free time available to the individual when the disciplines of work, sleep and other basic needs have been met. It is time which can be used in ways determined by the individual's own discretion. Basic needs include essential cooking, shopping, housework, childcare and hygiene. Work includes travel time to and from work.
- **Recreation** covers broadly any pursuit taken up during leisure time other than those to which people have a high commitment (overtime, second job, home study and various maintenance jobs around the house). Tribe (2005) adds that **recreational pursuits** include home-based activities such as reading and watching television, and those outside the home including sports, theatre, cinema and tourism.
- **Recreational activities** are broadly grouped by Baud-Bovy and Lawson (2002) into six categories, taking into account their nature and the types of facilities used.
- **Tourism**: visiting for at least one night for leisure and holiday, business, professional or other tourism purposes (Tribe 2005)

Table 1. Categories of recreational activities (Baud-Bovy and Lawson 2002, Tribe 2005)

Category of activities	Examples
Taking place about the home	Watching television, reading, listening to music, gardening, do-it-yourself hobbies, exercise, leisure use of computers
Having a high social content	Entertaining, eating out, drinking in bars, party going, visiting friends and relatives
Cultural, educational and artistic interests	Visiting theatres, concerts, exhibitions, museums, attending non-vocational classes
Pursuit of sport, either as participants or spectators	Golf, football, swimming, tennis, bowls, darts, gymnastics
Informal outdoor recreation	Driving for pleasure, day excursions to seaside and countryside, walking, picnicking
Leisure tourism involving overnight stay	Longer distance travel, tours, weekend breaks, holidays and vacations

Boundaries between recreation and tourism are indistinct, as both activities often share the same environments and facilities and compete for space and finance (Baud-Bovy and Lawson 2002):

- Steps taken to improve the environment and to conserve and restore the national heritage benefit both recreation and tourism;
- High quality provision for local recreation (ice rinks, yacht moorings, golf courses) will often enhance tourism interest in the area and generate demands for accommodation and other services. Tourism products may also be created by improvements in cultural resources (museums, concert halls, theatres);
- Exotic leisure developments such as theme parks or ski resorts invariably need to attract tourists as well as day users. Hotels and resort facilities may partly rely on revenues generated by local users (functions, club membership, restaurant usage etc.).

It is really hard to draw a line where recreation ends and tourism starts. When not talking about statistics then it is also not so important. It is important to understand that both try to save environment and use it as sustainable as possible. Also both have to main target groups – locals and tourists. Both groups can use and benefit from facilities developed in the area.

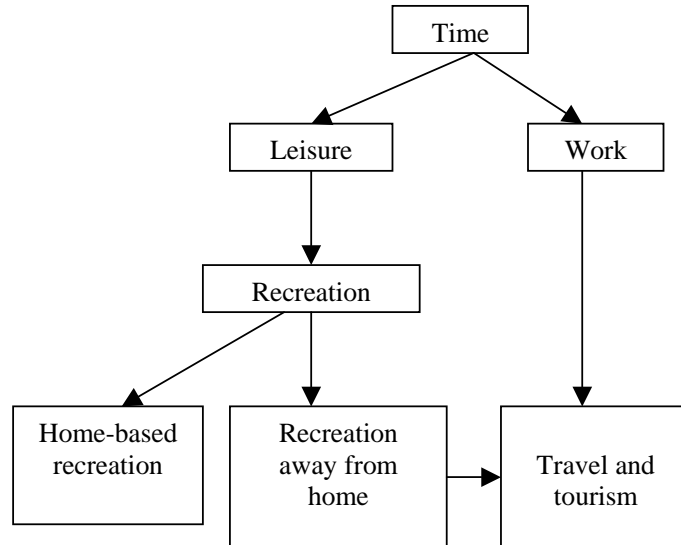


Figure 1. Leisure and tourism (Tribe 2002)

We can say that leisure, recreation and tourism are overlapping concepts (Figure 2). Hall and Page (2007) conclude that tourism and recreation should be viewed as a part of wider concept of leisure. Broken lines are used to illustrate that the boundaries between concepts are “soft”. Work is differentiated from leisure with there being two main realms of overlap: first, business travel, which is seen as a work-oriented form of tourism in order to differentiate it from leisure-based travel; second, serious leisure, which refers to the breakdown between leisure and work pursuits and the development of leisure career paths with respect to their hobbies and interests.

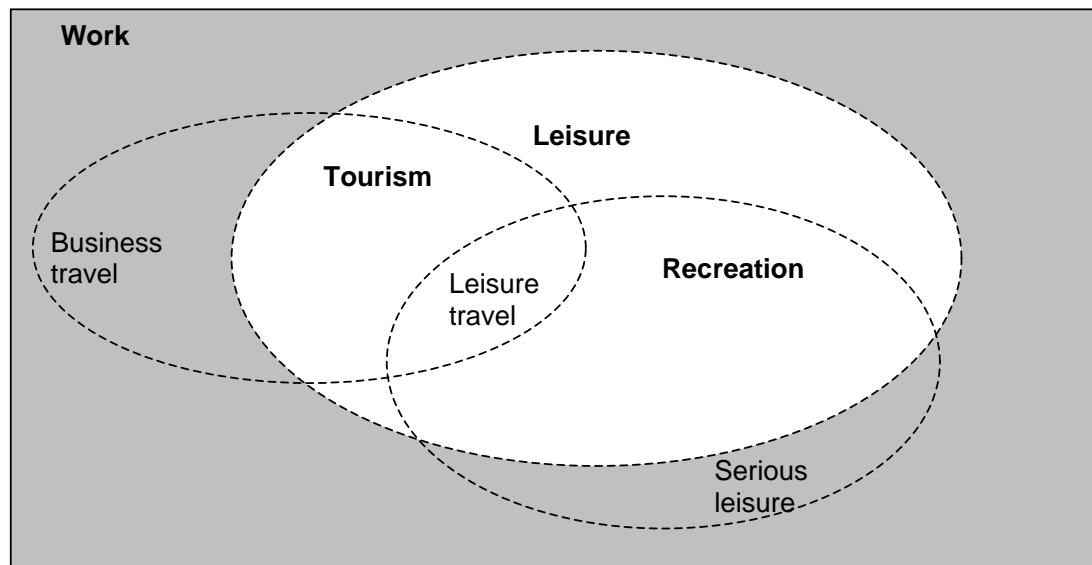


Figure 2. Relationship between leisure, recreation and tourism (Hall and Page 2007)

Williams (2003) concludes that by the nature, most areas of recreation and tourism are rightly located in the wider field of leisure. These are areas of experience that generally

occur in what most people will identify as leisure time, and where they deliver many of the personal rewards and benefits that people ascribe to leisure activity. There do exist, however, areas of both tourism and recreation that extend outside the orbit of leisure and into areas of work. This is evident in the incidence of business tourism, but also in the realms of serious leisure where recreational interests take on some of the attributes of work in the quest for a professional level of competence in the activity in question. There is a considerable degree of overlap between the spheres of recreation and tourism, which is evident, at the most simple level, in the common coincidence of tourists and recreationalists in time and space.

As seen and described previously tourism, recreation and leisure are overlapping concepts and there are difficulties defining the terms. But there are certain criteria for all of them. Leisure includes discretionary time, recreation is an activity on leisure time and tourism is temporary visiting. In next papers theoretical issues on leisure and recreation will be discussed.

1. THEORETICAL BACKGROUND

1.1. Play theories

When starting with the theoretical background of leisure and recreation the play theories are basics to start from. Torkildsen (1999) as referred the concept of play as the cornerstone of leisure. He has brought out that people played already in ancient times. Great discoveries have been made which help unravel the past. In tracing human development, anthropologists have found not only implements for work and survival, but also playthings— toys, dolls, hoops, rattles, marbles and dice. Playing musical instruments, dressing up in ornate costume, pageantry and dancing may have resulted from, initially, just playing, or having fun. In later times, scientific discoveries and inventions may well have been the outcome of playing with a hobby, with intense and absorbing enthusiasm. Play is in the very nature of human beings.

Play has a certain role in our lives and the meaning of play is probably individual. We can see play behaviour in almost any life situation. The easiest and most evident is are the play situations in children acts but also adults using traits of play in their life. The theories of play have been studied by several authors and there are many theories of play.

Classical theories may appear to have some “common-sense” wisdom, but for the most part, they are archaic and not very helpful, with many logical shortcomings. Among the recent theories the learning, developmental and psychoanalytic theories show that play contributes to the development of intelligence and a healthy personality. Children gain pleasure, overcome unpleasant experiences and develop mastery of their physical and social environment. (Torkildsen 1999)

Why play? There is no precise answer. Some claim that play is justification in and of itself without further rationalization, but animals play as well as humans and this seems to indicate that it performs some survival function. In addition, play does seem to be arousal seeking behaviour, a seeking out of novelty, a preparation for the unknown and children, especially, learn and develop through play. The descriptions and explanations of play have been in the past too simplistic or obtuse. They have been obscure because of our failure to recognize that play cannot be conceived as a simple concept. Play is a complex set of behaviours—“a million permutations of human behaviour”. As play is utterly individual and play activity can be seen at any time and in all life situations, it follows therefore that almost any situation or activity can function for someone as a play activity if undertaken in the spirit of play. (Torkildsen 1999)

There is no good definition for play. There can be found several different definitions but there is no exact definitions that would give an accurate overview of play. But there are several characteristics of play. Play is activity of any kind, mental or physical, it is undertaken freely and usually spontaneously (Torkildsen 1999). So it can be concluded that play is something we do and there is no compulsion and mostly it is unplanned. Torkildsen (1999) has added that play is fun, purposeless, self-initiated and often extremely serious; play is indulged in for its own sake; it has intrinsic value; and there is

innate satisfaction in the doing. There can be seen connections with leisure activities where it is important also to enjoy what you are doing and have satisfaction from the activities you do.

The study of play has taught us that the activity itself, rather than a useful outcome, is the motivating force. However, play does have important functions for learning, for social development and in co-operation in “playing to the rules”, as even the most simple of games teaches. Indeed, the play group, more than parents or teachers, appears to be the principal agent of learning to get on with each other. (Torkildsen 1999)

It is the same way also in leisure and recreation. The process might be more motivating than the result of the activity. It doesn't matter if you are watching television, swimming, playing golf or riding a bike. The activity gives an opportunity to load positive energy and get rid of stress and negative thoughts.

Play and games are vitally important in our culture. Play transports the player, as it were, to a world outside his or her normal world. It can heighten arousal. It can be vivid, colourful, creative and innovative. Because the player shrugs off inhibitions and is lost in the play, it seems to be much harder for adults with social and personal inhibitions really to play. (Torkildsen 1999)

Playfulness is a very important part of “healthy” and “wholesome” living, and it has implications for leisure behaviour and opportunity. Those people whose living embraces spontaneity, manifest joy and a sense of humour are probably better able to deal with the freedom and choice that are present in leisure. (Torkildsen 1999)

How is play linked to the leisure and recreation activities and management? As said previously - play is the cornerstone. Take the play element out of the activities of actors, sportsmen and women, recreational players or people just enjoying their formal or informal leisure and the essence of the activity is lost (Torkildsen 1999). Whatever you do, you have to enjoy it, have fun and find the play element.

1.2. Leisure theories

Most simply leisure can be described as free time that we can spend as we want to. There is no obligation or compulsion. Leisure should be fun, enjoyable and pleasurable. Different authors have described and studied leisure and the overview is given in this chapter subsequently. Firstly there is a discussion about the word “leisure” and what it means in different languages.

Torkildsen (1999) has described the meaning of the word “leisure” in different languages. The English word “leisure” appears to be derived from the Latin *licere*, “to be permitted” or “to be free”. Hence the French word *loisir*, meaning “free time”, and the English word “licence”—permission or freedom to act. Thus the word “leisure” is associated with a complexity of meanings in language. Generally it is defined in terms of “freedom from constraint”, “opportunity to choose”, “time left over after work” or as “free time after obligatory social duties have been met”.

Leisure has had a role in our lives for long time. It has had different meaning through time and played different part in everyday life as the meaning of free time and work have changed and people have more free time than decades ago. Machines and technology have developed and made working easier. Also policies have changed and certain amount of time free from work is given to employees.

Traditional conceptions of leisure have been in terms of time – particularly those periods of the day that remain when responsibilities for work or domestic duties and the need for sleep and personal care have been discharged – and the activities that make use of that time. The origins of the concept of leisure as time lie in emergence of capitalist-industrial economies in eighteenth and nineteenth centuries. The factory system, in particular, imposed a rigorous demarcation between hours of work (in which the workers' time belonged to their employers) and remaining periods where usage of time was discretionary whilst still being widely prescribed by the need to fulfil essential domestic or communal tasks. It was the rigidity of industrial patterns in regulating time – in contrast to the flexibility that characterised many pre-industrial systems – that encouraged the recognition of periods of leisure as an antithesis of work. (Williams 2003)

According to Torkildsen (1999) leisure was thought to be totally opposite to work but increasingly leisure and work are considered to be on a continuum. Effort (work) is expended both at work and in many leisure activities. With high unemployment, early retirement, longer life and greater leisure potential, an understanding of the relationship between work and leisure is more important than before. Man is both *Homo ludens*, man the player, and *Homo faber*, man the worker. Worthwhile productive labour (effort) appears to be as essential to human self-fulfilment as positive, productive leisure. Both can lead to human satisfactions. It is leisure, however, free from compulsion and necessity, which gives greater potential for human self-fulfilment. Pigram and Jenkins (2006) add that the concept of leisure clearly implies more than the antithesis of the necessity to labour or work. Lack of employment does not necessarily equate with leisure. Unemployed people do not always make a conscious choice between work and non-work/leisure.

During the crisis time we are living at the moment the unemployment is very high. But as said previously we cannot say that people who don't have work have mostly leisure-time in a day. They have a lot of free time but all the activities during that time is not leisure. There is also said that sometimes leisure and recreation activities require money and unemployed cannot afford these activities.

Torkildsen (1999) adds that freedom from obligation is often regarded as a key attraction of leisure, but many non-work activities— e.g. domestic, social, voluntary and community activities— involve considerable obligation. Some regard leisure as being an opportunity for relaxation and pleasure but often people spend their leisure time in dedicated service, study, personal development, hard training, discipline, stress or writing a book. The problems of definition and understanding are considerable.

When defining leisure there are several ways to do it. Some very basic definitions might not open the deeper meaning of the term and different authors have discussed ways how

to define leisure. The definitions also have changed as the meaning and value of leisure time has changed.

Aristotle viewed leisure as the state of being free from necessity to labour - freedom is generally considered the key element of leisure (Pigram and Jenkins 2006). Broadhurst (2008) offers that we could define "leisure" simply as the time available that we can spend as we choose. But the problem is that each of us feels very differently about our obligations, whether to our colleagues at study or at work, our families, our friends, our communities or society at large. Some consider leisure as a state of mind, an approach to life, a part of our lives set aside from other obligations.

According to Williams (2003) definitions of leisure have tended to move away from traditional associations with non-work time and associated activities, and towards a construction that acknowledges the importance of personal attitudes and state of mind. Roberts (2004) adds that leisure has blurred edges - spending on holidays and admissions to cinemas is clearly "in", but it is less clear what proportions of all spending on meals-out and transport should be classified as leisure.

Leisure is important and means different things to different people (Pigram and Jenkins 2006). For some people, leisure is just as important as work and discrete periods of time are given to leisure each and every day. For others, leisure time is hard to find amidst work (including the journey to work) and the pressures of day-to-day life. The relaxation people experience during leisure may be central to reducing stress in daily living. Thus leisure plays an important role in our everyday life especially during times when unemployment is high and we need to keep our jobs but all this is very stressful. So leisure is one way to reduce stress and get positive energy.

Also Torkildsen (1999) claims that leisure is important in the rhythm of our lives. It is to do with activities, usually chosen for their own sake, and in relative freedom and which bring intrinsic satisfactions. Leisure is not time, but a "leisure use" of time. The personal and social orientations of the use and satisfactions appear to be what make the activity "leisure".

Leisure has become the right of most people in Western civilization in the twentieth century but time for leisure can be seen both as a blessing and a curse. Time, without the means, the motivation and the opportunity, or free time forced on to people, are not regarded as leisure. To function as leisure there appears to be a need for positive approaches to life and the activity. The idea of leisure potential stresses the need to offer opportunities for individuals to express themselves in ways of benefit to themselves and to society. (Torkildsen 1999)

There is also an important role of different stakeholders who can develop facilities for people to have better choice for leisure activities. There is a possibility to get support for different projects to get extra resources to build and develop facilities for people to spend their leisure time and attend in recreational activities. In Estonia those facilities are being developed and the choice is getting better in different regions. More possibilities are in towns but also far from bigger towns the situation is improving every year.

Leisure and tourism

A little overview about the relationship between leisure and tourism is given here. Leisure and tourism as definitions are separate but when studying the meaning more closely they are involved and there is hard to feel the edge.

According to Veal (2003) tourism can be seen as a form of leisure that takes place away from home. However, travel for non-leisure purposes is also often included in tourism, for example business and conference travel – but even these travellers generally make use of leisure facilities at their destination, often mixing business and pleasure. Leisure facilities are generally planned primarily to meet the needs of the residents of the local community in which they are located, many cater both for tourists and for locals.

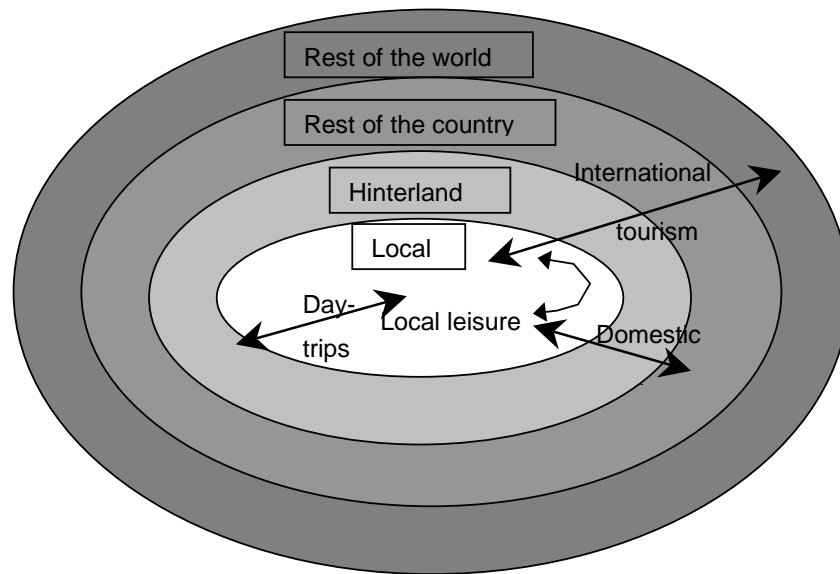


Figure 3. Leisure, tourism and geography (Source: Veal 2003)

Figure 3 illustrates the overlaps and relationships between leisure and tourism. Most of the leisure facilities are usually planned and developed for the local communities but also tourists can use them. When considering the definition of tourism then also day-trippers and excursionists are not tourists as they don't stay overnight but they use leisure and recreational facilities during their trips.

1.3. Recreation theories

As with play and leisure there is confusion when defining the term. There are several ways to view the term and several circumstances that can be taken into account. It is possible to see recreation as more active or also passive activity, outdoor, indoor and so on.

The English word “recreation” stems from the Latin “*recreation*” that means “restoration to health”. So the term has had a meaning as a process that restores or recreates the health of a person. In Finnish there is a term “*virkestys*” for recreation and it means basically outdoor activities. There is no special word in Estonian yet and so the word “*rekreatsioon*” stems from English word recreation.

According to Torkildsen (1999) the historic approach in defining recreation has been to consider it as an activity that renews people for work, an approach which has obvious limitations. While some definitions refer to recreation as restoration, most focus on it as a form of activity. Others, while corroborating the activity approach, apply the condition to it of social acceptance. Most view the activity as unobligated. For example, the Dictionary of Sociology defines recreation as ‘any activity pursued during leisure, either individual or collective, that is free and pleasurable, having its own immediate appeal, not impelled by a delayed reward beyond itself. Also Williams (2003) adds that “recreation” is most commonly connected with the idea of activity – with purposeful and constructive engagement with a pursuit or event.

There have been explanations and discussion about the concept of leisure and play and it is obvious that these are not simple concepts. The same is with the concept of recreation but still lots of different authors have studies and described the concept and a lot of theories are found in the literature. Subsequently some of those theories are being described.

There are hundreds of theories of recreation as said before. They do not fall into any clear or logical categories. According to Torkildsen (1999) most of them embrace a large number of interrelating elements, such as need-serving, satisfying experiences, associated with activity, of value to society, and so on. Most theories, too, appear to overstress values, outcomes and “wholesomeness”. The research is so confused and overlapping that an attempt is made below simply to highlight some of the main approaches to an understanding.

One theoretical approach to recreation is about needs serving. According to Torkildsen (1999) whatever the choice of recreation, each individual seeks to satisfy some inner need. Recreation is a response to pleasure cravings. But such a description concerns what recreation does, not what it is. Recreation, therefore, serves both individual and society.

Secondly Torkildsen (1999) have described recreation as leisure-time activity. By far the most widespread definitions and the ones most acceptable to providers of recreation services are that recreation is simply those activities in which people participate during their leisure. The problem with this traditional view of recreation as activity is that it is heavily slanted in certain preconceived directions. Indeed, so much so, that to many people recreation is synonymous with physical recreation and sport. In addition, providers tend to provide for activities and feel they are providing for recreation, without knowing which activities are the most appropriate and whether they are meeting the needs of people. Moreover, there is no universally accepted definition of what constitutes people’s leisure.

Torkildsen has also seen recreation as value to individual and society. Recreation has been dogged by having to live up to a standard of high moral and social value for the “good” of the individual and society. Play is free, happy and expressive behaviour that contributes to childhood development. Recreation does not necessarily contain play, but must always have a particular value framework related to appropriate and satisfying use of leisure. Recreation is also an attitude of mind regarding leisure behaviour and has a direct influence on those factors, which create personality. It can produce feelings of well-being, satisfactions, pertaining to positive identity, growth, creativeness, balanced competition, character, mental capacity, dignity of the individual, physical conditioning, socialization and a coping attitude.

Recreation as a re-creation is one way to describe the concept. According to Torkildsen most theorists have concentrated on the value of recreation, and the outcomes of recreation. Recreation produces unity and harmony within the individual. The unity of mind and body brought about at the time of “consummation” is recreation. The distinguishing feature is its consuming and absorbing quality. In this respect, it fulfils the need for psychological homeostasis. Hence the individual experiences a balance or temporary harmony at the point of complete fulfilment from which stems a feeling of re-creation, or re-birth. The basic difference between recreational value and recreation itself is in time rather than degree. Recreational value will be noted after the consuming experience has occurred, whereas recreation itself occurs at the time of the experience. Williams (2003) adds that in most recreational activities the participant derives some restorative benefit through participation – that they are re-created by the experience or its outcomes – and that recreation may deliver both intrinsic and extrinsic benefits.

Williams concludes that a very wide range of human interests and actions can be classified as recreation and personal perceptions and individual values may be crucial determinants of the status and meaning of a particular activity or event.

In broad terms, recreation is usually considered as activity and/or experience. What kind of effect or satisfaction it provides depends on the individual. The experience is different for different individuals as the level of the workout is different.

1.4. Similarities between play, recreation and leisure

Torkildsen (1999) has discussed the similarities between play, recreation and leisure. These similarities emphasize that play, recreation and leisure are integrated and they appear, collectively, to have an inner core. Several words, ideas or themes are used frequently in describing each concept of play, recreation and leisure, including the following:

- *Freedom*: This is the free expression of play; the free choice of recreation; the freedom of choice in leisure.
- *Self-expression*: Each emphasizes individual self-expression.
- *Satisfaction*: Play is characterized by satisfaction in the doing, manifest joy; recreation and leisure are both satisfying to various degrees.
- *Quality*: The quality of experiencing is important to all.

- *Self-initiated*: Play is usually self-initiated, and leisure and recreation also appear to be so in large measure; recreation, however, can also be directed by others.
- *Absence of necessity*: Play cannot be forced and remain play; leisure has the same connotations; in recreation too there is an absence of necessity, but a level of obligation may be attached to it in its institutional setting.
- *Playfulness*: Play, though often serious, is abundant in playfulness, in fun; recreation is often playful but many elements are so competitive that they appear to be more akin to work; leisure is freer and “looser” and therefore exhibits more playfulness.
- *Any activity*: In its purest terms almost any activity can function as a play, recreation or leisure for someone; recreation, however, is more socially constrained in its institutional setting.
- *Experiencing*: Again, in its purest terms, each has an inner dimension; play is totally absorbing in the doing (“lost in play”); re-creation can be an innerconsuming experience of oneness; leisure can be the perception of freedom for the sake of doing or experiencing.
- *Timelessness*: In totally absorbing situations in play and recreation, time can stand still. While leisure has a time frame, leisure behaviour should not be time conscious.

Play can be described as activity, freely chosen and indulged in for its own sake for the satisfaction it brings in the doing; it exhibits childlike characteristics of spontaneity, self-expression and a creation of its own special meaning in a play world. Recreation, unlike play, appears to need to be justified, “keeps youth off the streets”, “produces good citizens”. It carries greater social responsibilities than “leisure”. It has concern for community well-being, which is epitomized in “therapeutic recreation”, “industrial recreation”, “recreation counseling”. Recreation is thus a social institution, a structure for recreation organisations, services and activities. (Torkildsen 1999)

Re-creation is another meaning. In its purest sense, it is characterized by an inner-consuming experience of oneness that leads to revival. Like all feelings, it can have different strengths. At its strongest, it can be a “peak” experience. Recreation experience therefore renews, restores and “recharges the batteries”— in our waking moments. Like sleep, it is a process of re-creating! Leisure is perceived in different ways— time, activity, experience, state of being, a way of life, and so on. It is in a way multidimensional. It can encompass play and recreation activity. It can also function as the psychological perception of freedom to choose and to do and to experience. It also has the capacity to be perceived as a way of living— a “leisure ideal”. Leisure, then, can be perceived as experiencing activities, chosen in relative freedom, that are personally satisfying and innately worthwhile and that can lead an individual towards self-actualization and, ultimately, a self-fulfilling life. (Torkildsen 1999)

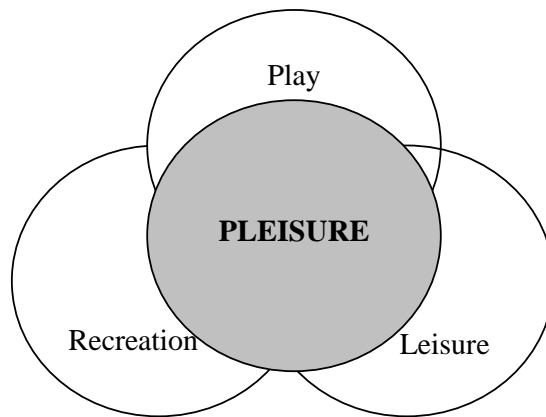


Figure 4. “Pleasure” at the heart of play, recreation and leisure experience (Torkildsen 1999)

Very interesting is the “pleasure” concept brought by Torkildsen that includes three terms discussed subsequently – play, leisure and recreation. Figure 4 shows the relationship and that each of those concepts is connected to others and they have a common field.

1.5. Tourists’ motivations and barriers

Human activity and its impact on recreation and tourism are interesting research issues. There are a lot of people willing to spend their free time and to travel but their motivations are different and they prefer different activities and destinations. In leisure business it is important to know and understand why people are taking part in different activities and why they are travelling and what is influencing their choice of destination.

People’s participation in recreation and leisure is a process to satisfy their needs. There are many levels and types of needs and researching and understanding people’s needs and motivations is offering information about why people engage in recreation. But there is no single theory relating to people’s needs and motivations.

Wall and Mathieson (2006) describe the need as a cognitive condition that arises from the lack of something, which if present would likely further the well being of that individual. Needs may be emotional, spiritual or physical. An individual’s need for change, new experiences, adventure and aesthetic appreciation may all be satisfied by travel and tourist activity. Also leisure and recreation activities give many opportunities to satisfy different needs, they give opportunities to escape from routine, do something exiting and just relax. But According to Torkildsen (1999) “leisure needs” as such may not exist, rather there are human needs which can find satisfaction through leisure opportunity.

The general issue of understanding consumer needs falls within the area of the psychology of tourists’ behaviour. The study of travel motivation is the fundamental starting point in studying the psychology of tourist behaviour. The question is often

expressed simply as: Why do tourists travel? (Goeldner 2006) Or we can add why people take part in leisure and recreation activities?

To satisfy their needs people are travelling whether in a group or individually or taking part in recreational activities. As Wright (1998) notices - people do not travel merely to collect stamps in their passports. They travel to satisfy a need. According to Holloway (2002) the difficulty in exploring these needs is that many people may actually be quite unaware of their needs, or how to go about satisfying them. Others will be reluctant to reveal their real needs; for example, few people would be willing openly to admit that they travel to a particular destination to impress their neighbours, although their desire for status within the neighbourhood may well be a factor in their choice of holiday and destination.

One of the most known and used needs model is Maslow's hierarchy of needs (see Figure 5). Maslow conveniently grouped people's needs into a hierarchy, suggesting that the more fundamental needs have to be satisfied before people seek to satisfy the higher level needs. (Holloway 2002).

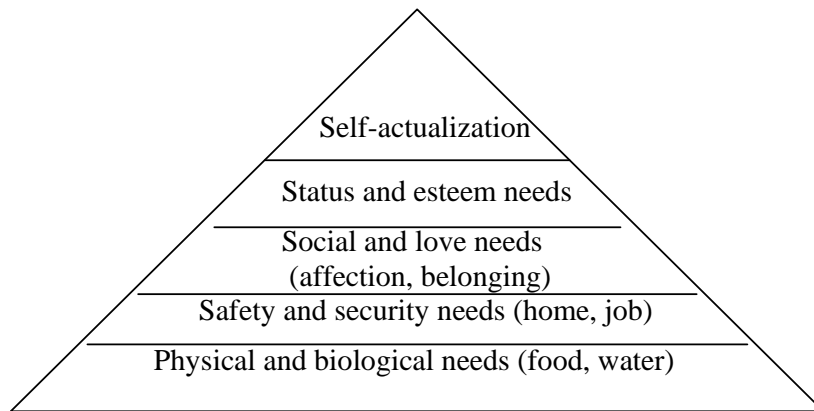


Figure 5. Maslow's hierarchy of needs (Wright 1998:53)

According to Maslow's theory, people are motivated to buy leisure and travel products that satisfy their needs for social interaction, esteem, respect, and self-actualization (Wright 1998). It means that basic needs must be satisfied before people are starting to think about travelling. The same is with recreation. Maslow's model is not ideal as in real life our needs are not hierarchical and some needs occur simultaneously. But it reflects our decision-making and acting as usually when you are hungry and thirsty then you don't care about very good recreational facilities that may help to satisfy self-actualization need before you have got your meal and drink.

According to Howell et al. (2006) vacation and leisure travel is often called discretionary travel. The word "discretion" refers to the ability to make a choice, judgment, or decision. Vacation and leisure travellers take trips because they want to – travel is voluntary for them. There is no obligation and they satisfy their needs when taking part in leisure and recreation activities.

According to Holloway (2002) some of our needs are innate, that is, they are based on factors inherited by us at birth. These include biological and instinctive needs such as eating and drinking. However, we also inherit genetic traits from our parents, which we are raised, and are therefore learned, or socially engineered. A common need in tourism and recreation is to escape temporarily from a perceived mundane or boring environment (Leiper 2004).

In recreation there are many local possibilities to escape from routine and have some activities inside or outside. When travelling it is more complex, requires more money and time than recreation activities nearby. Usually recreational resources and facilities are quite easily accessible and may not require any expenditure.

According to Leiper (2004) some common needs that tourists fulfil when travelling or doing recreational activities are: need to rest and relax, need for sunlight, need for regressive behaviour, need for self-evaluation, need for self-esteem, prestige and confidence, need for social interaction, need to spend time with relatives and friends, need to indulge in nostalgia, need for education, to indulge in curiosity, need for novelty and needs underlying tourists' shopping. So the actions taken are dependent on which need people are willing or trying to satisfy.

To be successful in leisure industry you must understand consumer needs and also motivation. According to Leiper (2004) needs and motivations should be distinguished. A need is a state of felt deprivation, while a motivation is like a force impelling people to act, attempting to satisfy a need. The process translating a need into the motivation to visit a specific destination or to undertake a specific activity is quite complex, and can be best demonstrated by a diagram (see Figure 2) (Holloway 2002).

From the Figure 6 it can be concluded that a consumer is motivated to buy a package or plane ticket to visit the destination only when perception of the need and attractions match. Again it shows that it is very important to be aware of the actual demand to be able to sell destinations.

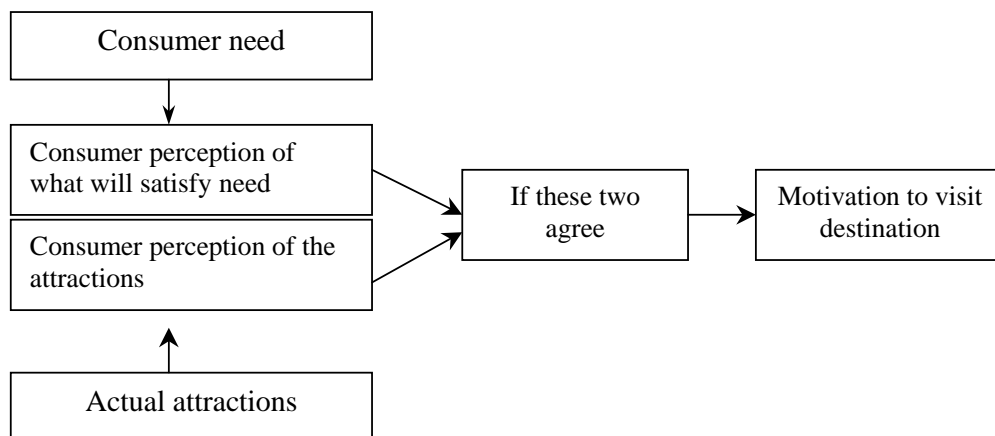


Figure 6. The motivation process. (Holloway 2002)

According to Torkildsen (1999) many discrete and complex, and often interrelated factors, condition people's choice and participation in leisure activities. Furthermore,

there are the strongest links between leisure and other elements of life. A person's age and stage in the family life-cycle, such as marriage, parenthood and retirement, affect opportunity and participation. Taking the widest view of leisure, the similarities in participation rates between men and women are more striking than the differences, though there are specific differences, and inequalities both within and between the sexes. The type and level of education people have undertaken has a profound effect on leisure participation. Education and recreation share in the same concern for the development of the "whole" person— body, mind and spirit— through different approaches. The amount of income and property a person has influences leisure participation. Higher-income groups have higher participation rates in most active recreation activities.

Different authors have defined motivation. Motivation has been referred to as a psychological/biological needs and wants, including integral forces that arouse, direct, and integrate a person's behaviour and activity (Yoon and Uysal 2005). Richardson and Fluker (2004) have defined motivation as a process of internal psychological factors (needs, wants and goals) generating an uncomfortable level of tension within the minds and bodies of individuals – this leads to actions to try to release tension and satisfy needs.

Motivation has been divided into four basic categories (Nickerson, Kerr 2007):

- physical motivators are directly related to health;
- cultural motivators are a desire to know and learn more about the music, architecture, food, art, folklore, or religion of other people;
- interpersonal motivators are the strongest motivators of all and include two extremes: visiting friends and relatives or escaping from family and friends;
- status and prestige motivators like –need for recognition, attention, appreciation, and good reputation.

All those motivators will lead people to recreational activities. For example, riding a bicycle or swimming or Nordic walking could be driven by physical motivators. Visiting concerts or museums and exhibitions will satisfy cultural needs and wants and so on.

The literature of tourism often conceptualizes tourist motives in terms of push and pull forces (Bogari et al. 2004). Holloway (2002) explains that motivation is expressed in two distinct forms, known as a specific motivation and general motivation. General motivation is aimed to achieving broad objective, for example that of getting away from the routine and stress of the workplace in order to enjoy different surrounding, and a healthy environment. Richardson and Fluker (2004) define those as external and internal factors, which motivate people (Baloglu and McCleary 1999, cited in Correia and Valle 2007).

The push motivations are related to the consumers' desire, while pull motivations are associated with the attributes of the destination choices. Push motivations are more related to internal or emotional aspects. Pull motivations, on the other hand, are connected to external, situational, or cognitive aspects. (Yoon and Uysal, 2005: 46)

Push theories suggest that there are factors that generate a drive or motivation for people to travel (internal and different for each individual). Pull theories focus on the factors that attract individuals to destinations (external, associated with the destination, generally the same for all travellers). These pull factors generally cannot be experienced in the home environment as, for example the sun and sand that cannot be found in during Northern Europe winter. Push factors help to explain why people choose to take a vacation. Pull factors help to explain why they choose a particular destination. (Wright 1998; Ateljevic 2002; McCabe 2002)

In recreation it can be said that people take part in different activities because they want to satisfy a need or want (push factors) and when for example local authorities have established good recreational opportunities and facilities then people want to try and use them (pull factors).

People have different needs and expectations and as a result they also have different motivations for travelling or for choosing destinations. It is important for entrepreneurs in leisure business to collect information about customers, but it is equally important to know why people are not travelling or taking part in recreation.

There are a number of reasons why people do not take part in recreation or do not travel. People face the problem of limited time and money. There are 24 hours in a day and if we take off the time for eating, sleeping, working and other obligations then there is not much time left for leisure. And thus the main choice that people face is whether to devote their limited time to leisure or work.

The principal barrier, apart from time and money, is a lack of desire to travel. There might be also health barriers (physically unable to travel because of age, a handicap, or another existing condition). Security fears also prevent individuals from travelling. Family or other commitments can also prevent travel. Lack of knowledge may be a barrier if the individual is unaware of or unfamiliar with travel opportunities. Some people see travel as a hassle. Travel is too much trouble and inconvenience for them. (Wright 1998) It can be said that also some differences in barriers are seen between male and female. Usually more domestic works and taking care for children means that female have less leisure time they can spend on recreation on travelling.

Howell et al. (2006) add accessibility or distance and travel tastes and experiences to travel barriers. According to Pigram and Jenkins (2006) recreation demand depends on the specific characteristics of the population (e.g. age, income, family structure, occupation and psychological parameters), and not on the relative location of user groups, or the quality and capacity of facilities, or the ease of access.

Nickerson and Kerr (2007) note that also education influences the decision to travel. People with higher education have wider knowledge of the world and they are looking more for new experiences. When motivation to travel is sufficiently powerful, the barriers may be overcome, but these forces may still influence means of travel and destinations selected (Goeldner 2006).

From observation and working experience of people's use of leisure, it is clear that a great many people overcome the limitations of a poor education, family obligations and

personal handicaps, and even overcome the obstacles of low income, insufficient facilities and resources, to find themselves preoccupying satisfying interests, self-fulfilling experiences and “mountains to climb”. Leisure and recreation management has much to offer in the way of enabling people to discover themselves, to reach beyond their immediate grasp. (Torkildsen 1999)

Consumers are different and that means their needs, expectations, motivations and barriers to travel are different. These are not always predictable but still very important to know for entrepreneurs in leisure business. It is necessary to carry out surveys to get to know the demand in order to improve the supply and sell more. In this paper there is not an overview given about how to measure demand.

1.6. Tourist behaviour and decision-making process

As already said, in order to be successful in leisure business, it is important to understand people’s needs, wants and motivation, but also consumer behaviour and the process how decisions are made when choosing destinations. People’s behaviour changes over time and more authors have started to research this subject. Tourist behaviour and decision-making process can be seen as part of the behavioural geography.

As Wall and Mathieson (2006) notice impacts of tourism result from the behavioural outcomes of the tourist decision-making process. Such impacts, ultimately, stem from the multitude of individual decisions to visit particular places and to participate in specific activities. The vacation travel market has become highly competitive and wide ranges of travel options from which tourists choose is immense, increased discretionary time and money have given the potential tourist flexibility in choice. As a result, the factors influencing tourist decisions have become increasingly more complex.

According to Cooper et al. (1998) it is necessary to study consumer behaviour to be aware of:

- the needs, purchase motives and decision process associated with the consumption of leisure and tourism;
- the impact of the different effects of various promotional tactics;
- the possible perception of risk for leisure purchases;
- the different market segments based upon purchase behaviour;
- how managers can improve their chance of marketing success.

The process of choice involves constant comparison, weighing up one destination against others, estimating the benefits and the drawbacks of each as a potential holiday destination (Holloway 2002). Most studies on consumer behaviour refer to five stages in the decision-making process: identification of needs, information gathering, evaluation of alternatives, process of choice and post-purchase processing (Correia, Crouch 2004).

According to Wall and Mathieson (2006) the decision-making process involves five principal and interacting phases:

- felt need or travel desire,
- information collection and evaluation,

- purchase or travel decisions,
- travel preparations and travel experience,
- travel satisfaction evaluation.

In recreation also need or desire is first step when planning an activity. Then people will look up for different opportunities they can find and choose from. The most interesting or what will serve the need best way is chosen. Some activities need preparations and after that people will take part and enjoy the activities. For suppliers it is important also to have feedback about satisfaction to improve their products and serve people's needs.

A simplified representation of the factors, which influence the decision to participate in recreation, is set on Figure 7. A broad distinction can be made between the potential demand or propensity for recreation and the supply of opportunities to realise these preferences or desires, the variables can be grouped into the demographic, socioeconomic and situational characteristics, which generate a propensity to recreate, and those external factors which facilitate or constrain the decision and the choice of activity and site. (Pigram, Jenkins 2006)

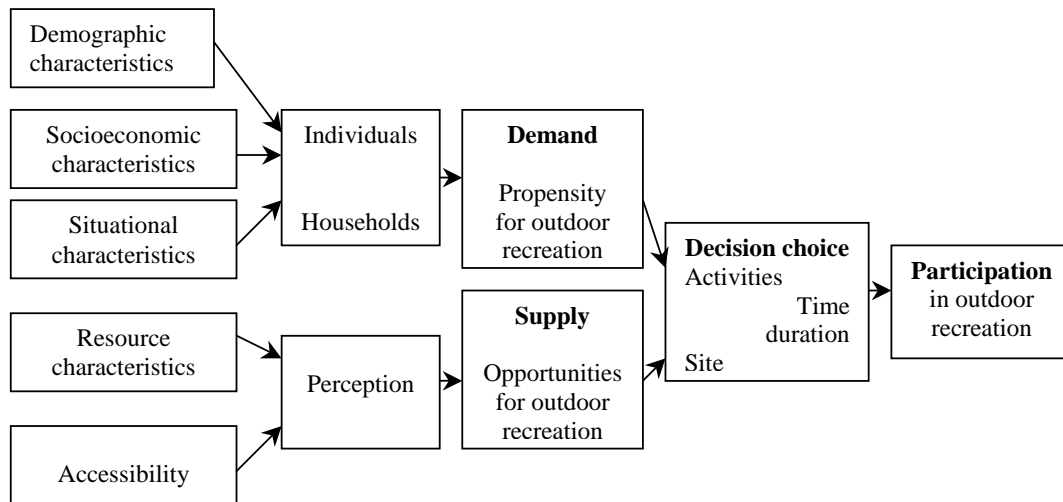


Figure 7. The decision process in outdoor recreation. (Pigram 1983, cited in Pigram, Jenkins 2006)

The process of sorting through the various holidays on offer and determining, which is the best to choose is inevitably complex, and individual personality traits will determine how the eventual decision is arrived at. Many consumers engage in routinized response behaviour, in which choice changes relatively little over time. Some consumers will buy on impulse. While this is more typical of products costing little, it is not unknown among holiday purchasers, and is a pattern of behaviour that can be stimulated and serviced by late availability offers particularly. (Holloway 2002)

Several researchers have attempted to measure the impact of personality on choice. According to Holloway (2002) perhaps the best known, in the field of tourism research, is Stanley Plog (see Figure 8). Plog developed a theory which classified the United

States population by the extent to which they are either allocentrics, meaning those seeking variety, self-confident, outgoing and experimental, or psychocentrics, meaning those who tend to be more concerned with themselves and the small problem of life, and are inclined to seek security. Falling between these two extremes is the midcentric personality – most vacation and leisure travellers fall into this category. Midcentric personalities travel for the sake of a break from their everyday routines. According to Plog an individual’s personality determines his or her motivation for travel and choice of destination. (Howell *et al.* 2006; McCabe 2002)

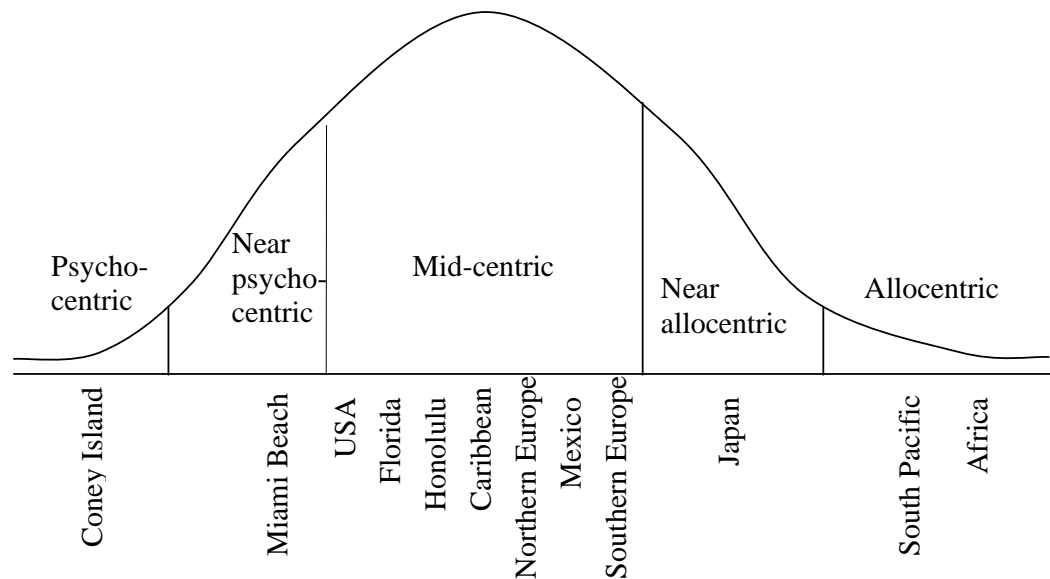


Figure 8. Personality and travel destination choice: the allocentric-psycho-centric scale. (Holloway 2002)

According to Torkildsen (1999) participation is closely and positively related to social status and the prestige of one’s occupation. The “middle classes” are not only more active culturally and intellectually, but also travel more and play more sport, compared with the “working classes”. The way people perceive leisure provision influences participation. Preconceived ideas, too, can have important positive or negative effects. Car ownership has revolutionized people’s leisure opportunities. The accessibility of facilities and their location, and an awareness of opportunities, are important considerations. People’s use of facilities and services is affected, to a considerable degree, by management policy and management activity. Facilities must be both accessible and acceptable. The attitudes of providers and managers, and the quality of management, will help more people to find satisfying experiences through leisure and recreation opportunity.

As with aspects of human decision-making, explanation of leisure and recreation behaviour is complex. An underlying dimension common to both leisure and recreation is discretion – the exercise of choice. This discretionary element helps explain why

observers find difficulty in explaining why people choose particular leisure and recreation settings and activities, and in accounting for recreation choice behaviour. It might be argued that the choice process is no more complex than that involved in, say, the selection of a new residence. After all, choice is subject to a range of influences and is not a completely random process. Nor is it unique to any individual or group. However, the unbounded nature of leisure and the subjective, even capricious characteristics of recreation decisions, make generalisation and prediction more challenging. (Pigram, Jenkins 2006)

However, actual consumption or participation in recreation activities is very much a function of the supply of those opportunities. Observed levels of leisure behaviour may conceal frustrated demand, which can only be satisfied by the creation of new recreation opportunities or by increasing the capacity of existing facilities (e.g. by management strategies encompassing land or water acquisition, hardening the landscape, and interpretation). If opportunities are less than ideal, people will actually participate less in recreation than their theoretical level of demand would indicate. (Pigram, Jenkins 2006)

There are different models used to explain tourists' behaviour. Different authors see their advantages and disadvantages differently but all of those are still in use and further developed to explain tourists' behaviour and decision-making.

1.7. The demand for leisure and recreation (Source: Tribe 2005)

We can consider the cost or price of leisure time as its opportunity cost or what has to be given up in order to enjoy leisure time. The opportunity cost of leisure time can be thought of as earnings that are lost through not working. An interesting question is what will happen to the trade-off between work and leisure when income changes? Let us consider the case of an increase in income. There are two potential effects of an increase in income on the demand for leisure time.

First, an increase in income means an increase in the opportunity cost of leisure time, in terms of greater loss of earnings per hour. In this case we may expect consumers to demand less leisure time. This is called the substitution effect. Consumers will tend to substitute work for leisure to reflect the increased opportunity cost of leisure. However, an increase in income will also result in consumers having more income and spending power. Leisure time can be classified as a "normal service" and in common with other "normal goods and services, as income increases more will be demanded. This is called the income effect. So after an increase in income we are faced with two competing forces that relate to our new demand for leisure time. There are a complex set of forces which will determine whether the income or substitution effect is greater. One possibility is that as income increases, consumers have the ability to get more satisfaction out of their leisure time, thus resulting in a strong income effect. The satisfaction derived from labour is also influenced by psychological and social factors. Some individuals may favour long leisure hours, which they can happily fill with cheap

or free activities such as reading, watching television, sleeping or walking. Other individuals may have a low boredom threshold and thus get less satisfaction from leisure time. Equally there are cultural influences at work. There appears to be a greater work ethic in countries such as Germany and Japan than in other countries, particularly those with warmer climates.

The extent to which choice can actually be exercised in the work/leisure trade-off depends on flexibility in the labour market. When choosing between most goods and services, consumers can readily vary the amounts consumed in response to changing relative prices. Consumers generally have less choice in their participation in labour markets. Many jobs have standardized hours where individuals cannot choose to add or subtract hours in response to changes on wages. However, workers can express their general preferences through trade unions and staff associations and these may be taken into account in determining the overall work package of pay, hours and holiday benefits.

Some jobs offer flexibility in offering overtime provision, and some individuals may have extra employment in addition to their main job. In these cases individuals will be in position to exercise more precisely their choice between work and leisure. Finally the unemployed are generally not acting out of choice but by lack of opportunity in their allocation of leisure time. However, there has been considerable debate regarding social security benefits and incentives to work. Right-wing economists argue that benefit levels are distorting the labour market so that some unemployed maximize their satisfaction by remaining unemployed rather than entering the labour market.

2. LEISURE AND RECREATION PROVISION, MANAGEMENT AND FUTURE

2.1. Recreation in seaside resorts and water-based tourism and recreation

Many people live mostly in industrial communities and when spending leisure time then people look for different environments and activities to relax, enjoy and do something interesting. Coastline, seaside, water-related areas are special leisure places. As Williams (2003) says these are products of several factors – the unique attraction of the physical environment of the coast itself with its particular sounds, smells, sensations and views; the emotional response that the sight of the sea elicits from visitors; and the powerful sense of association between the seaside and holidays, those special events in the annual leisure calendar. Coastal areas provide an environment that is different and gives an opportunity to escape from daily routines and experience something new.

According to Orams (1998) travel to coastal areas for recreation has existed for probably as long as humans have. The sea has a strong attraction for people, which is not surprising given its importance as a source of food and transport. Coastal and marine tourism is, quite simply, a huge business that forms a significant component of the wider tourism industry.

Beaches and coastal areas are probably the most popular water-based tourist destinations, but also islands are magnets for visitors. Islands also have beaches, but there are other attractions too that pull the tourists (e.g. exotic and different culture, interesting flora and fauna, local people and traditions, etc). A lot of islands have become very popular tourist destinations, e.g. Hawaii, Tahiti, Fiji, Bali, Aruba, Jamaica, Majorca, Cyprus, the Seychelles, the Maldives, the Canary Islands and the Galapagos.

Water-based tourism relates to any touristic activity undertaken in or in relation to water resources, such as lakes, dams, canals, creeks, streams, rivers, waterways, marine coastal zones, seas, oceans and ice-associated areas (Jennings 2007). There are a lot of water-based tourism areas already in use around the globe but there is also a lot of potential areas that need planning and development to become recreational and tourism destinations.

According to Orams (1998) a diverse range of businesses forms the marine tourism industry. Those directly associated with marine tourism include small, one-person operations such as charter fishing-boat operators, sea-kayak tour guides and scuba-diving instructors. They also include moderate-sized private companies like whalewatch cruise operators and charter-yacht companies, and large, multinational corporations such as cruise-ship companies. An even greater number of businesses and agencies are indirectly associated with marine tourism. Examples include boat maintenance shops, coastal resorts, scuba tank-fill shops, windsurfer rental agencies, fishing equipment suppliers, island ferry services, souvenir collectors, artists and even rubbish collectors.

Recreating in and around water is a popular activity in most countries. The presence of water is often regarded as a fundamental requirement for outdoor recreation, either as a medium for the activity itself, or to enhance the appeal of recreational setting. Water provides for a diversity of recreation experiences, some requiring direct use of water itself (with or without body contact), and others merely requiring the presence of water for passive appreciation and to add to the scenic quality of the surroundings. The more active types of water-based recreation range over boating (sailing, power-boating, rowing and canoeing), fishing in all different forms, and swimming (including sub-aqua diving, water-skiing, surfing). Some of these are associated more directly with coastal waters, while others are concentrated on rivers and inland water bodies such as dams. (Pigram, Jenkins 2006)

According to Hall and Page (2007) the coastal environment is a magnet for tourists and recreationists although its role in leisure activities has changed in time and space, as coastal destinations have developed, waned, been re-imaged and redeveloped in the 20th century. The coastal environment is a complex system, which is utilized by the recreationist for day trips, while juxtaposed to the visits are those made by the domestic and international tourist.

Williams (2003) notes that the seaside resort is not just the product of a set of practices that we would now label as “tourism”, but a more complex synthesis of the special dimensions of tourism with the more routine and familiar forms of recreation, this synthesis is contended, has been true from the earliest stages of resort formation. The seaside resort does offer certain resources that are uniquely a part of seaside tourism – especially, of course, the beach and, to a lesser extent, the promenades and piers, but the manner of their use by tourists and visitors is still primarily a product of routine recreational patterns.

Table 2. International tourist arrivals by subregion

	International Tourist Arrivals (million)							Market share (%)	Change (%)		Average annual growth (%)
	1990	1995	2000	2005	2006	2007	2008*		2008*	07/06	
World	438	534	684	804	853	904	922	100	6.1	2.0	3.8
Europe	265.0	309.5	392.6	441.8	468.4	487.9	489.4	53.1	4.1	0.3	2.8
Northern Europe	28.6	35.8	43.7	52.8	56.5	58.1	57.0	6.2	2.8	-1.9	3.4
Western Europe	108.6	112.2	139.7	142.6	149.6	154.9	153.3	16.6	3.6	-1.1	1.2
Central/Eastern Europe	33.9	58.1	69.3	87.5	91.4	96.6	99.6	10.8	5.6	3.1	4.6
Southern/Mediterr. Eu.	93.9	103.4	139.9	158.9	170.9	178.2	179.6	19.5	4.3	0.8	3.2
Asia and the Pacific	55.8	82.0	110.1	153.6	166.0	182.0	184.1	20.0	9.6	1.2	6.6
North-East Asia	26.4	41.3	58.3	86.0	92.0	101.0	101.0	10.9	9.8	-0.1	7.1
South-East Asia	21.2	28.4	36.1	48.5	53.1	59.7	61.7	6.7	12.3	3.5	6.9
Oceania	5.2	8.1	9.6	11.0	11.0	11.2	11.1	1.2	1.7	-0.9	1.8
South Asia	3.2	4.2	6.1	8.1	9.8	10.1	10.3	1.1	2.6	2.1	6.8
Americas	92.8	109.0	128.2	133.3	135.8	142.9	147.0	15.9	5.2	2.9	1.7
North America	71.7	80.7	91.5	89.9	90.6	95.3	97.8	10.6	5.2	2.6	0.8
Caribbean	11.4	14.0	17.1	18.8	19.4	19.8	20.2	2.2	1.6	2.0	2.1
Central America	1.9	2.6	4.3	6.3	6.9	7.8	8.3	0.9	12.0	7.0	8.4
South America	7.7	11.7	15.3	18.3	18.8	20.1	20.8	2.3	6.5	3.6	3.9
Africa	15.1	20.0	27.9	37.3	41.5	45.0	46.7	5.1	8.4	3.7	6.7
North Africa	8.4	7.3	10.2	13.9	15.1	16.3	17.2	1.9	8.5	4.9	6.7
Subsaharan Africa	6.7	12.7	17.6	23.4	26.5	28.7	29.5	3.2	8.3	3.1	6.7
Middle East	9.6	13.7	24.9	37.9	40.9	46.6	55.1	6.0	14.0	18.1	10.5

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO, 2009)

Accordingly Table 2 during last decades most popular destinations have been regions with large coastal resources – Western Europe, Southern and especially Mediterranean Europe. France and Spain are the most popular destinations in Europe and they both have attractive coastline resorts that attract tourists besides their cultural, historical and other resources.

Short historical overview of coastline resorts according to Williams (2003) shows that in the 19th century, resorts developed as leisure places because they were distinctive attractions that offered a particular set of opportunities for the pursuit of pleasure. Over the last three decades of the 19th century the special character of the seaside resorts diminished significantly – a trend that was both a consequence and a cause of the reduced attraction of these traditional leisure places. By the start of the 20th century, a pattern of resort-based tourism had become firmly established in Europe and USA, whereby millions of people became regular visitors to the seaside towns – places in which a distinctive blend of tourist and recreational practices were followed, almost by ritual.

At the commencement of the 21st century, a wide range of niche tourism, sport, leisure, and recreation experiences provide tourists, sportspersons, people at leisure, and recreationalists with substantial choices for how to spend their non-work time (Jennings 2007). There have been established a lot of different facilities to have wider choice of activities and people have started also to have more extreme activities on and around water.

Some activities that can be done according to water for example are boating, scuba diving, sport fishing, motorized watersports (jet skiing, wakeboarding, personal hydrofoils, parasailing), sail training experiences, cruises/trips on lakes, rivers, canals, coastal zones and seas, surfing, windsurfing, kayaking, whitewater rafting, etc. Activities can be on, under or near water and there is a choice from more dangerous to very safe and easy possibilities to choose from.

According to Orams (1998) it is difficult to make generalisations about the characteristics of marine tourists, because within every marine recreational activity there will be a diverse range of age groups and peoples represented. However, for particular activities a number of demographic patterns exist. For example, most of the activities, which are perceived as being more “adventurous” or having higher risk of injury, such as surfing, windsurfing, sailing and scuba, tend to be dominated by males and younger age groups. Those activities that are either passive, wildlife based or social tend to be dominated by older age groups and, in some cases, by females.

Williams (2003) notes that the significance of local recreation provision in the changing basis of resorts has been amplified as resort economies have become more diverse and the resident populations (with their attendant leisure demands) have increased. One of the key trends that have prompted the growth of permanent populations in coastal resorts has been retirement migration. But he also adds that seaside resorts have not merely become places of retirement.

For the people who live on or near the beach it is a part of normal life, but these areas are attractions for tourists. So it is very important to consider these issues concerning local people attitudes toward tourists. There can be seen more signs “private beach” or “private property” nowadays to keep away tourists and visitors. Some of those local people have also found way to earn some extra money during the peak-season and using the advantage that they live at the beach.

The concept of coastal tourism embraces the full range of tourism, leisure and recreationally oriented activities that take place in the coastal zone and the offshore coastal waters. These include coastal tourism development (accommodation, restaurants, food industry and second homes) and the infrastructure supporting coastal development (e.g. retail businesses, marinas and activity suppliers). Also included are tourism activities such as recreational boating, coast- and marine-based ecotourism, cruises, swimming, recreational fishing, snorkelling and diving. Marine tourism is closely related to the concept of coastal tourism but also includes ocean-based tourism such as deep-sea fishing and yacht cruising. (Hall, Page 2007)

There are certain places where the climate (especially the temperature of air and water) is appropriate and that become more popular within people for an example besides coastline areas with colder water. In the USA the Florida area is one very popular place with lots of beaches (Figure 9). From the Florida map can be seen that around the peninsula there are a lot of attractive beaches.



Figure 9. Florida beaches map

There are several websites that list and/or describe best or most popular, beautiful, etc beaches. For example there are websites like <http://www.beachesworld.com/>, <http://www.theworldsmostbeautifulbeaches.com>, <http://www.threebestbeaches.com>, <http://worldbeachlist.com>. Beach is not the only water-based destination but it is probably more popular than rivers, lakes and other water bodies.

Visitestonia.com gives a short overview of Estonian coastline to attract tourists and visitors: Estonia is fortunate to have such a beautiful and interesting coastline. From sleepy fishing villages, to unspoilt beaches, spa resorts, yacht marinas and larger ports there is something for everyone. Most people would agree that a journey along Estonia's coast starting at Narva in the north and heading towards Tallinn and then down the west coast to Pärnu, Estonia's summer capital would make a fantastic trip. There is also a list of the most popular mainland coastal locations:

- Narva-Jõesuu: Beach resort town near the mouth of Narva River.
- Toila: Historic village located on the coast of the Gulf of Finland.
- Valaste: Valaste's waterfall is the highest in Estonia and the Baltic States.
- Võsu: Beach village in Lahemaa National Park.

- Käsmu: “Captain’s Village” also in Lahemaa National Park.
- Kaberneeme: Beach village on a peninsula, just 40 km from Tallinn.
- Laulasmaa: Got its name from its “singing sands”. It’s just half an hour's drive from Tallinn.
- Paldiski: Former Russian naval base is situated on the Pakri peninsula in North West Estonia.
- Nõva: Nõva County lies on the territory of three nature reserve areas.
- Noarootsi: Steeped in Swedish and Soviet history.
- Haapsalu: Major seaside spa resort on the West Coast.
- Matsalu: Large nature reserve and national park in West Estonia covering land and sea.
- Valgeranna: Unspoilt beach just 8 kilometres from Pärnu, the summer capital of Estonia.
- Pärnu: Historical resort seaside city with a small harbour. Estonia’s summer capital.
- Kabli: Quiet seaside village in South West Estonia with bird-ringing centre and rural beaches.

We could say that Estonia has a good location concerning coastal tourism. Here is not as good climate as in Mediterranean region but we have water resources that can be used for tourism and other purposes.

2.1.1 Getting to the coast

Most popular transportation to the beach is probably the car. Using the car brings up many of the resulting pressures, planning problems (especially parking) and conflicts in environments. Public sector has used different ways of stopping the cars to get too close to the beach. There are parking places planned and usually parking fees are more expensive than parking away from the beach. Raising the cost of parking in beach area is one way to limit the amount of cars and also get income to manage the area. Several physical barriers have been established to stop the cars to drive on the beach. There are sign that show it is not allowed to drive or park a car on the beach although there are still people who do that. Then there are people from Environment Agency that control beaches and fines are used to keep the cars away.

According to Hall and Page (2007) the coastal environment and the routeways developed along coastlines, with viewing areas and a network of attractions, may also be a major recreational resource. There are many scenic roads from one destination to other but sometimes the roads themselves become destinations. There are several

different routes greaten with additional maps for visitors to bring them to the coast. For an example there is planned a route in Pärnu County called Romantic Coastal Road to attract more people to the Pärnu County coastal area.

As there are many beaches around globe and people need to make decision then there are several factors people take into consider. One important factor when choosing beach is the image. Distance and accessibility are also important factors affecting the choice. Promenades are one way to make beach more attractive. There are established new and renovated several promenades. In 2006 there was new Beach Promenade opened in Pärnu. It is very popular among tourists and local people nowadays.

2.1.2 Impacts and problems

Orams (1998) states that in the early stages of mass tourism development, the impacts of tourism were largely viewed as positive, particularly with regard to their influence on the economic development of a region or country. Consequently, tourism was seen as a desirable sector to target for development.

As the tourism and recreational activities grow and spread then more environmental, social, cultural and economic (negative) impacts can result. Of course not all the impacts are negative and there can be found positive examples where has been effective planning and management. Why it is so important to plan and manage coastal areas in a sustainable way? Main reason is that water resources are limited and tourists want to visit regions with adequate environmental quality and they don't want to stay in polluted areas. So it is important to use the resources we have nowadays in a sustainable way that next generations could enjoy them too.

Probably the use of coastal areas for recreational purposes will continue to increase and water-based tourism will continue to grow in popularity. According to Orams (1998) because of the increasing demand, the supply of marine tourism opportunities will become a critical issue. The damage caused by the pollution of our coastal environs from human activities on land and from commercial use of oceans for fishing, the dumping of waste, dredging and so on far outweighs the influence of tourism. Consequently, the future of marine tourism is inextricably linked with all other human activities that affect the sea.

The quantity and quality of available water can represent major constraints on the location, siting, design and operation of tourism facilities. As pressure grows on increasingly scarce water resources, the potential of areas, otherwise suitable for tourism development, may be compromised by inadequate water supplies. Water is essential for recreation and tourism – for drinking purposes, for sanitation and waste disposal, for cooling purposes, for irrigation and landscaping, and for the function of particular forms of water-related activities (e.g. swimming and boating). (Pigram and Jenkins 2006)

Main environmental problems in coastal areas are pollution, erosion, etc. The coastal environment is facing a wide range of environmental problems and pressures. Some of the problems are natural, like storm in January 2005 in Pärnu when the water level was

very high and lot of damage was done. For example specialists had to plant the sand dunes again in the beach that the water had carried away.

According to Pigram and Jenkins (2006) there is ample scope for conflict over use of water for outdoor recreation, and competition can become particularly intense where water resources are in short supply. Conflict can occur between:

- Recreation and other resource uses, such as control structures within the river system or agricultural practices and other land uses within a drainage basin;
- Incompatible recreation activities, amongst which power-boating and water-skiing probably arouse most opposition from less aggressive forms of recreation such as swimming and fishing;
- Recreationists and the environment exposed to use (e.g. the water and shoreline, flora and fauna, and nearby human settlements and communities).

Pigram and Jenkins add that water-based recreation can be affected by contamination which arise from many sources, including sewage, agricultural fertilisers, urban stormwater runoff, oil and petroleum spills from small boats to large container ships, human and animal faeces, swimmers carrying infections, and people washing with biodegradable detergents. Although the primary concern must be provision of an adequate quantity of clean water of suitable quality, modern treatment facilities make many forms of water recreation compatible with this aim. Where recreation is permitted, bank and shoreline activities, as well as fishing and non-powered boating, are usually accepted without question. However, even body-contact forms of recreation could be permitted where water treatment is of high standard.

2.2. Urban recreation and tourism

Cities and towns can be found all over the globe and as beaches, countrysides and other areas offer attractions and facilities to visitors, so urban areas have different opportunities for local people and tourists. There are very many possibilities to choose from smaller and bigger towns and cities and everyone should find something interesting.

Since 1970 the incidence of urban tourism has grown significantly in scale and has affected a much wider cross-section of urban destinations than previously (Williams 2003). The factors that have stimulated the growth of (urban) tourism are for example expanded availability of leisure time and holiday periods, the increased levels of discretionary income and the greater levels of mobility. People take more holidays but they are shorter and the popularity of city-vacations or long-weekends in urban environments have favoured urban tourism.

As Pigram and Jenkins (2006) note most of the population of industrialised nations live in the urban areas. The trend of urbanisation in Western industrial countries is well established. Some three-quarters of the population of the US and Britain live in urban areas and that figure is exceeded in parts of Western Europe. More than 80 per cent of

the Australian population lives about 2 per cent of the country's land area and hence is concentrated in urban areas.

According to Hall and Page (2006) towns and cities function as places where the population is concentrated in a defined area, and economic activities locate in the same area or nearby, to provide the opportunity for the production and consumption of goods and services in capitalist societies. Consequently, towns and cities provide the context for a diverse range of social, cultural and economic activities which the population engage in, and where tourism, leisure and entertainment form major service activities.

There are obvious differences in the physical and social geography of individual cities. Sydney, Australia, for example, is "blessed" with a magnificent harbour and a wealth of accessible sandy surf beaches, which provide unparalleled opportunities for water-related recreation. Many other coastal cities across the globe are likewise fortunate, whereas urban concentrations away from the coast typically present a different and more limited recreation environment. The presence of natural features and opportunities for contact with nature, within or close to the built environment, also enhance the potential for outdoor recreation. (Pigram, Jenkins 2006)

The clear line between tourism and recreation is blurred within urban area as tourists and recreationalists are using the same resources, facilities and. While most tourists will experience urban tourism in some form during their holiday, visits to friends and relatives, business trips or visits for other reasons (e.g. pilgrimage to a religious shrine such as Lourdes in an urban area), recreationalists will not use the accommodation but frequent many similar places as tourists (Hall, Page 2006). As discussed previously recreationalists may be local people who are spending their leisure time.

Resources like parks, historic sites and buildings, restaurants, shops, entertainment and cultural facilities are used by both tourists and local people. One growing recreation activity is leisure shopping where both tourists and local people spend their discretionary time and money.

Urban areas have different climatic conditions and these are important in the availability of a range of recreation opportunities. There are cities that attract skiers (e.g. Lahti in Finland or Otepää in Estonia) and cities in the tropics and subtropics can have the advantage, as the summer season is longer and nice weather attracts lots of people. Urban areas have to find the way they can attract people. A city with attractive natural resources and suitable weather conditions can take advantage of these for recreation, but those not so fortunate may need to compensate by the creation of artificial environments. There have been established very good facilities for indoor sports, children playrooms, water parks, etc.

Social differences between cities can also account for disparities in opportunities for recreation as Pigram and Jenkins note (2006). Where cities are large, long-established and densely populated, diverse cultural features are more likely to exist, and these can be the basis for varied forms of recreation experiences, from participation in ethnic festivals and traditional celebrations, to the sampling of exotic foods and shopping for unusual products.

As there is high competition between urban tourism destinations then marketing and promotion are techniques use to attract international and domestic tourism markets. As people are more aware, have bigger knowledge and easy access to information they demand higher standard of service provision and look for quality.

Place-marketing generates an image of a destination that may not be met in reality due to the problems of promoting places as tourist products. The image promoted through place-marketing may not necessarily be matched in reality through the services and goods which the tourism industry delivers. As a result, the gap between customers' perception of a destination and the bundle of products they consume is reflected in their actual tourist experience, which has important implications for their assessment of quality in their experience. (Hall, Page 2006)

It is important to segment the market to promote the destination to the segment markets and send the message to potential visitors as realistic as possible. All pictures, videos and other materials give people certain impression, which should come true when they go to visit that destination.

The urban tourism product is largely produced by the private sector either as a package or as a series of elements, which are not easily controlled or influenced by the place-marketer. There is a wide range of associated factors, which affect a tourists' image of a destination, including less tangible elements like the environment and the ambience of the city which may shape the outcome of a tourist's experience. As a result, the customer's evaluation of the quality of the services and products provided is a function of the difference (gap) between expected and perceived service. (Hall and Page 2006)

Much of the dissatisfaction with urban living, and many of the concomitant social problems, can be traced to the apparent inability of the modern city to meet the basic needs of its inhabitants. One of the objectives of urban environmental and recreation planning is to produce a more satisfying array of amenity stimuli and responses. The range and intensity of amenity responses are, in turn, a function of the nature, characteristics and location of what may be called amenity precipitants. In an urban situation, a fundamental component of the amenity response system is again the availability of open space for recreation. (Pigram, Jenkins 2006) Play-space for children is an important issue in urban environments as families travel together and local people are looking different places to go with children. There are not many possibilities and facilities for younger children so every play-space, either indoor or outdoor, is very important.

Tourism development in urban areas is very important. Besides the inhabitants the knowledge about where, why and how tourists get in urban area is useful in wider planning and management, especially in areas, where tourism is very important industry. There is a possibility to carry out different surveys. Since 1995 Pärnu has carried out the survey among Pärnu's summer visitors to get information about who, why comes to Pärnu and how. Results provide also extra information as visitors can add their opinions and make suggestions how to improve the destination. Besides the peak-season also opinions of the visitors in spring and autumn period are asked and same kind surveys are carried out.

Where the visitors' needs and spatial behaviour are poorly understood and neglected in the decision-making process, it affects the planning, development and eventual outcome of the urban tourism environment. Tourist behaviour, the tourism system and its constituent components need to be evaluated in the context of future growth in urban tourism to understand the visitor as a central component in the visitor experience. (Hall, Page 2006)

As Pigram and Jenkins (2006) not in many cases, the urban recreational planning process does not address deeper behavioural needs of a leisure-oriented society. More often, it recognises and develops only conventional resources to accommodate present users and uses in stereotypical activities. By positioning a choice of urban recreation opportunities within a flexible hierarchy of recreation space, a functional recreation system can be created to provide for current and future community demands.

In the highly urbanised countries of the Western world, the city functions primarily as a place of residence and as a base for work commitments. The growing segment of life given over to leisure appears to find only restricted expression in urban environments. More and more people are looking beyond the city limits to find their "activity space" for outdoor recreation in rural areas. However, for many urban residents, this alternative is not accessible for reasons such as lack of transport, time or money. These people must turn towards open space within the city for relief from perceived deficiencies in the urban environment. (Pigram, Jenkins 2006)

2.3. Recreation and tourism in countryside

Countryside areas offer possibilities to escape from fast and crowded cities, from daily work routine and enjoy romantic, exiting or just relaxing environment. Pigram, Jenkins (2006) add that explanation of the recreational appeal of extra-urban environments may be found partly in people's reaction to environmental stress (e.g. crowding and noise) associated with everyday urban living. Outdoor activities in rural setting allow city residents to escape – to exchange the routine, the familiar, and boredom for the recreation opportunities perceived to exist in the surrounding countryside.

According to Hall and Page (2006) tourism has moved away from a traditional emphasis on resorts, small towns and villages to become truly rural, with all but the most inaccessible wilderness areas awaiting the impact of the more mobile tourist.

Typical activities at countryside are walking/Nordic walking, picnicking, sightseeing, fishing, sailing and riding. But Williams (2003) notes the importance of sport - sport formed an early leisure use of the countryside and traditional rural sports – such as hunting, shooting, riding and fishing – continue to be popular. These established rural sports and outdoor pursuits have been widely supplemented by newer activities that present different demands. Nowadays there are fine golf fields and possibilities established in countryside and routes created for cycling in warmer climate and skiing in colder climate environments.

Private, public and non-profit sector

Recognition of the strong correlation between recreational and tourist satisfaction and scenic quality of the recreation environment is an important step towards realising the contribution which rural landscapes, in both public and private hands, can make to the leisure opportunities of the city dweller (Pigram, Jenkins 2006).

Curry (1994) has noted that the nature of provision for countryside recreation and access is a curious one since it is based on both the provision of facilities and the exercising of rights and it falls to both the public and the private sectors. The reasons for this duality of provision are complex. Actually at least in Estonian case, we can add the non-profit organisations that play an important role in local communities.

Many recreational facilities, especially outdoor, have been established via projects with help of European Union money and the leaders have been different non-profit organisations and foundations. Basically the target group is local people to improve their recreational possibilities (e.g. play areas for children, cycling and skiing routes, etc.) but all the visitors and tourists can also use these facilities. There is also a lot of combination in different projects of two sectors or all three sectors where public sector helps with financial resources, for example and private sector can help with knowledge, etc. Also Curry (1994) adds that the issue is further complicated by provision from the voluntary sector organizations which adhere to some of the principles of both the public and private sectors, with some voluntary organizations acting as agents for the public (local-authority) sector. In some cases there is also joint provision between public and private sectors where, for example, refreshment facilities at local-authority country parks are franchised to private companies.

Curry (1994) also discusses about responsibilities and provision of public, private and voluntary sector. There has always been some opportunity to have access to the countryside and the state must ensure that these customary opportunities are not eroded. Access to the countryside has been a traditional right of the individual relating in many instances to ancient laws, often unwritten, and the state should safeguard these rights and laws. Both of these justifications relate to public access. In relation to specific recreation facilities, two other reasons for state intervention are often articulated. These are that for many facilities, the public realistically cannot be excluded, for example to open access areas in national parks or to many country parks, and therefore the state should take the responsibility for provision, because the private sector realistically cannot. Finally, the provision of state facilities comes about for social reasons - because countryside recreation is a good thing to have in a number of different respects - reasons that might be somewhat dubious.

But countryside recreation is also a market commodity in many instances. A large number of stately homes, attractive gardens and wildlife parks opened, particularly during the 1970s, and proved very popular with the population at large. But their purpose has chiefly been for commercial gain rather than any altruistic notion of the general benefits of public enjoyment. Because countryside recreation has these unusual characteristics of both public and private provision, there has been a certain ambivalence about public provision, based partly on the strength of the landowning interest in government, but also because of a genuine uncertainty about which types of

recreation, at the margin, should be provided by the state on the one hand and the market on the other. Instances have even occurred where public provision has proceeded along commercial lines. (Curry 1994)

Conflicts have arisen between recreation and tourist uses and other forms of land use, and between various forms of recreation and tourism. Conflicts between motorised and non-motorised recreational users of the same area can be severe, and often agreement and compromise is difficult to achieve, as can be seen in the case of disagreements between cross-country skiers and snowmobilers, between non mechanised trail users and off-road vehicle drivers, and between wind surfers and water skiers. Such conflicts will probably become more severe as the overall demand for recreational and tourist use of rural areas increases, and as the range and types of uses widen. (Pigram, Jenkins 2006) As rural recreation and tourism generally require pleasant and peaceful environments then motorised activities and non-motorised activities need to be planned, coordinated and agreed between stakeholders to avoid conflicts between different users.

Williams (2003) noted that the modern countryside, especially within westernised, industrial nations such as the UK, France or the USA, offers a deceptively complex context for recreation and tourism. Since 1945, recreation and tourism have become key components within a complicated and fluid set of changes that are affecting many rural areas, yet their influence has often been inconsistent and unpredictable. Very important is to have surveys as was noted previously according to urban tourism, especially as the market will grow for rural tourism products (Trends in Outdoor... 2000). In countryside, as in other areas, the carrying capacity is very important to consider, especially concerning local people. There was a case on one small Estonian island that is very popular destination where the carrying capacity for local people was exceeded and some planning and management decisions were made and implicated. Also carrying capacity of nature is important to consider that it is not exceeded to keep attracting visitors.

2.4. Leisure and recreation planning and management

Management is needed in different fields and also in leisure, recreation and tourism sustainable and effective management is crucial. Torkildsen (1999) has discussed about meaning and importance of management. He states that management is a word that can be applied to most situations of life - it is the act or art of managing and the management of leisure requires the effectiveness and efficiency, which is needed in all good management; the core elements of management will be the core elements of leisure management. But managing leisure will also have its own specialisms.

Discussions usually start with a search for the best definition of the word. Torkildsen has given a cursory look of dictionary definitions about management. The verb “to manage” can mean “to direct”, “to handle”, “to influence”, “to exert control”, “to make submissive”, “to contrive”, “to use economically and with forethought” and “to cope with”. Managing therefore has diverse meanings and differing interpretations. It also has varied interpreters, its functions are changing, fluid and subtle.

Management depends on a variety of factors, for example: the situation; the information available; the people involved; the organization and the people doing the managing. In significant measure, management depends on the person, or persons, doing the managing. Management relates to people's behaviour. This conditions any definition of management. The qualities found in the good manager are therefore important in any definition of management. Management is malleable, amenable to change and flexible in organization. It has many functions. The manager is not just a creator, but he or she is also a planner and forecaster, setting objectives, motivating, leading, deciding, checking and monitoring performance. Management is getting things done with and through people, and as such management is a social process. (Torkildsen 1999)

Management is firmly connected to people and therefore it is very important to have competent and trained managers. In *Trends in Outdoor...* (2000) underline the for increased training for employees dealing with advanced technology. As the world population increases, biophysical impacts from leisure, recreation and tourism will grow, necessitating a high level of "management professionalism".

Good management is needed to achieve financial and social objectives as Torkildsen (1999) notes. Leisure managers need above all else to be good managers, with both generalist and specialist skills. In whatever branch of management, they need to be "profit" orientated. According to *Trends in Outdoor...* (2000) management will have to remain cognizant of the benefits visitors attain and do not attain. Management objectives should consider multiple variables that can be used to identify which leisure opportunities might have the greatest likelihood of aiding visitors in attaining their desired beneficial outcomes.

Planning

Tourism, recreation and leisure planning is needed. According to *Trends in Outdoor...* (2000) new ways of planning for the future and problem management will have to continue to evolve as collaborative management take precedence over model building and scientific analysis. Linking planning for recreation, protected areas, and tourism will require consideration of the goals, purposes and functions of these three units to achieve benefits for all. Tourism will have to take on more holistic attitudes rather than purely focusing on a narrow functional promotional emphasis.

Emphasis in the planning process for outdoor recreation should be on the creation of physical and social settings in which people exercise choice and satisfy their demands, within prevailing laws, economic limitations and resource constraints. It is in the expansion of choice by providing a broad range of opportunities for recreation use of leisure, and in the satisfaction of recreational participants, where the planning and management of recreation resources make an essential contribution. In the planning of recreation space, the aim should be to provide a range of functional and aesthetically pleasing environments for outdoor recreation, which avoid the friction of unplanned development, without lapsing into uniformity and predictability. New spatial forms and settings need to be kept as open and flexible as possible, in keeping with an array of interests and dynamic physical, political, economic, social and technological circumstances. (Pigram, Jenkins 2006)

According to Pigram and Jenkins (2006) strategic planning provides a framework for a very wide-ranging, yet integrated approach to recreation planning. The emphasis on provision of choice and diversity in recreation opportunities, tempered by relevance and realism, should ensure an effective contribution to the long-range goals of human welfare and environmental enhancement, with respect to recreation supply.

Integration of ideas and methods of supplying goods and services will be an important, but difficult, job for planners. While dealing with planning methods, agencies will have to move away from simple cookie cutter methods and use more dynamic paradigms. New economic estimation and monitoring methods allow the measurement of a variety of impacts including the comparison of tourism activity to regular business cycle. (Trends in Outdoor... 2000)

Pigram and Jenkins (2006) underline the importance of Geographic Information Systems (GIS) as in the context of recreation planning GIS is a most exciting technological development. GIS use digital data collected from various sources that are processed and analysed by high-speed computers, and presented to planners and decision-makers for actions. Some potential applications for GIS in outdoor recreation include: locating new trails with less potential for environmental damage; specifying fire hazards zone within a park; locating public facilities given constraints of access and proximity to part attractions; locating waste management facilities; and monitoring the environmental impacts of recreation use over time. GIS can integrate data on spatial attributes and projected demand structures for a number of competing sites, for the purpose of analysis, evaluation and choice of optimum location. Coupled with a further advance in computer technology known as Digital Visualisation, the recreation planner is able to visualise “virtual landscape” undergoing a simulated change of use or degradation. The planner can more easily assess the possible outcomes, according to estimates changes to different variables (e.g. number of users and patterns of use), before the event has happened, and thus formulate and implement appropriate management responses in a proactive manner.

Since people decide on recreation participation as a discretionary use of time and money on voluntary basis, planning is beset by wide range of factors that need to be considered. One of the most persuasive issues is the trends and tastes in leisure and outdoor recreation. Here the problem is in matching potential demand to the supply of recreation space, while a growing sophistication among recreation users means issues such as quality and satisfaction are also important in public sector provision. (Hall, Page 2006)

Monitoring of biophysical and social impacts concerning recreation, leisure and tourism will have to become a high priority. Because of shifting leisure use patterns and the trend toward increased biophysical and social impact, management strategies will have to confine, contain and concentrate use. Pressure on the leisure infrastructure and for places to recreate will increase. There will be more and new types of conflicts as interest groups diversify and compete for access rights to participate in activities and experiences incompatible with other recreation groups. Resource management will become more difficult due to the number and diversity of recreational users. Management issues such as equitable access, fees, reservation systems and information distribution will be a challenge and will need attention. Domestic and international

tourism to natural areas will grow, bringing with it increased management and visitor pressure, but also economic opportunity. Greater citizen participation in management of recreation and natural areas means major changes for education of outdoor recreation and other natural resource professionals. (Trends in Outdoor... 2000)

As Pigram and Jenkins (2006) note, the recreation planning, despite its importance, is only one component in an array of means of achieving the type of society and environment to which nation and its people aspire. Clearly, the recreation planning process must be consistent with planning policies in associated areas of public and private sector responsibility.

2.5. Trends and future of leisure and recreation

Over the past decade the volume of spending on leisure goods and services has grown at a faster rate than spending on non-leisure goods and is likely to continue to do so, particularly if the levels of service, facilities and customer care continue at the same pace as they have over the past several years. People's expectations of leisure are rising rapidly. Attitudes to and perceptions of leisure and its relationship to work are shifting; customers are becoming more discerning and knowledgeable and, therefore, demand value for money. In terms of community leisure, therefore, residents expect to be provided with good facilities and a quality of service that would be expected from the private sector. Leisure provision and choice of activity are increasingly affected by outside variables. They are increasingly influenced by health, fitness, fashion and concern about the environment. (Torkildsen 1999)

According to Trends in Outdoor... (2000) demand for recreation and tourism experiences is expected to increase in the coming years. Shifts in tourist arrivals are expected to favour developing countries more than developed.

Tendencies of population changes (e.g. age, lifestyle, family-types) have impact on leisure and recreation provision. Leisure and recreation professionals have to react on demographic changes and projections in order to plan and manage effectively and in sustainable way. Torkildsen (1999) concludes some demographic changes and tendencies - one of the biggest changes in social behaviour over the past two decades has been the tendency for women to delay having their children. This tendency is linked to participation both in higher education and in the labour force. In addition, many women start a second family following breakdown of the former marriage or partnership. Another striking change in social behaviour is the increase in one-person households and there has been a substantial growth in lone parent families.

People are ageing and older people need higher levels of health care, but there is also tendency that people are more conscious about their health and are more active, especially recreation activities are getting more popular. Torkildsen adds that different age groups have different fashions and tastes. Older groups have more time, greater affluence and higher expectations. Health care is a growing industry. Provision for young people, notably in the lucrative commercial sector, used to be the key target market area. Now targets are more diverse. With the youth market no longer culturally and commercially predominant, adjustments in leisure provision towards the older

markets have needed to be made. For example, provision with a quieter, more sociable atmosphere, enabling people to carry out activities at their own pace are now considered. Leisure providers increasingly see themselves moving away from the standardized-only, mass-market provision, towards more flexible provision, for more segmented markets.

As the population ages, health services tied to recreation and travel will assume even greater importance as noted above. Even with mature recreation pursuits, such as hunting, market awareness will be the key to success. (Trends in Outdoor... 2000)

Where people live can also affect the leisure pursuits that they engage in (Torkildsen 1999) - many rural populations can be as disadvantaged as inner urban areas. Coastal retirement areas (discussed also in Seaside resorts previously) have the largest proportion of elderly people. In contrast, areas with new towns tend to have low proportions of elderly people.

Appendix 1 gives a list of different trends. Torkildsen concludes main trends in the society: falling birth rates; middle-ageing population; longevity; single and smaller households; increasing disposable incomes for some market segments but growing differences between rich and poor; flexible work patterns; more women in the work place; and greater emphasis on personal independent lifestyles. Couples having families later and also having smaller families allows these relatively young people more time, freedom and money for leisure. All those trends and tendencies are important to take into consider when planning leisure, recreation and tourism provision.

Jennings (2007) adds that due to changing social circumstances in developed nations such as improvements in health, sanitation, diet, education disposable incomes, social justice programs, and support mechanisms, as well as changes in hours of work, hours of leisure time, number of work careers, breaks between careers, and long periods of post-work "retirement" time, the potential for participation levels to increase and for market segments to multiply is highly probable. Additionally, changing attitudes toward gender, age, and physical, mental, and emotional ability level have afforded many people increased opportunity to become or continue to be leisure experience participants.

New technology is also enabling people with disabilities to participate in outdoor recreation activities such as camping, sailing, fishing, rock climbing and snow skiing (Pigram, Jenkins 2006). There are special offers for people with disabilities to take part in different recreation possibilities and have new experiences.

According to Trends in Outdoor... (2000) it can be concluded that although there are lots of different possibilities for recreation problems with land can be restrictions in taking part. Public land surrounded by private land is becoming increasingly harder to access as more private land is posted (a legal statement printed on signs "No Trespassing") each year. On available public land and adjacent service communities' conflict between user groups and, user groups and management continue to increase.

Many of the trend implications noted above translate into a need for better trained personnel. The human resource component will not be replaced by using

communication technology but instead be transformed by it. A greater awareness of customer needs combined with an ability to utilize rapidly changing communication technology will be a requirement for success in the marketplace. Change in the human resource requirements will not only affect how touristic products are sold but will affect all levels of management for the provision of leisure services. (Trends in Outdoor... 2000)

Pigram and Jenkins (2006) note that recreation is generally marked by voluntary, discretionary behaviour. People choose to take part or not, and decide the location, timing, activities and costs to be incurred. Any of these attributes can be modified or dispensed with by unforeseen or uncontrollable factors. Moreover, the process of choice is imperceptibly influenced by such factors as family relationships and personal characteristics, and pervasive adjustments to changes in income, education, lifestyle, social mores, traditions and culture. Against such a background of change, planners seeking to cater for outdoor recreation demands must somehow anticipate a future influenced by a bewildering set of forces, many of which are difficult to predict. Given this uncertainty, planning initiatives become even more important to help underpin forms and patterns of outdoor recreation resilient and flexible enough to respond readily to environmental changes.

Mega-trends and short-term processes may converge to provide specific place instability. Managers need to be flexible. Globalization will affect the rich versus poor schism, leading to a small group choosing expensive destinations and a larger one looking for more value. More packaging of goods and services is essential to meeting the needs of an increasingly fragmented market. Communities will have to integrate and work well together in the development and identification of their resources. They will also have to work in concert with outside interests to create an industry that respects the needs and goals of the involved community, as well as those of the external stakeholders. There needs to be more research and evaluation directed at programme planning and outcomes in order to reach specific programme goals. (Trends in Outdoor... 2000)

Pigram and Jenkins (2006) underline technological advances in motor vehicles, along with improvement to routeways and servicing, have increased the range and accessibility of places for recreation. The development of all terrain vehicles, including the four-wheel drive, allows the recreating public to penetrate remote and possibly fragile environments. This brings with it potential problems of ecological disturbance, resource degradation, litter and overcrowding.

According to Pigram and Jenkins (2006) planning for leisure environments of the future must progress beyond establishing a series services or facilities, such as parks and playgrounds. The challenge is to create a physical and social environment in which individuals can satisfy their recreation interests within the economic limitations and resource constraints likely to be encountered. The recreation planner's concern is with generating an appropriate array of leisure opportunities, rather than with provision of specific facilities alone. It is the interaction of people's values, needs and wants with those facilities and services, which generates leisure opportunities, and, ultimately, leads to participation and satisfaction – the end-products of the planning process.

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Appendix 1. Major Trends Concerning Leisure, Recreation and Tourism (Trends in Outdoor... 2000)

Society

- A new definition of family continues to emerge, brought on by: men and women delaying age of first marriage, greater percentage of children born to unmarried women, and smaller percentage of divorced women and men remarrying. The “traditional family” is becoming less of a model for recreation and tourism programming.
- There is more variety in work situations brought on by: the narrowing education gap between women and men, an increase in telecommuting options, an increasing average working week, and the majority of the new work force being women and minority groups.
- The dominant influence in market system ideology coupled with changing personal value systems has led to democratization of travel consumption (mass tourism).
- The rise in the number of recreation services and programmes for at-risk youth has been brought on by: the growth in the number of latchkey children, emergence of negative youth behaviour in smaller communities, and the increased visibility of violent incidents involving young people.
- Women will continue to form a growing population in recreation, which will mean challenges for managers striving for equality and inclusiveness. Issues addressed in outdoor recreation research continue to evolve to meet societal interests and needs.
- Planning is becoming more inclusive of the values incorporated into the planning process.
- Planning has moved away from simplistic, carrying-capacity-based paradigms to those more focused on management of desired social and biophysical conditions.
- Retirees will demand a much richer range of social activities and learning opportunities than previous senior citizens have.
- There is increased citizen demand for government accountability and for personal input into decisions affecting them and their communities.

Resources

- Most federal, state and local land agencies have recently experienced flat to slightly decreasing current dollar budgets for recreation acquisition and management.
- Federal land agencies are experiencing reductions in professional staffing for recreation.
- Federal land agencies are increasingly relying on volunteers to carry out day to-day site maintenance and customer interface activities.
- Federal land agencies are rapidly expanding the application of various fee structures.
- Federal land having inadequate access (due to increased restrictions by adjacent private landowners) will increase.
- Local growth has been focused toward athletic fields, ball courts, passive recreation spaces and parks versus recreation centres and water sites.
- The private sector is expanding its role as a supplier of outdoor recreation goods, services, travel and sites in the US.
- Overall, developed recreation opportunities on public land are increasing.
- There is an increased move toward urban casino development.
- There is an explosion in supply of cultural attractions, which is rapidly outpacing the growth in demand.

Participation

- Even though individual activity participation levels may not be growing, expenditures for these activities may show substantial increases.
- Four of the fastest growing activities are birdwatching, hiking, backpacking and primitive camping.
- Hunting remains the most popular activity pursued on private lands.
- There is increased participation in technology-driven, adventure activities such as snow skiing/snowboarding, canoeing/kayaking, cycling.
- There is moderate growth in family-oriented activities such as camping and swimming.

- There is slowing growth resulting in decreased participation (compared to population growth) in hunting, horse riding, and fishing.
- Travellers are going in search of exotic, unfamiliar, and unpredictable situations and destinations.
- There is an increased legal presence of casinos in various parts of the world. During the last half on the 1990s the legalization of new casinos has dramatically slowed down but there has been a continuing expansion of other forms of casino-style gaming (e.g. slot machines in bars, taverns and arcades).
- There is an increase in positive public attitudes regarding casino gaming as a legitimate form of entertainment.
- The growth trend of number, size and diversity of festivals will continue well into the 21st century.
- Travellers are becoming more interested in improving themselves intellectually, emotionally and physically, than they are in goals such as making money, getting promoted at work, or acquiring clothes, houses and cars.
- There will be continued growth in cultural tourism demand, stimulated by higher levels of education and a thirst for knowledge.
- A blurring of the distinction between high and popular culture, and between culture and economy, has been fuelling the growing supply of attractions and events.

Evaluation and valuation

- There will be increased biophysical impacts due to recreation (e.g. impacted trees, damaged vegetation and bare ground, exposed and compacted soils, disturbed wildlife and contaminated waters).
- Researchers and practitioners are searching for situation-specific tourist typologies to serve specific marketing objectives.
- It is believed that an infinite number of tourist typologies exist rather than one universal mould.
- There is an increased demand for tourism economic impact information.
- Recreation research has evolved from primarily empirically based studies of visitor characteristics and use patterns to more theoretically based studies of visitor behaviour and the underlying meanings of outdoor recreation.

- The research-based literature in outdoor recreation has been synthesized to develop a number of conceptual frameworks that are useful for integrating multiple studies, and ultimately guiding further research and management.
- The synergistic effects of an accumulating body of research have developed a strong theoretical understanding of a number of important issues in outdoor recreation.
- There is increased use of the following economic valuation methods: revealed preference or actual behaviour methods, contingent valuation, contingent behaviour, combining revealed and stated preference methods.
- The empirical estimate of the economic value of camping, picnicking, motorboating and hiking have increased over time.
- Analysis of quantitative impacts tends to take precedence over analysis of qualitative impacts.
- Since measurement and analyses of social impacts is complex, case studies predominate and theory development has been slow to emerge.
- Social impacts studies tend to adopt a reductionist and linear model, ignoring complex interactions among entities involved in a development project.

Development

- There is an increase in the number of foreign nationals working in recreation/ tourism enterprises in many countries.
- Globalization of world financial markets has greatly increased the mobility of capital allowing tourism development projects to appear throughout the developing world.
- In effect, the world has become a smaller place where the line between domestic and international tourism and services becomes blurred.
- There will be new rural tourism market opportunities caused by a swing away from resort destinations.
- Travellers are looking for destinations, which provide a better balance between humans and nature.
- More attention has been given to collaborative tourism planning, development and promotion in general, as well as to tourism planning integrated within a community or regional planning process.

- Private enterprises are becoming more involved with tourism in developing countries.

Management and operations

- There is, especially in Europe, substantial evidence of consolidation occurring among tour operators.
- Information technology has been used to: reduce customer's waiting time, meet customer information needs and improve accuracy of operations.
- As methods for gathering public input and analysing this input improve, a better understanding of the relationship between visitors, communities and the resource will emerge.
- There will be an increase in the quality and quantity of low-impact visitor education programmes.
- Partnerships between public land agencies and private organizations are increasing.
- State land agencies are moving toward more year-round operation. Lodges on state land have rapidly increased.
- Destination differences are becoming far less important than the undeniable pleasures that placeless holidays bring.
- Exterior strangeness and differences have been minimized by injecting large amounts of familiarity into foreign settings.
- The types of planning settings confronted by recreation, tourism and protected area planners have moved from tame problems to wicked problems and messes.
- There is a growing linkage between recreation, tourism and protected area planning and broader social policy goals (e.g. preserving our cultural and natural heritage, enhancing economic opportunity, increasing family cohesiveness, reduced crime and greater educational opportunity).
- There is more integration of tourism considerations in national park planning and vice versa.
- Planning is moving away from standards-based decisions and cookie cutter solutions to needs-based resolutions tailored to the needs of individual situations.
- Information technology is increasingly the basis for new resort products and service. Information technology may reduce the necessary number of employees.

- Information technology is being used to integrate customer experiences with multiple vendors.
- Resort Internet sites are increasingly being used to provide guest education.
- Recreation resource management theory is moving away from management of inputs and outputs toward identifying, measuring, and managing beneficial outcomes (benefit-based management).
- There is widespread endorsement and the incorporation of a proactive environmental dimension into corporate strategic planning and business management that is being termed sustainable development.
- There is a growing commercialization of cultural tourism, through the creation of commercial cultural tourism products and the provision, distribution and sale of information on cultural products.
- Social impact research tends to focus on internal aspects of a system under study, and often ignores the boundaryspanning nature of impacts.
- There are an increasing number of programmes and services offered by public and private agencies for at-risk youth.