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**MOTIVES FOR PARTICIPATION IN TOURIST ORIENTEERING**

**Key words:** orienteering, motivation, tourist form of orienteering.

ABSTRACT

The aim of this study was to determine motives for participation in the tourist form of orienteering popular in Poland. The collected data can be used to understand better the reasons for competing in tourist orienteering events and to encourage prospective orienteering participants. Data was collected with the use of a questionnaire. The most frequent motives for participation in the tourist form of orienteering were found to be intellectual attractiveness of such events, call for activity, contact with nature and meeting friends. Three main obstacles limiting participation in orienteering include lack of time, money and health.

INTRODUCTION

According to the International Orienteering Federation (IOF) orienteering is “wayfinding between controls drawn on the map and put in the terrain”. The etymology of the name is rooted in the word “orient”, which means “to orientate” or “to state location starting from the east” [10]. When we say orienteering, we usually mean its most popular, competitive form conceived in Scandinavia at the end of the 19<sup>th</sup> century [14]. It should be kept in mind, however, that after World War Two a tourist, more recreational, form of orienteering became widespread in eastern and central Europe. The most known orienteering types include mountain bike orienteering, ski orienteering and foot orienteering. The last one is “an endurance sport consisting in finding controls marked on the map in proper order as fast as possible” [10, p. 9]. Foot orienteering can be subdivided into individual, relay, sprint, short, classic and long distance races held during day or night time. Performance of each of these forms requires a number of specific skills [3, 20].

According to Myrvold, the “tourist” form of orienteering has now completely disappeared [14]. This is, however, not true in Poland, where this form of orienteering is still alive and quite well developed. Orienteering events in Poland such as the Polish Championships, Polish Cup and many others attract up to 1000 participants each. The PTTK (Polish Tourist and Sightseeing Society) is the organization which coordinates and regulates the orienteering movement in Poland [20].

The scales and types of orienteering maps may vary from very precise ones (1:1000), through typical between 1:5000 and 1:15000 to cartographic maps of usually bad quality on a 1:20000 scale. The Polish “tourist” form of orienteering differs in some ways from the worldwide orienteering variants. In the tourist formula the time necessary to cover an orienteering course is not as much important as in sports orienteering. Competitors have only a time limit calculated to walk the course rather than to run it; however, one can often see orienteers running the course as their time runs out. In the tourist form of orienteering participants usually

compete in pairs but it is not obligatory. The idea is the same as in the classic (sports) form of orienteering in which participants have to punch or confirm in other ways (for example, by using color pencil) controls on their control cards [20]. The electronic punching system is used very seldom in tourist orienteering. It uses “right controls”, “nearby controls” and “false controls” to impede orientation in terrain and to stress competitors’ navigational skills rather than physical condition. Two different time limits exist in tourist orienteering: the basic time and the additional one, which depend on the length and ascent of the course, participants’ technical level, external conditions etc. The victory goes to the person or the couple who has found more “right controls” in proper time.

According to Frederick and Ryan [6], research on motives for participation in sport and exercise has a relatively brief history. They emphasize the significance of motivation in sport and point to age and gender differences in motives that energize people’s sport activity. Motivation is still attractive for sport psychologists. Even though a number of specific theories and tools have been devised recently, this domain is rather poorly evaluated [2]. Psychologists try to answer what leads people in their lives. It seems easy to answer this question because each of us has certain needs and wants. Nevertheless, motivation could be composite and result from different factors, including complex human psyche.

Motivation could be defined as an aggregate of factors which spur to action and affect its direction and intensity [7]. Motivation can be intrinsic and extrinsic. A person may be stimulated from the inside (satisfaction, pleasure, joy) or the outside (sports and financial rewards). Usually, by following for a long time some kind of extrinsic motivation we may decrease intrinsic motivation [6]; however, the claim that extrinsic motivation destructs intrinsic motivation is not true [11]. In addition, it has been shown that both intrinsic and extrinsic motives can enhance participation and are differentially associated with the participation and satisfaction levels [19]. Many authors also mention other types of motivation [1, 7, 16].

Sports tourists travel for many reasons. In sports tourism, satisfaction of needs is found within five distinct activity categories: events, tours, resorts, attractions and cruises [18]. Motivation and satisfaction are two concepts widely studied in

tourism literature, and the relevance of these constructs is derived from their impact on tourist behaviour [5]. Orienteering combines both sport and tourist aspects. That is why motives of participation in the two different forms of orienteering may differ. So far most research has been conducted on the sport form of orienteering [8, 15]. The aim of this article is to discuss reasons for participation in the tourist form of orienteering.

## METHODS

A survey questionnaire with a modified six-level Likert scale was used in the study (excluding the answer: “I have no opinion”). The questionnaire included 25 questions of different types (closed, semi-open and open ones). Respondents were informed in a very detailed way about the answering procedure. A sample of 82 volunteers from Poland and 1 from Russia (18 women and 65 men) was surveyed during the Polish Orienteering Cup in 2010. The sample was representative for the whole population of “tourist” orienteers, as it consisted of almost all the top 50 Polish Cup competitors (42 of all 50).

## RESULTS

In the first stage of research respondents’ characteristics were gathered, including age, place of residence and education level.

**Table 1.** Respondents’ age profile

Age (years)	Number of respondents
15-20	26
21-30	22
31-40	10
41-50	11
51-60	10
61-70	3
71-80	1

**Table 2.** Respondents' place of residence

Administrative province of Poland	Number of respondents
śląskie	27
pomorskie	11
mazowieckie	10
zachodniopomorskie	9
dolnośląskie	8
lubuskie	7
kujawsko-pomorskie	4
lubelskie	3
podkarpackie	2
małopolskie	1
Russia	1

**Table 3.** Respondents' level of education

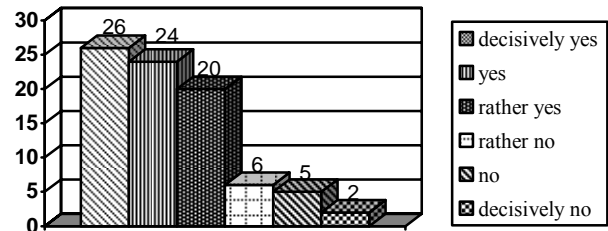
Education level	Number of respondents
primary	17 (young people)
secondary	26
higher not completed	5
higher completed	35

The majority of respondents (70) declared that their desire to travel affected their participation in orienteering events. Only few (13) stated that it had no significance at all. Generally, participation in orienteering events is connected with traveling, because such orienteering events take place in the woods and in the mountains, far from the urban areas from which most of the respondents came. 57 people stated that they take part in orienteering events because of social contacts. An important factor seems to be that the tourist form of orienteering is usually practiced in pairs and such events constitute excellent occasions to strengthen interpersonal relations. People usually gather together in small places like gyms where they eat, sleep and talk together.

73 respondents stated that the tourist form of orienteering had an impact on their sense of freedom. Getting out of the urban environment and being close to nature make them relaxed and free of problems. 71 out of 83 were looking for contact with nature.

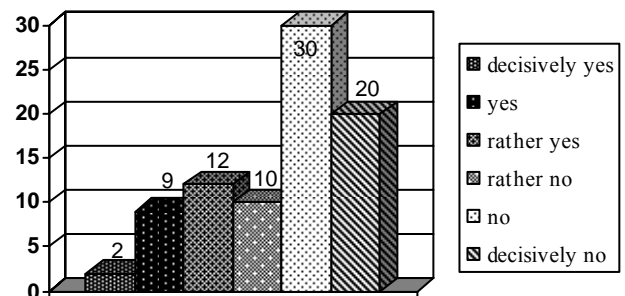
65 respondents wrote that their participation in orienteering events alleviates the pressure of

competition. For 73 respondents an orienteering event is an intellectual quest. This kind of task with a map and a compass in an unknown terrain is very attractive for participants, especially when the map does not include paths, and the terrain is tricky full of small details.



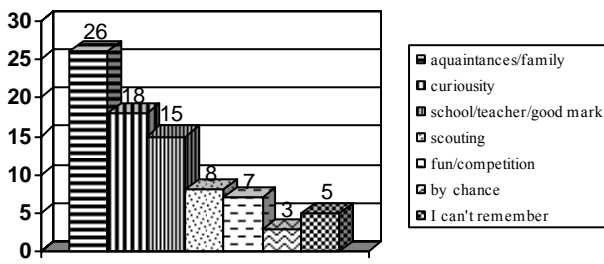
**Figure 1.** Orienteering and feeling of being in good shape (condition)

For most subjects (70) orienteering is an opportunity to stay in good shape (Fig. 1). The reason is that participants sometimes must walk during day or night a great number of hours and kilometers (or miles), though a single stage is not too long (up to 5 km). Nevertheless, one event usually consists of two or more stages.



**Figure 2.** Orienteering and need of gaining rewards

60 respondents declared that were not interested in winning prizes, but 23 stated it is an important factor for them (Fig. 2). Moreover several (14, mostly teenagers) wrote that success is crucial for them and that is why they take part in such events.



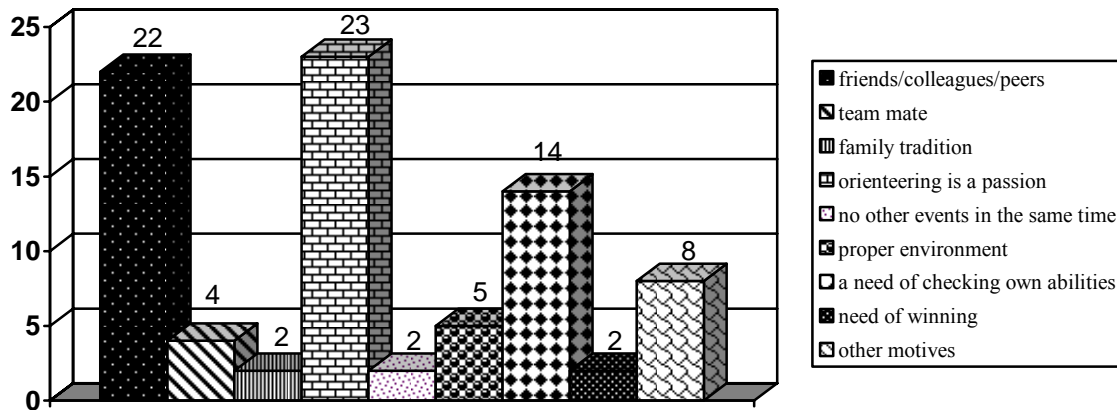
**Figure 3.** Motivation to participate in an orienteering event *for the first time*

When asked about the reason for taking part in a tourist orienteering event for the first time the respondents gave a wide range of answers (Fig. 3). 26 were encouraged by friends or family, 18 participated out of curiosity, 15 were coaxed by

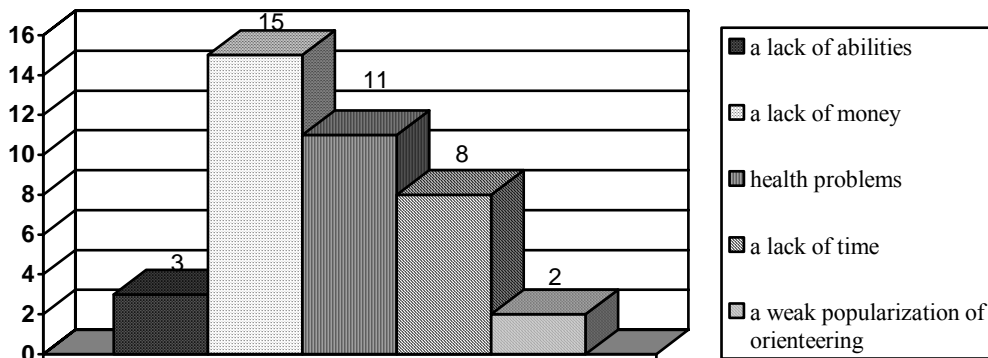
their teachers, 8 were involved in some associations (e.g. scouting), 3 stated it was by pure chance and 5 declared they had no idea (did not remember).

When asked about the reason for participating in the 2010 Polish Orienteering Cup (Fig. 4) 22 people declared that their friends influenced their decision, 23 took part because orienteering is their passion, 14 wanted to test their own skills, and 8 stated other reasons (e.g. a high rank of event).

More than one half of respondents also took part in sport orienteering events. Those who do not take part in the sport form of orienteering said they do not do it because they do not like running (11); for 9 of them sport orienteering was too demanding, 7 claimed that sport orienteering is too easy, and 5 claimed that no orienteering events are organized in their region.



**Figure 4.** Participation motivation in this event (Polish Cup)



**Figure 5.** Obstacles to participation in orienteering events

61 respondents stated that extrinsic motivation factors have an impact on them. The rest declared that they cannot see any impact of extrinsic motivation, and that they participate in tourist orienteering because they like and it gives them satisfaction.

From among respondents who experience obstacles on the way to their participation in tourist orienteering events, 15 claimed that the main obstacle is lack of money for travel and accommodation (Fig. 5), 11 subjects mentioned health problems, for some it was lack of free time, and for 3 this form of orienteering was simply too difficult.

## DISCUSSION

Sport has a special role in contemporary society that goes well beyond mere entertainment. The connection between a sport participant, a spectator and an organizational worker is quite unique to sporting activities [9]. Orienteering can be treated as a sport, recreation or a qualified type of tourism. Thus it is not easy to clearly determinate motives to participate in orienteering. In a study supported by the Swedish Orienteering Federation, an insurance company and the Swedish Sport Research Council Ottosson [15] questioned 512 Swedish orienteers aged over 15 years on their participation motivation. He distinguished three most important dimensions of motivation: "social", "stimulus" and "achievement". In the final phase of his analysis he made a distribution for five latent variables of different degrees of generality: "SocR" (strength of a broad class of social-recreational motives), "Affil" (an interest to be among other people, openness to new acquaintances, need to affiliate or fraternize), "Pur" (appreciation of the healthiness or soundness, or maybe even purity of physical activity performed in close contact with nature), "Stimul" (a desire for stimulating experiences, sought in themselves with limited value put on whether the outcome of the activity is successful or not in terms of achievement), and "Ach" (desire to achieve, in the sense that outcome is important, either in relation to one's own ability, or in comparison to the achievement of others). Ottosson used a wide range of statistics to single out the typical motives for groups of different age and sex. He observed that "The younger orienteers are more interested in contacts with friends and

other people, and also have a greater desire to achieve. The older orienteers, on the other hand, have a greater interest in experiences that are stimulating, irrespective of successfulness in terms of achievement". Moreover men are higher in "Ach" and "Stimul" but women are higher in "SocR" than men [15, p. 119]. These results should not be surprising for those who know Scandinavian orienteering where all families practice it for generations. Similar results concerning motivation (by gender) can be found for other sports [2, 11, 12]. Frederick and Ryan [6] revealed that men are more likely to report competition and challenge as important motivators, while women placed a greater significance on social motives. In the present study the respondents' gender was not taken into account because only one-fourth of all the respondents were women. But it is possible to compare the differences in motives which were observed in tourist orienteering in terms of respondents' age. 47 respondents were above 30 years and they usually declared that orienteering is a challenging activity them and that they also are interested in gathering awards. Adult orienteers show somewhat a different motivation than young people, with fun and enjoyment as less popular motives [6].

Almost all the respondents pointed to some hedonistic motives of participation in the tourist form of orienteering. The most popular ones were social aspects, spending their leisure time in an attractive way and close contact with nature, which correspond to Ottosson's motives. All respondents solidly stated that tourist orienteering events are very attractive, and it is probably the most important motivating factor. Grajauskas and Čepulenas [8] who tried to distinguish factors that encourage or discourage juveniles to participate in orienteering training sessions also drew similar conclusions. They underlined the relationship between the range and diversity of contents and the level of pupil's motivation. In their opinion leaders should not concentrate too much on achievement because it only works in very few cases, and in other cases it discourages and leads to giving up taking sport activity.

Intrinsic and extrinsic aspects of motivation are of crucial importance. It seems that in orienteering – both in its sport and tourist forms – intrinsic motivation is more relevant. Young boys and girls surveyed by Cych and Tyczkowska [4] during a school orienteering competition distinctly

indicated their “inner” motives such as the need of movement (running) or testing one’s own skills. Motives such as good marks and winning prizes were of secondary importance.

Sport tourists travel for many reasons. In sports tourism, satisfaction of needs is found within five distinct activity categories: events, tours, resorts, attractions and cruises. Travel decisions are made not only for extrinsic reasons such as temporary escapism, feelings, desire for involvement, but also for extrinsic reasons – rewards, recognition, prestige [9]. This study shows that orienteers are pleased to travel and that travel makes them happy. The majority of the respondents are interested in getting to know their country and the world. Maybe they are motivated by “novelty seeking” as it is typical for older people [17]. Sometimes they also are able to revisit some places, but they must be rather attractive and connected with good events. Mimi et al. [13] revealed a causal relationship between three motivation dimensions: two image dimensions, and revisit intention. A causal relationship was also found between the affective dimension of image and revisit intention.

The present study looked for similarities and differences between motivators in the sport and the tourist forms of orienteering. We expected that sport orienteers would indicate that interest/enjoyment and competence motives were more important reasons for their participation, whereas body-related concerns are expected to be more salient for fitness participants than for those in sports. Deci and Ryan [6] studied these issues earlier in sport activities other than orienteering. Taking into account the results of this investigation we can say that the motivators in both orienteering forms differ in other ways than initially supposed. In the tourist form of orienteering participants much more often pointed out the mental/intellectual attractiveness of such an event. People who took part in the tourist form of orienteering were also often motivated by their family, teachers, colleagues and friends.

Obstacles to practicing orienteering listed by the respondents include lack of time, money and health. What is interesting, none of the respondents saw the problem in the low popularity of orienteering, despite the fact that there are only 2000 registered members in the Polish Orienteering Federation (sport orienteering) and that only about 200 hundred people in Poland regularly take part in tourist orienteering.

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