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MASTER
THESIS

EXTREME SPORT PARTICIPATION AS SERIOUS LEISURE



**Athletes' overall satisfaction with the event
Extreme Sport Week**

Photo taken by the author during the event Extreme Sport Week 2011

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Abstract

This study is concentrating on the extreme sport athletes who have participated in the spectacular event Extreme Sport Week (Mykletun, 2009; Ekstremsportveko, 2012) in Voss, Norway 2011. In particular, it addresses the extreme sport athletes' involvement with the sport, their career development, and their experiences during the event. The aim is to investigate extreme sport athletes satisfaction with the event based on Pine and Gilmore's (1999) experience four-realm model and Getz's and Andersson (2010) event-specific career study as well as Getz and McConnel (2011) sport tourism event travel career study. As follows, to examine the total enjoyment of the event and if sports travel career development affects athletes' experiences and satisfaction.

This study applies a descriptive and explorative research design along with quantitative research method. The sample, which was self-selected from 1106 extreme sport event participants, consisted of 292 respondents who represented participants from Norway, USA, Australia, UK, Netherlands and many more countries. The main factors observed were that: most of the extreme sport athletes are amateurs and have developed serious leisure careers; majority of athletes had positive experiences during the event, especially about the esthetic experience element; the predicted elements that influenced the satisfaction were the total enjoyment, experiences and serious leisure careers; there were small variance in satisfaction between more involved athletes than less involved; the athletes generally were satisfied with the event. In addition, the majority of participants were positive about attending the Extreme Sport Week in Voss in the future. The author also explores how these findings are related to sport tourism.

Keywords: Voss, Extreme Sports Week, extreme sport athletes, career trajectory, experience, satisfaction, revisit intentions

Foreword

This thesis, *extreme sport participation as serious leisure*, was conducted at the Norwegian School of Hotel management at the University of Stavanger and is the finale study of the two years Master of Science degree in International Hotel and Tourism Leadership program. This thesis was written during the period from January 2012 until Jun 2012 under the instruction supervision of Professor Reidar J. Mykletun. The data were collected in July, August and September 2011 after the event Extreme Sport Week in Voss.

I would like to thank the event Extreme Sport Week head organizer, Margrethe Alm, who helped with the advices on improving the research survey and provided with the access to all of the extreme sport athletes' contact details.

Especially, I would like to express my gratitude to my thesis supervisor, Reidar J. Mykletun, for being so encouraging and helpful during the thesis development process. His positive attitude to various issues in the thesis *journey* inspired me and made work on the research study with the greater enjoyment.

Stavanger, June 2012

Maira Rumba

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Extreme sport terms

- ✓ *BASE* – the sport performance when the athletes jump from a high cliff and land with the parachute, it also includes a jump from high objects such as buildings, bridges and antennas (Adventuretravel, 2012).
- ✓ *BMX* – cycling which includes different riding tricks (Ekstremспортveko, 2012).
- ✓ *Freeride skiing* – skiing that includes different tricks when going down on steep slopes.
- ✓ *Hanggliding* – flying with the un-motorized hang glider.
- ✓ *Horgi Ned* – multisport competition that includes such activities as downhill skiing, road biking with downhill biking and kayaking (Ekstremспортveko, 2012)
- ✓ *Kayaking* – competition in the Extreme Sport Event that contains four performances that are downhill, team race, head to head and rodeo (Mykletun, 2009).
- ✓ *Kiting* – skiing down the hill with the parachute, which results a speed-flying in the air.
- ✓ *Longboarding* - skateboarding down the steep and long road with doglegs.
- ✓ *MTB* – downhill mountain biking in the rough territory (Mykletun, 2009).
- ✓ *Paragliding* – recreation sport flying with the parachute in the air. The paraglider steps off a cliff sitting in a gear, which is attached to the wing that is made of cloth; the paraglider must manage the wing's direction through the pressure of the air (Friedland, 2012).
- ✓ *Rafting* – sport that applies rafting down the hill in the river against a forceful stream. Extreme Sport Week includes three rafting competition categories of slalom, downhill and sprint (Mykletun, 2009).
- ✓ *Skydiving* – the sport, which is performed by jumping from an airplane freely while doing acrobatic elements before opening the parachute and landing (Skydiving, 2012).
- ✓ *Try It* – an extreme multi-sports package offered to try out during the event (Ekstremспортveko, 2012).

1. Introduction/Problem statement

The extreme sport trend is growing in popularity, especially during the last years (Pain & Pain, 2005), and the extreme sports clubs at Voss have been innovative creating the world's largest extreme sport event where athletes from all over the world are gathering in order to perform in playful competitions and celebrate their passion in the evening's festival program (Olsen, 2007; Mykletun, 2009; Ekstremsportveko, 2012). Additionally, this event is promoting Voss as a popular tourism destination.

Sensation seeking theories have been applied in order to investigate the extreme sport athletes' interest in such a risky trade and psychology theories have been applied on the risk seeking personalities (Kajtna, Tusak, Barić & Burnik, 2004; Brymer, 2005; Brymer & Gray, 2009; Brymer & Oages, 2008; Brymer, 2010; Slanger & Rudestam, 1997). These various studies have examined extreme sport athletes' motivations on why they participate in such extreme sports as base jumping, waterfall kayaking, rafting, climbing etc.

The sociologist, Robert A. Stebbins (1992), broadly researches serious leisure and he describes that careers in serious leisure are based on noteworthy personal effort, unique knowledge, training and skill. Stebbins (1982, 1992) has divided serious leisure in hobbyists, amateurs, career volunteers and professionals, and each of these categories diverges with the stages of involvement each individual is engaged in. However, there is a limited research published on the serious leisure career development namely extreme sport athletes.

This research is focusing on the event Extreme Sports Week participants – athletes. The study seeks to find out athletes overall satisfaction with the event and place based on different aspects such as the involvement in the sport, sport tourism career development, social identity and athletes experiences. The aim is to increase the understanding of the satisfaction of extreme

sports athletes. In addition, this research examines the athletes' intention to revisit the event and the factors that influences decision for repeated trip to Voss.

Qualitative observation studies have been applied in order to examine athletes' motivations on doing extreme sports (Brymer, 2005; Brymer & Gray, 2009; Brymer, 2010). Only a few quantitative studies are done in this research field that are investigating extreme sport athletes' personality in high risk sports (Kajtna et al., 2004) and examining the increasing interest in society of doing risky sports (Shoham, Rose & Kahle, 2000). A case study have been done by Mykletun (2009), where he examines Extreme Sport Week as a successful organized festival but he does not concentrate so broadly on the extreme sport athletes experiences and satisfaction. Yet a quantitative study has not been applied on the extreme sport athletes' perceptions, their experiences, careers, satisfaction particularly about the event Extreme Sport Event in Voss. Therefore, this thesis will be innovative by developing a quantitative study, which explores the elements that increase athletes' satisfaction when taking a part in the event and in order to do so the research questions are formulated as follows:

- *What kind of serious leisure careers the athletes who are participating in the event Extreme Sport Week have?*
- *What kind of experiences the extreme sport athletes have about the event Extreme Sport Week?*
- *What are the factors that influence the extreme sport athletes experiences about the event Extreme Sport Week the most?*
- *Are there any differences in the satisfaction between more involved athletes in the extreme sport than less involved?*

- *What are the factors that influence extreme sport athletes' total satisfaction with the event Extreme Sport Week?*

In order to investigate the extreme sport athletes' involvement through their pursuits and athletes career development, serious leisure theory by Stebbins (1982, 1992) will be applied. Furthermore, experience theory by Pine and Gilmore (1999) will be discussed and how athletes' experiences are related to the satisfaction of the event.

Getz and Andersson (2010) have been studied the event tourist career trajectory based on the theories of serious leisure, social worlds, ego-involvement and travel motivations. They have compared highly involved runner experiences with less involved but this study will focus on extreme sport athletes' experiences and satisfaction within the Extreme Sport Week event, in addition how they perceive the city Voss as a tourism destination in relation with their sport interest.

Event – Extreme Sports Week

Every summer since 1998, during the last week of June in Norway in Voss takes place an event called *Ekstremsportveko* (Extreme Sport Week) (Olsen, 2007; Mykletun, 2009; Ekstremsportveko, 2012). This remarkable event gathers many people together: national and international athletes who are performing extreme sports, which also imply participation in very hard competitions, as well, visitors who like to watch extreme sport performances, and people who are interested to enjoy different kind of music during the festival (Olsen, 2007; Ekstremsportveko, 2012). It is a week of a lot of different kind of performances by extreme sport athletes and a week of a lot fun during the festival (Mykletun, 2009). Extreme sport week has

grown over the years and is now one of the biggest extreme sports events in the world (Olsen, 2007).

Extreme Sport Week hosts competitions in 14 different sports such as base, climbing, freeride, hanggliding, horgi ned, kayaking, longboarding, mtb/bmx, paragliding, rafting, skydiving, sup, one call challenge and wingsuite game (Ekstremesportveko, 2012). Last year, in 2011 it was over 1000 contestants and additionally there were athletes who did not compete but participated just in the shows and for pleasure (Ekstremesportveko, 2012). Competitors during the event are gathering to share their knowledge, interest and experiences in the sport (Ekstremesportveko, 2012). Besides, various activities are offered also to visitors who want to try extreme sports such as tandem paragliding, rafting, kayaking, climbing et cetera. The sport is the main accent during the festival although to make the festival even more fun for the participants and guests the event provides its visitors with different music programs. The music festival has become an integral part of the event and during the Extreme sport week everyone can enjoy themselves listening to national and international pop, rock or reggae bands, for instance in 2011 the event gathered together music bands such as a girl band from Norway, Bergen “Razika”, Swedish/Norwegian quintet “Sver feat. Snakka San”, Norwegian rock band “Dumdum Boys”, a Canadian hip-hop group “Swollen members”, a Jam-band from New Zealand “Fat Freddy’s Drop” and many more (Ekstremesportveko, 2012).

The Extreme Sport Week is one of a kind and probably the city Voss would not have gained so big popularity as a destination if the event had not been so successful and with its own extreme sport niche that is based on natural essentials: *earth, air, water* and *fire* (Olsen, 2007). In 2006 it was estimated 10’000 people who visited the extreme sport event (Olsen, 2007).

It would be interesting to look at the athletes’ sport travel career development and their experiences in relationship with the extreme sport event in Voss.

2. Literature review

This section is a theoretical framework for this study, which is related to the problem statement and purpose. This study is based on following theoretical concepts that are extreme sports, sport tourism, serious leisure, sport travel careers and experiences that are related to social identity and satisfaction.

Defining extreme sport

Extreme sports and athletes involved in extreme sports could be defined in many ways, one would say that it is for *crazy* people who are playing with their lives, other would say it is a way of enjoying the nature at the same time challenging themselves, however a global definition is not completely clear. The classification found from Altius Directory (2012) defines extreme sports as “athletic pursuits that involve a high degree of danger or risk” (para. extreme sports). Furthermore, Brymer (2005) defines extreme sports as outdoor leisure activities where “mismanaged mistake or accident would most likely result in death” (p.70). These definitions clearly describe the risk of doing extreme sports and the risk athletes are willing to take in order to fulfill their phenomenological passion.

The trend for doing extreme sports is growing in popularity very fast (Pain & Pain, 2005) and it is to a certain extent difficult to describe why. Man can find many sport categories involved under the term extreme sports, for instance, BASE jumping, skydiving, bungee jumping, paragliding, freeride skiing, mountain biking, big-wave et cetera where the most dangerous sport from all these mentioned is base jumping (Brymer, 2005, Brymer & Gray, 2009). Each of these categories could be defined in many different ways nevertheless putting a life on a risk and the nature are common elements (Brymer, 2005, Brymer & Gray, 2009, Schilling, 2009).

Extreme sport differs from ordinary sport in such a way that extreme sport athletes meet more challenged tasks and have to fight against the nature, they often are dependent of the weather and environmental obstacles (Schilling, 2009). Traditional athletes are mostly competing with each other and the ordinary sport conditions can most of the times be controlled (Schilling, 2009). For instance, if there were a soccer game which was scheduled outside and it happened to be a storm then certainly the game would be cancelled or moved to the inside hall. However, when a paraglider or skydiver is in the air then they are dependent on the wind speed, only by a small mistake the parachute can get entangled and the athlete is falling down, there is not much more he can do anymore (Schilling, 2009).

Brymer (2005) has studied that extreme sport includes “ineffable moments, enhanced sensory, mental and physical prowess, perceptions of time slowing, feelings of floating and flying, and deep intimacy with the natural world” (p.I). Extreme sport is a passion where high skills and commitment are necessary; it is a play with the natural world and a mysterious incredible journey (Brymer, 2005, Brymer & Gray, 2009).

Defining sport tourism

Sport has become a significant activity in the tourism segment: sport tourism includes people who are travelling to compete in sports and individuals who are travelling to watch different sport events (Hinch & Higham, 2004; Ritchy & Adair, 2004; Higham & Hinch, 2009). In the tourism theory, tourists are individuals who are temporary away from their home place at least for one night (Cohen, 1974, p.530). Therefore, the athletes who are travelling outside their native surroundings can also be defined as tourists. Moreover, sport and tourism are strongly connected when referring to the national and international sporting events as it is predictable that

there will always be persons who compete or travel to watch the event from all over the world (Hinch & Higham, 2004; Higham & Hinch, 2009).

There are various definitions that are interpreting the sport tourism meaning, for instance, Gibson (1998) defines sport tourism as “leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activity” (p.49). Hinch and Higham (2004) define sport tourism as “sport-based travel away from the home environment for a limited time, where sport is characterized by unique rule sets, competition related to physical prowess and play” (p.20). These definitions highlight that sport is as a central aspect of the travel nevertheless some travelers might not put the sport related activities as the main goal for their trip or even some tourists might attend the sport event simply by an accident passing by the event host town (Hinch & Higham, 2004). Whether it is a planned sport related trip or not, sport tourism is developing very rapidly and takes the highest attention after leisure experiences claim Ritchy and Adair (2004) based on WTO statistics in 2001.

Serious leisure careers

Leisure is defined as a part of fixed period when an individual is released from their daily routines and responsibilities such as paid work, childcare or personal obligations, it is up to the individual how they are choosing to spend their free time: some examples are sports, camping, family activities, vacations et cetera (Define Recreation and Leisure, 2012). The term leisure is the basis for other sub-sectors such as casual leisure, serious pursuits and project based leisure (Stebbins, 1992). In the Figure 1, which was made by Jenna Hartel (2011) based on Stebbins perspective of serious leisure, are listed many various components that explain the meaning of the leisure.

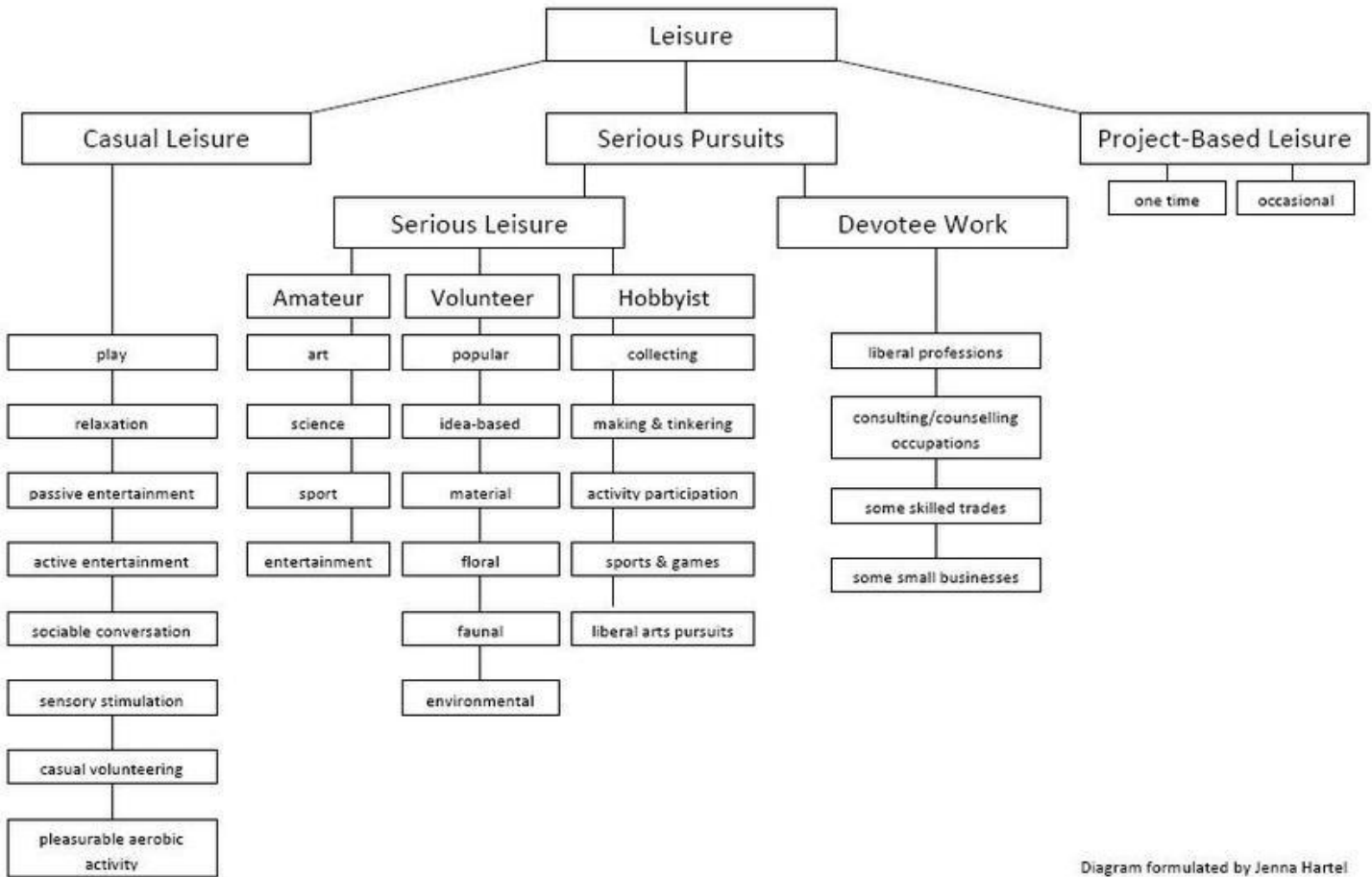


Diagram formulated by Jenna Hartel

Figure 1. Stebbins (1992) serious leisure perspective. Made by Jenna Hartel (2011).

This study is mainly based on the leisure’s sub-sector – serious leisure that is broadly researched by the sociologist Robert A. Stebbins. Serious leisure does not always mean that people who are included in this category will get paid for what they are doing as they would be in the regular job just because it is called “serious” leisure (Stebbins, 1982). Stebbins (1982.p.251) explains that serious leisure should be perceived as “serious orientation” towards leisure, which means that an individual is engaged in their concrete leisure activity in order to develop it and possibly make a career out of it, which further means leisure activity may merge with the work. Serious leisure does not include casual or unserious leisure activities such as relaxation by

watching TV, going for a walk with friends or taking a part in the gym class (Stebbins, 1992). Stebbins (1992,p.3) has divided serious leisure in three forms of *an amateur, hobbyist* and *career volunteering* activity and these pursuits are substantial and exciting for the individuals who want to find a career there. Further in the text will be detailed described three of the serious leisure activities that are relevant to this study – an amateur, hobbyist and professional pursuits.

Stebbins (1982, 1992) has acknowledged six special qualities that identify serious leisure. The first one is *persevere* which brings up positive feelings and experiences despite the tough moments such as exhaustion, injuries or stress. The second one is already mentioned *career* development in participant's pursuits. The third quality is personal *effort* that is based on special *knowledge, training* and *skill* that would help for participants' career development. Furthermore, Stebbins (1982) acknowledged the fourth quality *durable benefits* where amateurs in their diverse activities involve “self-actualization, self-enrichment, recreation or self-image, feelings of accomplishment, enhancement of self-image, self-expression, social interaction and belongingness, and lasting physical products of the activity” (p. 256-257). Also, a benefit of a *pure fun* is characterized as one of the forth serious leisure qualities, which is the only one that also describes unserious leisure activities. The fifth quality is *unique ethos* that unites all previous mentioned qualities and develops subcultures of moral ethics, norms and routine standards. The last and sixth quality of serious leisure is the strong *identification* with the pursuit, which means that participants like to talk proudly and with a big excitement with other people about their special pursuits. (Stebbins, 1982, 1992).

Most of these mentioned qualities cannot be achieved in unserious leisure activities; besides a term, “serious leisure”, is not just a work or trouble but rather joy and genuineness (Stebbins, 1982).

Amateurism

Stebbins (1982) characterizes amateurism activities as “an avocation in which the participant is motivated by seriousness and commitment” (p.258). The seriousness and commitment involve strict discipline with practices and concrete arrangement of schedules or organization (Stebbins, 1982). Amateurism is not the same as modern amateurism, which rather means that individuals are enjoying themselves as being on vacation than being more serious about it (Stebbins, 1982). The modern amateurs are described as players and dilettantes, yet, modern amateurism can become as serious leisure activity for some participants, and “Godbout (1986) has noted this trend in what he calls the “professionalization of serious leisure”” (Stebbins, 1992, p.9). For instance, an individual whose dream is to *fly* might want to try out paragliding or skydiving just for the leisure. This recreational tourist most likely will find the nearest sports club and will perform the sport in tandem with a professional athlete. At the beginning, it is just for fun, spare time activity in which this person is not very seriously involved but then suddenly this human being cannot imagine the life without this activity and want to explore more and more about this sport until they begin to learn to perform this sport individually. This person becomes more advanced and finally this sport becomes so usual for this human being that he/she is fully committed to this pursuit. They are asking advices to professional athletes, they are exchanging knowledge with them, they are willing to become excellent and Stebbins (1982, 1992) defines these athletes as amateurs. As follows, amateurism is characterized as “a part of a professional-amateur-public (P-A-P) system of functionally interdependent relationships” (Stebbins, 1992, p.9) where amateurs are compared as network between professionals and the public at the same time differing with their definite attitudes. Amateurs are practicing and they are engaged in their activity in order to learn and experience always something new because of their self-interest in the pursuit, they do not earn money on it although can sometimes benefit when participating in

the events (Stebbins, 1992). Amateurs can be linked to professional athletes; however, professional athletes are performing the sport more often and can even earn a decent amount of money on that (Stebbins, 1992).

Hobbyist pursuits

Similarly, to amateurs hobbyist pursuits also have distinct and lasting intentions (Stebbins, 1982). They are serious about their activities but at the same time, they are not feeling a need or compulsion to engage in these pursuits as amateurs do (Stebbins, 1982). People find a hobby because it is specifically interesting and are enjoying it for its enduring benefits, for instance taking a part in non-competitive sport such as base-jumping or hanggliding, they do have the knowledge but they perform it only because they like to *dance* with the nature that is feeling harmony with it and lasting emotional excitement (Brymer, 2009). Thus, in contrast with amateurs, hobbyists are not linked as a part of a P-A-P system (Stebbins, 1982). Hobbyists are attracted to their activities or pursuits but these hobbies are rather not similar to the regular work responsibilities. They are not involved in their hobbies because of the money; remuneration is assumed as a secondary aspect (Stebbins, 1982). Their pursuits involve many other durable benefits, and this statement can be linked to the amateur pursuits as well. Neither of them have a goal to increase their main income because of their passion, as follows both of them would be still involved with their pursuits even they do not gain any capital. Money is just one reward of many and it turns out to be the least important. (Stebbins, 1982). Stebbins (1982) divides hobbyists in four categories: *collectors*, *makers and tinkers*, *activity participant* and *players*.

Hobbyist *collectors* are keen with their leisure pursuit to gain appreciation and prestige for both personal and social reasons, for instance, by collecting stamps, books or butterflies (Stebbins, 1982, p.260). *Makers and tinkers* are, for instance, “furniture and toy makers,

automobile repairers, knitters and weavers, lapidary workers and home remodelers” (Stebbins, 1982, p.261) with the lack of professional counterparts. They are doing it for themselves and for their own sake. These enthusiasts are not doing it professionally but by making that all themselves they avoid to spend extra money on hiring professionals. The *activity participant* belongs to non-competitive leisure activity such as backpacking, hanggliding, cross-country skiing and surfing (Stebbins, 1982). The activity participants are motivated to perform these activities in order to develop their ‘knowledge and skills for the personal enrichment’ (Stebbins, 1982, p.262). The last hobbyist category - *players* are representing competitive sport or game pursuits when they have to follow particular game rule sets (Stebbins, 1982), for instance they are taking a part in rafting competition but they do not seek to win the competition rather they are just having fun with the group of people. Moreover, players the same as activity participants continue to develop their knowledge and skills in one’s pursuit. Examples from Stebbins (1982) of hobbyists are players who lack professional counterparts “canoe racing, cross-country running, volleyball and rock climbing” (Stebbins, 1982, p.262).

When hobbyists improve their skills and knowledge in a more professional means, they become amateurs (Stebbins, 1982, 1992).

Professionals

In the comparison with amateurs and hobbyists, professionals are excellent in their pursuits, for instance better sport performers than amateurs (Stebbins, 1992). Professionals are even more engaged in their pursuits and they earn a livelihood from it. In the context of sports, professional athletes are like examples to hobbyists and amateurs of, performing the sport with the highest level, moreover, they have passed the tests in order to teach other’s in performing a particular sport pursuit (Stebbins, 1992). They are advisors with high skills and knowledge, for

most of them their pursuits are a profession and they are a part of a P-A-P system (Stebbins, 1992). Furthermore, according to Stebbins (1992), professionals are more experienced and they are appreciated in public, they are a part of a professional club with similar minded individuals, they are special trained and more committed than amateurs and hobbyists. Professionals tend to have a strong identity, which results a community where they share their success and failures, in addition amusing the audience is important (Stebbins, 1992). Based on acknowledged theory by Stebbins (1992) extreme sport professionals are athletes who are members of a sports club, enthusiasts who are working at the sports club by teaching others performing extreme sports, sport instructors who offer the club visitors to try out different extreme sports with the purpose of earning a capital.

Sport tourism travel career as a concept

Getz and Andersson (2010) propose that “many people with specific sport or lifestyle interests will develop event- specific careers” (p.468). Therefore, they have examined if there are any differences between highly involved athletes and less involved athletes in the context of developing event-tourist careers trajectory for distance runners. In order to examine athlete’s tourism event careers these authors have analyzed their motivations in sport, level of involvement in the pursuit and event travel behaviors based on six dimension model: motivation, travel style, temporal, spatial, event type and destination - event choice (Getz & Andersson, 2010).

The motivations found for less involved athletes were such factors as fun, improving skills, challenge and thrills but higher involved athletes had higher means on personal development aspect (Getz & Andersson, 2010). This highlights the theory of serious leisure (Stebbins, 1982, 1992) where the higher involved athletes are more professional and the athletes who are not considered having a serious career are more aligning to amateurs and hobbyists,

furthermore these athletes are likely to have more serious careers (Getz & Andersson, 2010). One of the other factors observed was that the higher involved athletes have travelled to more events and intend to travel more also in the future which expresses that these athletes have serious sport tourism travel careers, in addition they tend to take longer trips and are travelling together with family (Getz & Andersson, 2010). The highly involved runners also tend to choose events that are more prestigious and a destination that is attractive that way combining their participation in the event with holidays (Getz & Andersson, 2010). This acknowledgment demonstrates that the athletes do have sport tourism travel careers and they tend to develop them rapidly in the context of serious leisure.

There is a limited theoretical background concerning the serious leisure sport tourism and as cited in Getz and McConnel (2011) “according to Frew (2006) serious leisure had not previously been applied extensively to tourism, and even less to sport tourism” (p.327). However, Getz and McConnel (2011) seek to extend the theory about serious leisure in the context of sport tourism by exploring highly-involved mountain bikers’ motives, involvement in the pursuit, participation in the competitive events and future travelling along with event destination characteristics at the sport event “TransRockies” (Getz and McConnel, 2011). They have applied the 6 dimension model about the event travel careers by Getz and Andersson (2010). One of the main observed aspects were that most of the athletes are involved in the sport because of excitement, athleticism and challenge, moreover these athletes are often participants in similar sport related events and they spend a highly amount of money for their interest (Getz & McConnel, 2011). In order to participate at this event many of these athletes were travelling a long distance by representing various foreign countries (Getz & McConnel, 2011). Most of them were novelty seekers who demanded the events to be well organized and the main reasons why they chose to participate in this particular event was because of the attractiveness and scenery of

the place (Getz & McConnel, 2011). According to Stebbins (1982, 1992) individuals who are seriously involved in their pursuits tend to develop careers and these careers are related to sport tourism (Getz & McConnel, 2011).

Experience concepts

After an accurate literature review at the consumer/tourist experience, Ritchie and Hudson (2009) developed a model that expresses a general and extant understanding of experience theory, its concepts and people behaviors. This memorable experience model is based on the findings of the experience studies by several authors such as “Csikszentmihalyi (1975, 1988, 1990), Berry (1981), Holbrook and Hirschman (1982), Turner and Bruner (1986), Ryan (1995), Jennings and Nickerson (2006), Pine and Gilmore (1999)” and so on (cited in Richie & Hudson, 2009, p. 121). All of the mentioned researchers are developing new prospects on the experience theory and they seek to find out diverse aspects that could encourage extraordinary and memorable experiences (Richie & Hudson, 2009). According to Richie and Hudson (2009), a psychologist Csikszentmihalyi (1975) was the very first researcher who studied consumer/tourist experiences in a context of leisure (Richie & Hudson, 2009).

Csikszentmihalyi developed a flow experiences model that applies four contexts of *flow*, *anxiety*, *boredom* and *apathy* (Csikszentmihalyi, 1975; Csikszentmihalyi & LeFevre, 1989; Nakamura & Csikszentmihalyi, 2002). Individuals experience flow when “perceived opportunities for action are in balance with the actor’s perceived skills” (Nakamura & Csikszentmihalyi, 2002, p.94). That is, when individual increases skills then the greater experiences are expected from offered opportunities or challenges and if the skills and perceived opportunities are not in a balance then the boredom is met (Csikszentmihalyi, 1975; Csikszentmihalyi & LeFevre, 1989; Nakamura & Csikszentmihalyi, 2002).

Though Csikszentmihalyi was one of the first researchers who talked about consumer/tourist experiences, one of the latest decade's researchers Pine and Gilmore (1999) have made a big sensation on this particular research field presenting new observations in the experience economy when stressing about consumers and services. Pine's and Gilmore's (1999) perspective is that every individual's experiences can be staged and that any businesses should completely engage with their customers in order to provide them with memorable experiences. The experiences definition based on Pine's and Gilmore's (1999) perspective is that "while commodities are fungible, goods tangible, and services intangible, experiences are memorable" (p.11-12). This explains that individuals are co-creators of their experiences while industries provide their customers with services, atmosphere or activities (Ek, Larsen, Hornskov & Mansfeldt, 2008). Furthermore, they argue that two individuals cannot have completely the same experience as it is based on an individual emotion about a concrete moment (Pine & Gilmore, 1998, 1999). In addition, Boswijk, Thijssen and Peelen (2005) state that it is not only about the organization who affects persons experiences, the organization can be an effective guidance for individuals to find their own means and individuals according to their various perceptions and emotions will acknowledge what makes their life meaningful (Boswijk et al, 2005).

Pine and Gilmore (1999) have divided experience in four realms: *entertainment*, *educational*, *escapist* and *esthetic* (see Figure 2). These experience realms are dependent on four dimensions that are *active participation*, *passive participation*, *absorption* and *immersion*. Active participation implies individuals who are personally involved in creating and affecting their experiences and passive participation when participants are not directly influencing their performance (Pine & Gilmore, 1999).

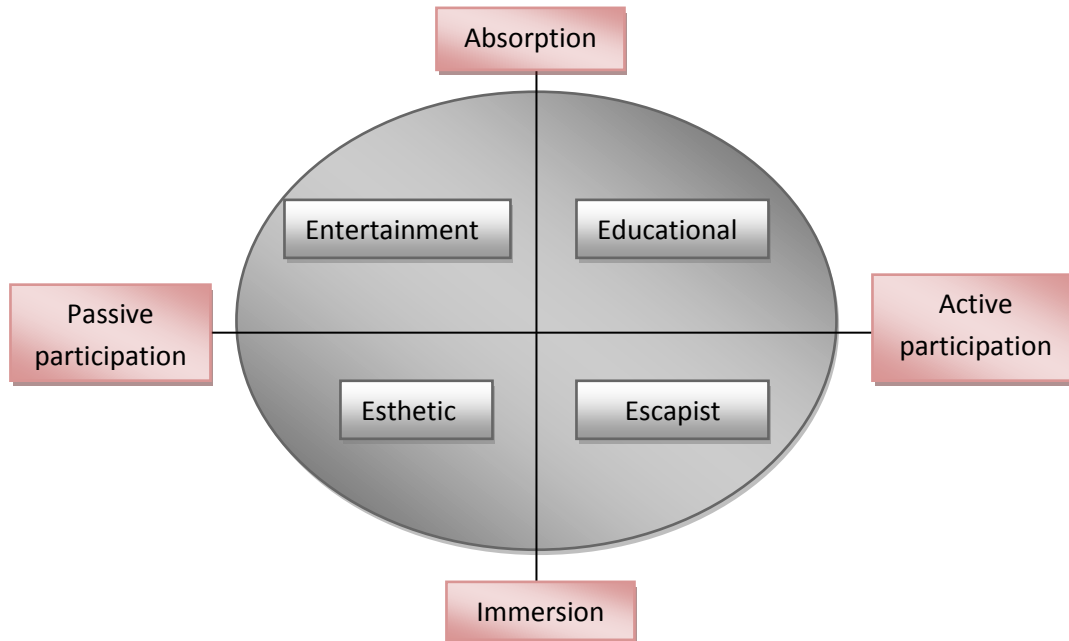


Figure 2. The four realms of an experience by Pine and Gilmore (1999).

Furthermore, absorption and immersion indicate environmental relationships in which participants are connected with the event. Absorption implies people's attention about the performance "bringing the experience into the mind" (Pine & Gilmore, 1999. p.31) and immersion represents individuals who are actually being a part of the experience, for instance athletes who are physically involved in the competition (Pine & Gilmore, 1999).

Entertainment is acknowledged more as a passive participation and the relationships with the event is from a absorption perspective, for instance watching a performance, nevertheless entertainment can be seen in more than just one form (Pine & Gilmore, 1999). Educational experience realm is seen as active participation, for instance, when an individual is taking a theoretical skydiving course then he/she is involved actively, however they are just absorbing the information and are not completely immersed in the activity (Pine & Gilmore, 1999). They are immersed in the activity when they are practically doing it and in addition are taking a part in the

event, these experiences are named escapist (Pine & Gilmore, 1999). The fourth kind of experience - esthetic is met when an individual is engaged in the activity passively, with their senses willing to be in the particular environment (Pine & Gilmore, 1999). For instance, the event Extreme Sport Week attractiveness when participants have a little or no effect in changing anything in the environment and it is in a way an authentic experience (Pine & Gilmore, 1999).

Most of these experiences mentioned can be mixed at one event together that way developing experience that are more memorable (Pine & Gilmore, 1999). Extreme Sport Week is a mixture of all the mentioned experience realms because the athletes are both passive and active participants in the event when watching other perform and at the same time performing themselves. They are absorbers and at the same time, they are immersed in the activity that they are performing.

Sport tourism athletes' experiences that influences satisfaction

Sport and tourism may be clarified as cultural experiences of a physical activity and the place (Higham & Hinch, 2009). Sport can be divided in categories of physical activity such as “competitive or recreational, structured or unstructured, goal oriented or participatory” (Higham & Hinch, 2009. p. 12.) that involves interactions with other people as competitors, co-participants, viewers and hosts. Sport tourism travelers are interacting with their fellow travelers along with the local communities that affect the touristic and sport experiences (Higham & Hinch, 2009). The networks is important factor when travelling to a place as most of the tourists are not travelling alone (Larsen, Urry & Axhausen, 2007; Ek et al, 2008). Collective travelling makes the experiences more pleasurable and memorable and as Ek et al. (2008) argues that “tourism is not only a way of experiencing (new) places and events, but also emotional geographies of sociability, of being together with close friends and family members” (p.125).

Furthermore, the place influences the meaning of the event and the place and space where the event is happening can be a component of tourism and leisure (Higham & Hinch, 2009). Beautiful landscapes can encourage potential visitors to take a trip there and in the perspective of leisure and recreation, the place correlates emotional and functional characteristic between people and environmental settings (Higham & Hinch, 2009). Bell and Lyall (2002) indicate that most of the people live in urban environment and they have a desire to escape from it in order to explore the nature sights or nature sublime. There are two different ways how to explore the landscapes, one is those who are merely watching it and those who are physically participating in it (Bell & Lyall, 2002). For instance, extreme sport athletes have a desire to engage with the landscape by also being daring, they explore the nature sights in a new way – inverted way (Bell & Lyall, 2002). The landscapes in Voss can be promoted as unique setting, and engaging in extreme sports is unusual and rare experience that stimulates all the senses through the activity and sublime (Bell & Lyall, 2002). Walle (1997) states (cited in Bell & Lyall, 2002) that “adventure tourists are seeking peak experiences for self-actualization and fulfillment” (p.28). They seek to explore the nature through a higher learning of it (Bell & Lyall, 2002).

In the context of the extreme sport event in Voss we could assume that the athletes are also perceived as the tourists who are visiting Voss because of its attractive landscapes and at the same time meeting other similar minded extremists. The athletes are in a way connected to each other and they all are attached to the natural surroundings that make the event spectacular for the participants and the intention to revisit the place in the future (Higham & Hinch, 2009).

Visitor experiences and satisfaction level with the event can vary depending on the concrete sport a participant is engaged in. The visitors’ expectations before the event can be influenced by the athletes’ personality and attitude, their lifestyle, career trajectory and sport experiences (Hinch & Higham, 2004; Higham & Hinch, 2009). It is also important to understand

athlete's motivations of the sport related travel, for instance, elite or professional sport participants will more likely concentrate on their performances and competition and are not so concerned to explore touristic sights (Hinch & Higham, 2004; Higham & Hinch, 2009).

However, hobbyists who may unite their holidays with their sport interest are more likely to take it easy on the competition putting the touristic activities in the first plan. On either side, all the athletes who find a spare time during the competition might do some touristic activities such as joining the local party or going to the local restaurant that way shaping their overall experience of the trip and the event itself (Hinch & Higham, 2004; Higham & Hinch, 2009).

We can find different ways how to describe the visitor experiences and it is necessary to acknowledge how long the stay is, what kind of activities the tourist is involved in and what is the general behavior (Hinch & Higham, 2004). The visitor experiences are also a mixture of tangible and intangible elements that are physical attributes and emotional aspects (Pine & Gilmore, 1999; Hinch & Higham, 2004; Komppula, 2007). This study involves an explorative learning of extreme sport athletes, their experiences, satisfaction and emotions at the event Extreme Sport Week. Participation and performances can come with the enjoyment and euphoria throughout a victory or a team spirit, exhaustion and pain can arise from continuous physical activities, as well a disappointment can arise with the result (Hinch & Higham, 2004; Ek et al. 2008). The visitor experiences consists of each individuals' various motivations and desired expectations as well as the sport and tourism service systems at the host town can have a big impact on the tourist experiences (Hinch & Higham, 2004). That is what kind of outcome of the event the tourist expects and this result is related to the tourist overall satisfaction with the event (Komppula, 2007).

The tourist experience starts with the booking flight, train or bus tickets to the destination (Hinch & Higham, 2004). The cost of the trip and spent time until getting at the destination will

affect the travelling experiences, as well as the service supplies will influence the satisfaction (Hinch & Higham, 2004). The length of the stay is one of the major factors that dictate tourist activities at the destination; the longer stay will ensure the visitor to see the host town and its culture from a broader perspective (Hinch & Higham, 2004). Hotels and local restaurants are increasing their occupancy and income during the event and visitor satisfaction is dependent on offered facilities, as well as existence of information services (Hinch & Higham, 2004). Furthermore, it is important that the sport venues and facilities are central, easy accessible and the venues are providing with rich entertainment (Hinch & Higham, 2004).

The experiences of the place can vary between first-time visit and repeated visitors. The repeated visitors may experience a routine on their trip while first-time visitors will seek for authenticity (MacCannel, 1976; Hinch & Higham, 2004). Nevertheless, repeated visitors may find new activities at the destination in order to maintain the novelty of their experiences therefore organizers of the event should ensure innovation and development of the event program (Hinch & Higham, 2004).

The sport experiences can differ among competitive and non-competitive events as well as between professional athletes and amateurs (Hinch & Higham, 2004). It depends what kind of professional careers the athlete has, what is the participant's goal in taking a part at the event and how serious the competition is (Hinch & Higham, 2004).

As it is already mentioned above, the visitor behaviors play a big role for the experiences; the athletes involvement in the sport, developed career trajectories, their efforts in the sport and their achievements (Hinch & Higham, 2004). As follows, the social aspect is essential, for instance, how athletes get along with each other and how they build relationships with the hosts (Hinch & Higham, 2004). One of the reasons why athletes are involved in the event repeatedly may be the unity among the fellow participants in the way that they are sharing common

interests, developing new networks and exchanging the knowledge in the sport (Hinch & Higham, 2004). Furthermore, if the event has been successfully organized and all the visitor expectations have been met then athletes are willing to return (Hinch & Higham, 2004).

3. Methodology

Research design

This thesis is based on quantitative descriptive and explorative research design.

The purpose of the descriptive design is to describe and document the nature of the phenomenon of the extreme sport athletes, the characteristics of the involvement in different sport pursuits, to describe the athletes sport travel career trajectory, the social identity and networks, as well as athletes' experiences and satisfaction.

The purpose of the explorative research design is to explore the factors that influence the dependent variable - athletes' satisfaction with the event Extreme Sport Week. Furthermore, discover what relationships between these factors are and predict the effects that influence athletes' satisfaction of one variable related on another.

Sample

The target group for this research was the Extreme Sport Week participants – athletes. The total population of the participants in the event was known – altogether there were 1106 athletes who competed and participated in the Extreme Sport Week. The basic data such as gender, age, represented pursuits and email for whole the population was available in corporation with the event organizers. The survey was sent out to all the participants therefore the sample was not

randomly selected but self-selected. The sample of the research represented respondents who were taking the part in the survey voluntarily responding to the email invitation (Walsh, Kiesler, Sproull & Hesse, 1992). The self-selected sample represented all the characteristics (pursuits, age, and gender) from the total population (Lapan & Quartaroli, 2009).

Data Collection and Measurements

The survey was distributed electronically to the athletes' emails via quest-back two weeks after the event. It took three months, July, August and September (2011), to collect the data as the quest-back was programmed with two reminders in the direction of increasing the amount of responses. The reminders were programmed with two weeks distance.

The survey was divided in several themes that included the profile of respondents, social aspect, career trajectory, involvement, satisfaction and experiences. These themes were the main variables in the research and consisted of several rating scale instruments (see the survey in Appendix 1).

At the beginning of the survey, respondents were asked to fill out the demographic characteristics – gender, age, sport pursuits, educational background and nationality. The next section was social and network aspect, which was rated on the nominal scale with “no” and “yes” offered answers, additionally the open comment area was available. Moreover, several questions included multiple-choice responses where the respondents had to mark the most preferable answer with additional comment part. The social aspect was overlapping with the involvement in the sports, which was measured on a five-point likert scale ranging from “*completely disagree*”, “*partly agree*”, “*neither agree nor disagree*”, “*partly agree*” to “*completely agree*” drawing parallels from Getz and Andersson (2010) involvement scale. The sports career trajectory was measured on the open response questions, which were “*how many*

events have you travelled to in the past year because of your sport interest”, *“how many will you travel to the next 12 months*”, *“how long have you been involved with this sport*”. Furthermore, in order to examine how serious their sport careers are the question *“do you always compete at the events (..)”* was tested with the offered answers *“always competing*”, *“most often competing*”, *“competing at about half of the events*” and *“competing only at some events*”, along with the open comment area. The theory of serious leisure by Stebbins (1982, 1992) was applied with the purpose of identifying athletes’ careers and involvement.

One of the main sections in the survey was satisfaction about Voss and the event Extreme Sport Week organization. Satisfaction was measured with 8 pre-coded questions on a seven-point likert scale ranging from *“extremely satisfied*”, *“very satisfied*”, *“satisfied*”, *“neither satisfied nor unsatisfied*”, *“unsatisfied*”, *“very unsatisfied*” to *“extremely unsatisfied*”. In addition, respondents were asked whether they are planning to attend the event in the future that was measured by 3 multiple responses *“yes*”, *“no*” and *“maybe*” as future attendance for the event also influences the satisfaction. The satisfaction measures were taken and modified from Jurgensen (2010) research when she measured cruise passengers’ experiences, satisfaction about their visit in Stavanger. Jurgensen (2010) applied some of the satisfaction measures based on Oh, Fiore and Joung (2007) tourist experience scale but this study implemented the satisfaction theory based on Hinch and Higham (2004) perspective on sport tourist experiences.

The experiences section was significant to this study and the theory by Pine and Gilmore (1999) about four experience realms were applied. The experience realms that were tested were *educational*, *escapism*, *esthetics* and *entertainment* along with further developed experience items - memories and total enjoyment. All these experience items were applied and tested based on experience economy model by Oh, Fiore and Joung (2007) as well as the cruise passengers

experiences concepts by Jurgensen (2010). The experience section was measured on the five-point likert scale ranging from “*strongly agree*” to “*strongly disagree*”.

At the end of the survey, in the open question, respondents could leave their personal comments on what they think the Extreme Sport Week could improve, as well as the comments about their overall experiences.

Validity and Reliability

The validity of the questions in the survey indicates how meaningful the results of the responses are for the researcher, and whether it measures what is set out to measure (Lapan & Quartaroli, 2009). The survey was assessed by the academics at the University of Stavanger and the Extreme Sport Week main organizer. Minor changes were made as the survey turned out to be too long, as well as few questions were deleted for the reason that they repeated the same content also some grammatical mistakes were corrected.

Several questions involved categorical scale measures “*yes*” or “*no*” with the meaning of existence or nonexistence with the attribute. Using this method, it is simple to measure the observations by counting the subsistence or opposite but the open space for the comments were added in order to better interpret the meaning. Two different likert scales were used which were five-point experience and identity scales and seven-point satisfaction measurement scale. The questions with these scales have previously been tested in other studies but particularly not in the relationships with the extreme sport athletes (Jurgensen, 2010). The advantage of the likert scale is that the questions are in a clear order, easy understandable and being rated in a simple way (Lapan & Quartaroli, 2009). Moreover, this measurement offers both positive and negative attitudes, as well as the neutral option if the respondent does not have a strong opinion (Lapan & Quartaroli, 2009).

The reliability of the instruments determines whether two respondents have interpreted and answered the question the same way, as follows, if all the respondents have approached the question alike along with indicating the variance in the relationship to these measures (Lapan & Quartaroli, 2009). The reliability of the measurements will be presented further on in the data chapter along with measures' internal consistency. Yet, if the measurements of the survey are valid, they should also show a high reliability coefficient (Lapan & Quartaroli, 2009).

Data analysis

The data analysis was carried out with the use of the statistical program SPSS. The answers automatically were re-coded into numbers; the missing answers were pair-wise deleted. In order to analyze the data several types of methods/analysis were conducted. The data executed more than a few frequency figures/tables along with the figures of means of various variables in the survey. This way the data was presented in a clearer outline and the reader could better picture the overall data results. The cross tabulations for the experience items were integrated to produce information about bivariate relationships (Lapan & Quartaroli, 2009). Furthermore, Pearson's correlation analysis (r) were used to test the linear relationships or dependence and strength between two variables in the experience sum-scores and satisfaction sum-scores along with other measure items (Lapan & Quartaroli, 2009). This mentioned correlation coefficient are ranging in value from +1.00 to -1.00 describing how strong the relationships are where the value +1.00 indicates strongly positive relationships and the value -1.00 indicates strongly negative relationships, with the value 0 that shows no relationships at all (Lapan & Quartaroli, 2009). The Cronbach's alpha coefficient is tested, which estimates the reliability and internal constancy of the variables and sum-scores that require reliability value of 0.7 or higher (Pallant, 2004). At the end, the multiple regression analysis was implemented with the purpose of predicting the

athletes' overall satisfaction with the Extreme Sport Week and explaining the variance between predicted variables (Pallant, 2004).

4. Results

Profile of the respondents

The size of the total population who took a part in the event consisted of 1106 athletes. The questionnaire was distributed to all of the participants and resulted a relatively low response rate of 26%, which means that to the questionnaire answered 292 participants. From the total 292 respondents 19 were excluded because they were not athletes but coterie who wanted to try out extreme sports in tandem with professional athletes therefore they were not reliable to the research purpose.

The basic information such as gender, age, nationality and pursuits was known for all the 1106 participants and the results of achieved sample shows that it is representative to the total population of athletes who took a part in the Extreme Sport Week.

The achieved sample showed unequal distribution between males (79%) and females (21%) and the total population's sample demonstrated the same tendency of 80% males and 20% females. Most likely, the extreme sports activities offered appeals more to males than to females. The age of the participants in achieved sample vary between the youngest of 15 years and the oldest 57 years ($M=30.4$; $SD=8.3$) and in the total population the youngest was 11 years and the oldest 68 years ($M=30.1$; $SD=8.4$). The majority of the total participants were Norwegians (86%); achieved sample contains slightly less amount of national respondents (82%) ($SD=.385$). The other countries that are represented in the achieved sample (18%) are Australia, United Kingdom, New Zealand, Denmark, Sweden, United States, Germany, Finland, France, Italy,

Switzerland, South Africa, Netherlands, Belgium, Brazil, Barbados, Austria, Bulgaria, Canada, Israel, Spain and United Arab Emirates.

The most popular pursuits of total participant amount were skydiving (27%), paragliding (11%), longboarding (10%) and MTB/BMX (9%). The pursuits, which are represented with the highest amount of participants in the achieved sample, are skydiving (29%), paragliding (16%), longboarding (12%) and rafting (8%).

The achieved sample shows that most of the participants are highly educated. Most of the athletes have gone to college and university (69%), participants who have high school education represented 25% and only 6% have comprehensive school education (see Appendix 2).

Data presentation

In this section, the data will be represented on five central aspects: sport pursuits and involvement, sport travel career trajectory, the social identity, athletes' experiences and satisfaction with the event.

Sport pursuits and involvement

All the participants ahead the Extreme Sport Week are asked to fill out the registration form that allows us to see a total statistical view for each represented pursuit at the event (see Figure 3). The event hosted 13 different kind of extreme sport competitions and demonstrations that are BASE, skydiving, paragliding, longboarding, kayaking, rafting, Horgi Ned (multi-sport), climbing, mtb/mtx, free-ride skiing, big air and hanggliding. Besides these sport activities participants perform in other sport categories such as kiting and SUP (Stand Up Padling), and event visitors can enjoy full extreme sport package "Try it" that includes seven different sport categories. Many of the athletes are performing more than one extreme sport type and their

primary and secondary pursuits will be discussed later on but in the Figure 3 are represented the main sport areas the athletes (N=1106) were occupied with.

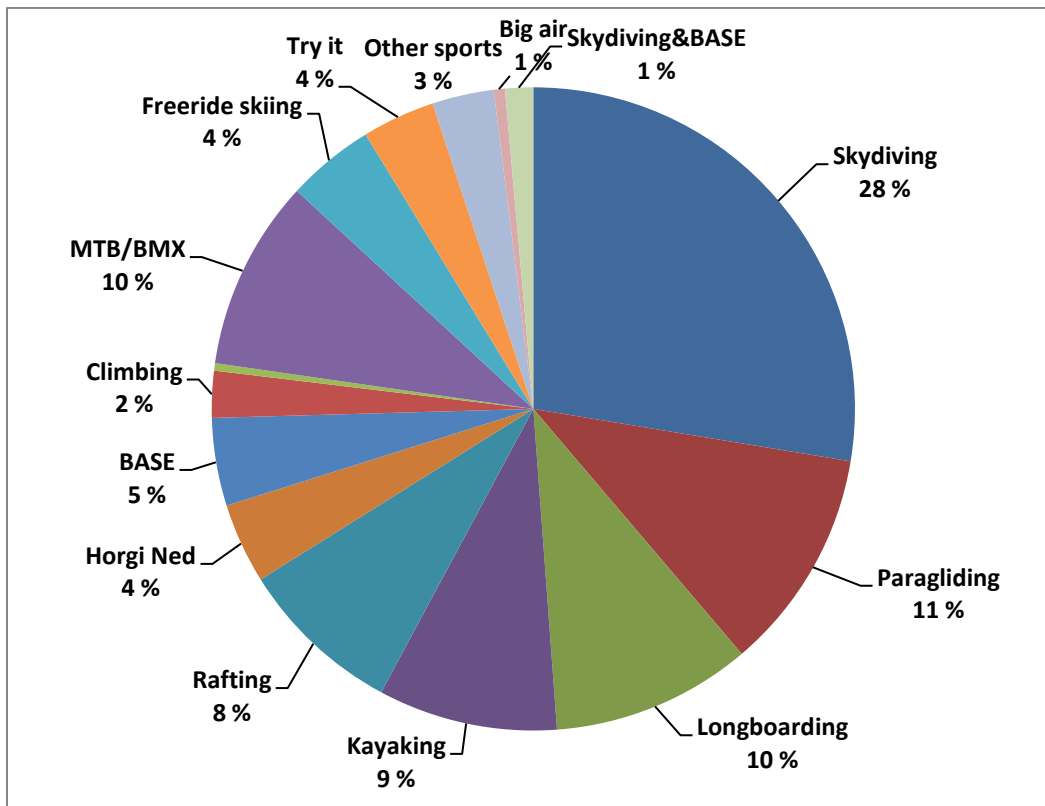


Figure 3. Total pursuit statistics. N=1106

The most popular pursuit and the major represented sport's group at the event was skydiving (28%). This particular sport's category is leading also as the primary sport activity in the achieved sample (28,9%) (see Table 1). Other following sport branches with most participants are paragliding, longboarding, MTB/BMX, also rafting and kayaking are between most popular pursuits. As expected, the achieved sample shows similar tendency when stressing the favorite sports at the event. All the other sport categories are quite equally represented. Interestingly, the achieved sample shows a comparatively high percentage on freeride skiing as a primary sport pursuit (7,3%). Unfortunately, freeride skiing was cancelled due to a bad weather conditions

nevertheless these athletes were included in the sample and their answers were considered as reliable. In addition to that, the freeride skiing might not be the only sport they are performing.

Table 1. Athlete's pursuit categorization within achieved sample. n=273

Sports	Primary sport activity %	Secondary sport activity %	Additional sports %
Skydiving	28,9	4,4	3,7
Paragliding	16,1	3,7	3,3
Longboarding	12,1	3,7	,7
Kayaking	7,0	5,1	6,2
Rafting	8,4	2,2	,7
Horgi Ned	3,7	2,6	,4
BASE	4,8	3,7	2,6
Climbing	2,2	1,5	7,7
Hanggliding	,7	,4	
MTB	7,0	2,2	5,1
BMX	1,5	,7	,4
Freeride skiing	7,3	1,1	2,2
Mountain skiing			5,5
Kiting		3,7	4,0
Try it			,4
Other sports		1,1	12,8
No other sports		63,9	44,4

As in the Table 1 is presented that approximately 37% of the respondents reported that they were engaged in more than one sport's activity at the event. Thus, we could assume that these athletes are developing their sport careers and are open for any challenges they meet. Furthermore, the third category – additional sports also demonstrate a big percentage (56%) of participants who love to do other similar sports besides their main sport pursuits. They might not perform these additional sports as serious as their first sport activity but it indicates that these people are willing to discover more and more different kind of extreme sports. These athletes seem to love their lifestyle and are “multisport extremists” who are simply enjoying themselves

in action. The length of involvement in the sport varies between 1 and 38 years ($n=264$; $M=8.36$; $SD=7.004$). The majority of persons involved with the sport are for 5, 10 and 15 years (see Figure 4).

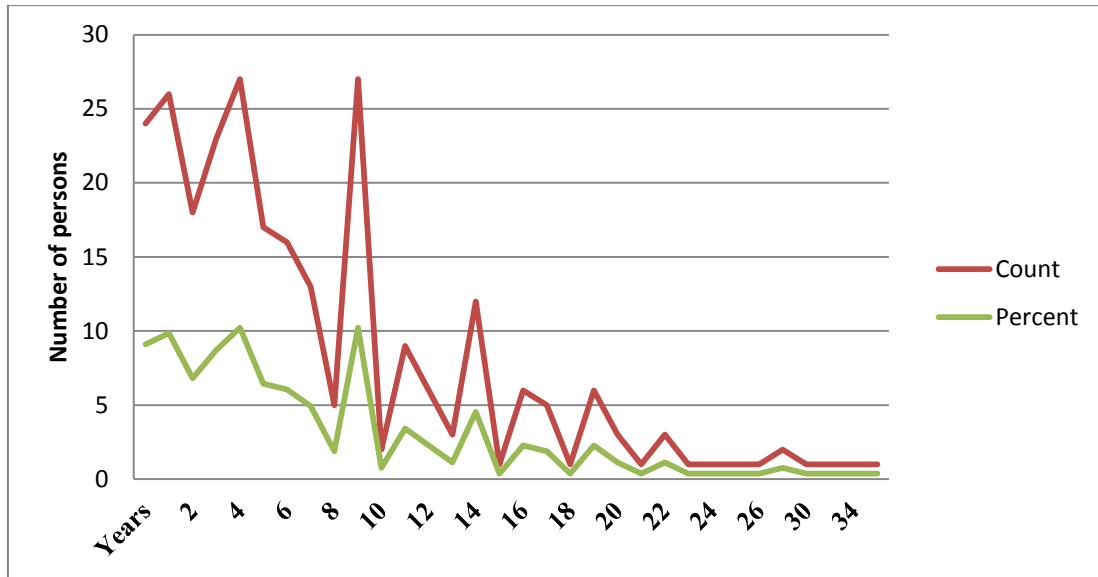


Figure 4. The length of involvement in the sport. $n=264$

Motives for the commencement with extreme sports

The reasons athletes gave for the commencement of the extreme sport are various but the most common one is that they are fun loving personalities who fancy to try out everything (35,9 %) (see Figure 5). The love for the nature that drives them to experience it deeper (25,6%) and the search for challenges that would supplement their daily routine (25,6 %) were common elements for engaging in extreme sports along with the encourage from friends (24,2%). Other common reasons mentioned in open comments for beginning their passion were such as a desire to fly and fulfill their dreams of doing something extreme; some of the athletes began the sport at school or military by offered courses, others fell in love with the sport when getting extreme sport package as a birthday present. Some of the athletes grew up with the extreme sport loving parents

and somebody else just got inspired of seeing an extreme sport video on the internet.

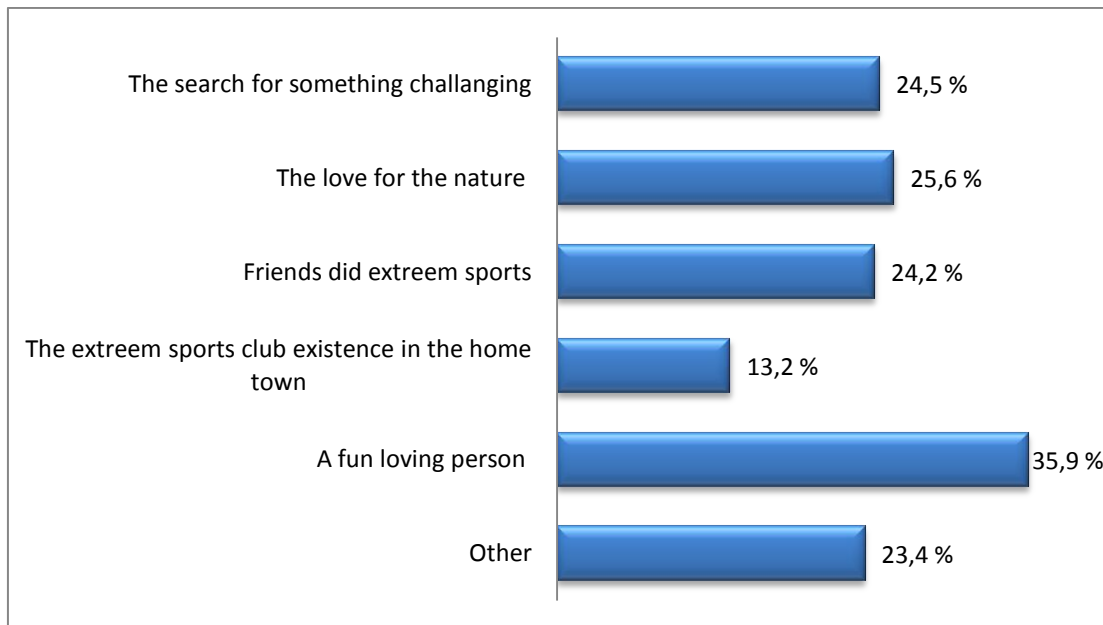


Figure 5. The reasons athletes gave for the commencement of the extreme sport. $n=273$

Motives for the participation at the Extreme Sport Week

Athletes were asked to rate their motives for their participation at the particular event. The question consisted of 10 various offered motives and the respondents had to arrange each motive from the “most important=1” to “the least important=10”. Generally, all of the motives seemed to have an equal importance nevertheless the highest intention for taking a part in the event among all of the participants were “just for the sake of pleasure”, “playing with the nature” and “social aspect (meeting friends)” (see Figure 6).

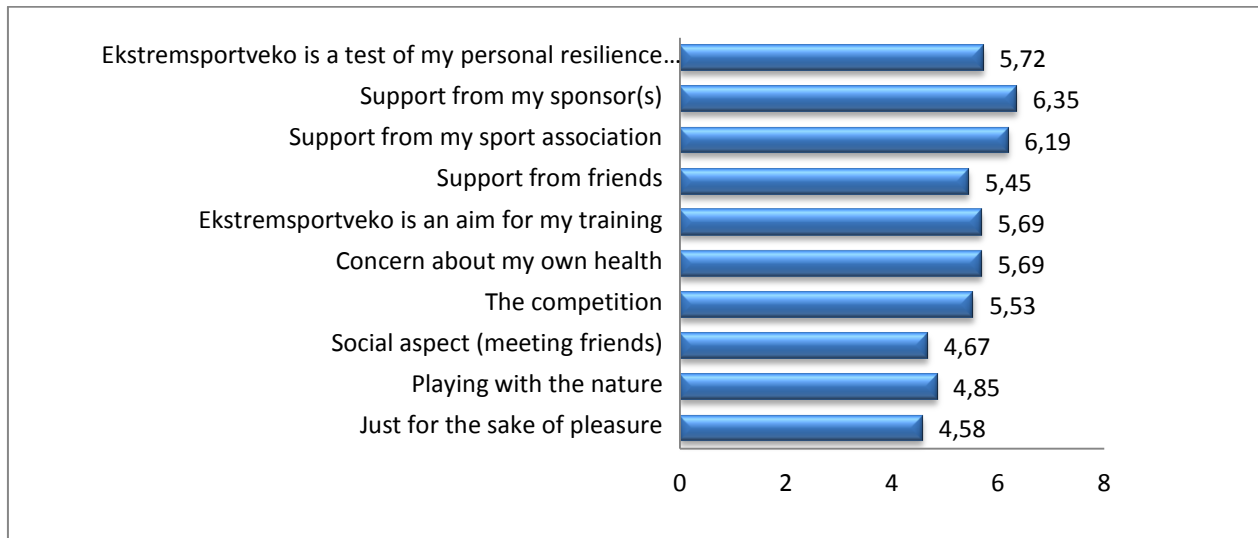


Figure 6. Motives for participation in the Extreme Sport Week (1=the most important; 10=the least important, n=273)

Social aspect

Most of the participants (see Figure 7) are travelling along with their friend company (59%; n=269), which means that the social aspect is important for them besides one of the reasons could be that their friends are involved in the extreme sports and are taking a part (see Figure 8) in the event (95,5%; n=266). 12 % (n=269) of the participants are travelling alone, which could explain that this group of athletes are independently engaged in their pursuit and in order to participate in the event a friend or a family could not influence their decision whether they join or not. Along with the family are travelling 8% and 14% with their partners (n=269). That is not a big number nevertheless their beside is important and could affect their decision on a participation especially if their families are taking a part in the event too (24,4%; n=262).

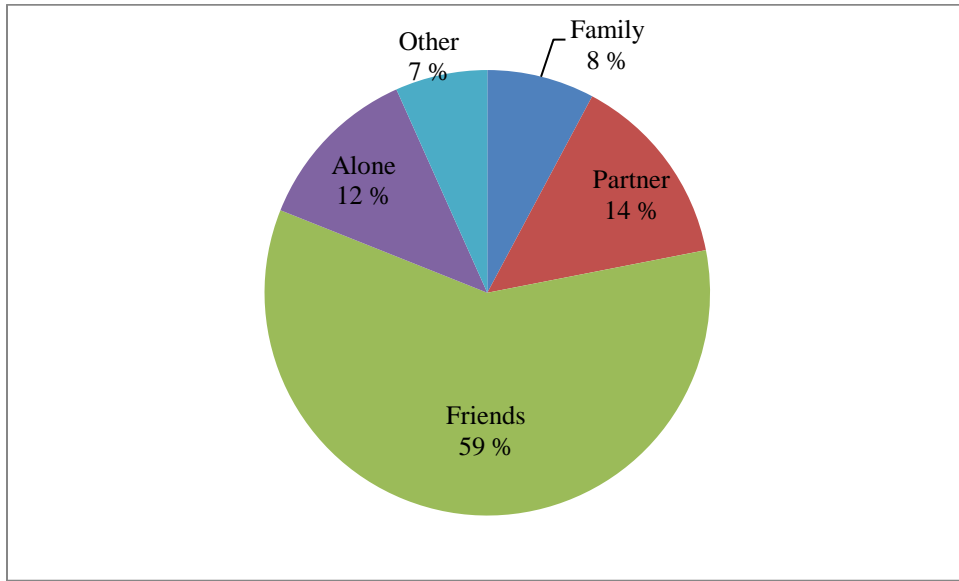


Figure 7. Travelling companions. n=269

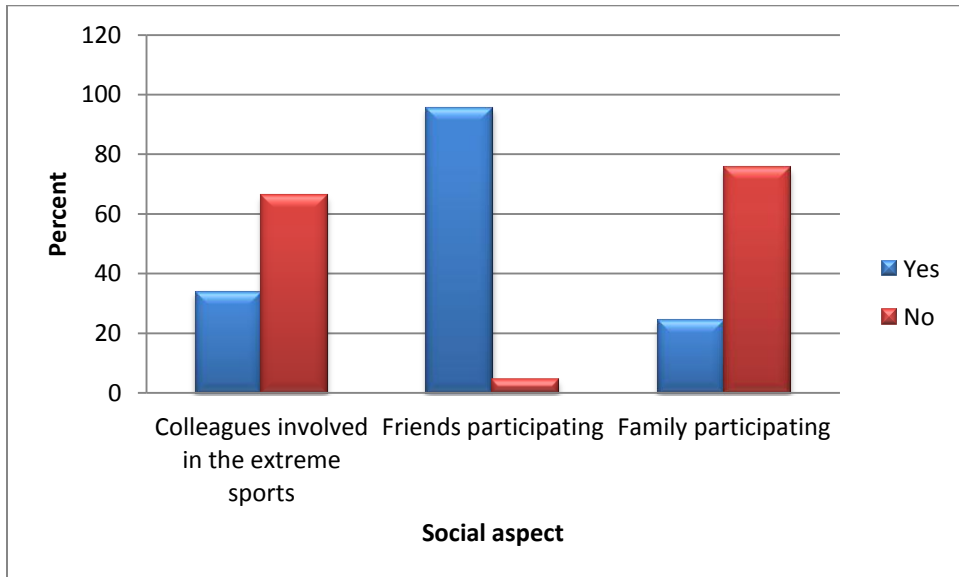


Figure 8. Co-worker and family involvement. n=260

Belongingness to the sport organization, club or group can help athletes to develop their careers in their sport pursuits, in addition get comprehensive information about the events, courses or sponsorship. The majority of the respondents are a part of various sport clubs (68%) and in the open comment part in the survey, respondents have mentioned a wide range of different sport clubs, associations and groups – about 66 different clubs all together. Since the majority of respondents were skydivers then the most often mentioned were skydiving clubs in Voss, Bergen and Stavanger. The second most mentioned club was Voss HPK (Voss Hang-og paragliderklubb) for paragliders. A common organization where the skateboarders are belonging to is NSDF (Norges Downhill Skateboard Forbund) and for the river extremists the most popular club mentioned was kayak and rafting club in Voss. Respectively, majority of the participants belong to their local sport organizations.

It is very common for the extreme sport athletes to share their interest in diverse online communication blogs and chat rooms (61%). The survey respondents had mentioned about 35 various online blogs and forums. The most mentioned online blog was Facebook, the other common forums were Asfaltsurfer, Dropzone, Skyforum and You Tube. Some of the athletes have made their own blogs and again most of the respondents are taking part in a local online communication groups (see Figure 9).

Belongingness to different sport related organizations and participation in online communication groups determine athletes' awareness and interest in their sport activity, additionally sponsorship support for their alternative pursuits verify the seriousness and engagement level athletes are developing their careers now and in the future. Only a relatively small group of participants (respondents) has sponsors (24%, see Figure 9), the rest of them are managing themselves or in order to pay the participation fee for the event Extreme Sport Week, they do a volunteer work during the event (17,5%, see Figure 14). Some of the respondents have

answered that they are full time employed, which means that these athletes are occupied with their pursuit professionally. However, the most common sponsor companies mentioned were BULA and One Call.

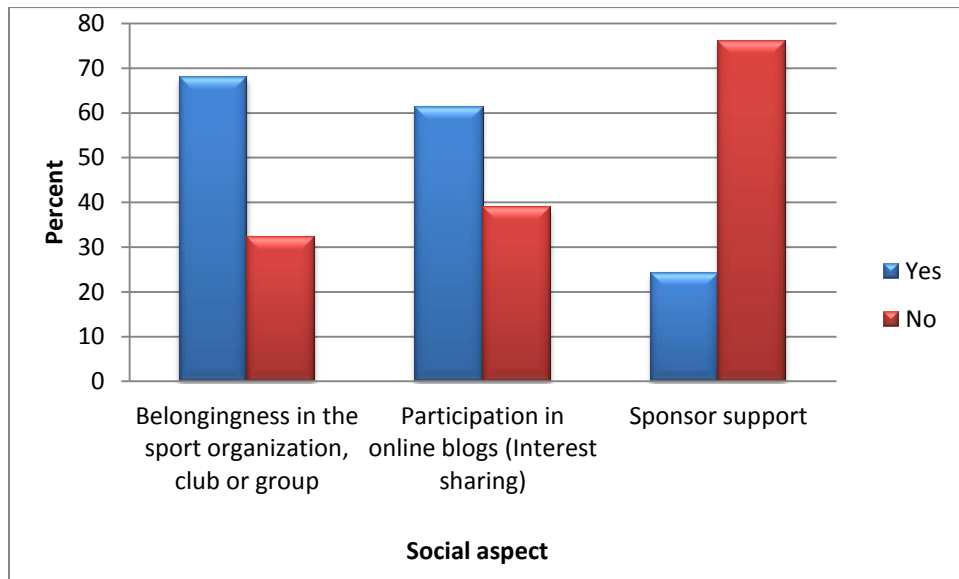


Figure 9. Social aspect related to the sport activity. $n=273$

Social sport identity

All respondents were asked to rate their social identity on the extreme sports. This section consisted of 6 statements on a five-point scale ranging from “*completely disagree=1*” to “*completely agree=5*”. The internal consistency between all the variables indicated strong correlations with Cronbach's alpha coefficient .762. The total mean of all the variables in the sum-score was 3.26 (SD=.813), which indicates a slightly positive skewness (see Appendix 2). In the Figure 10 bellow are illustrated the means of agreements in each statement separately. The majority of participants are sharing their interest with friends and their social life rotates around their sport pursuit.

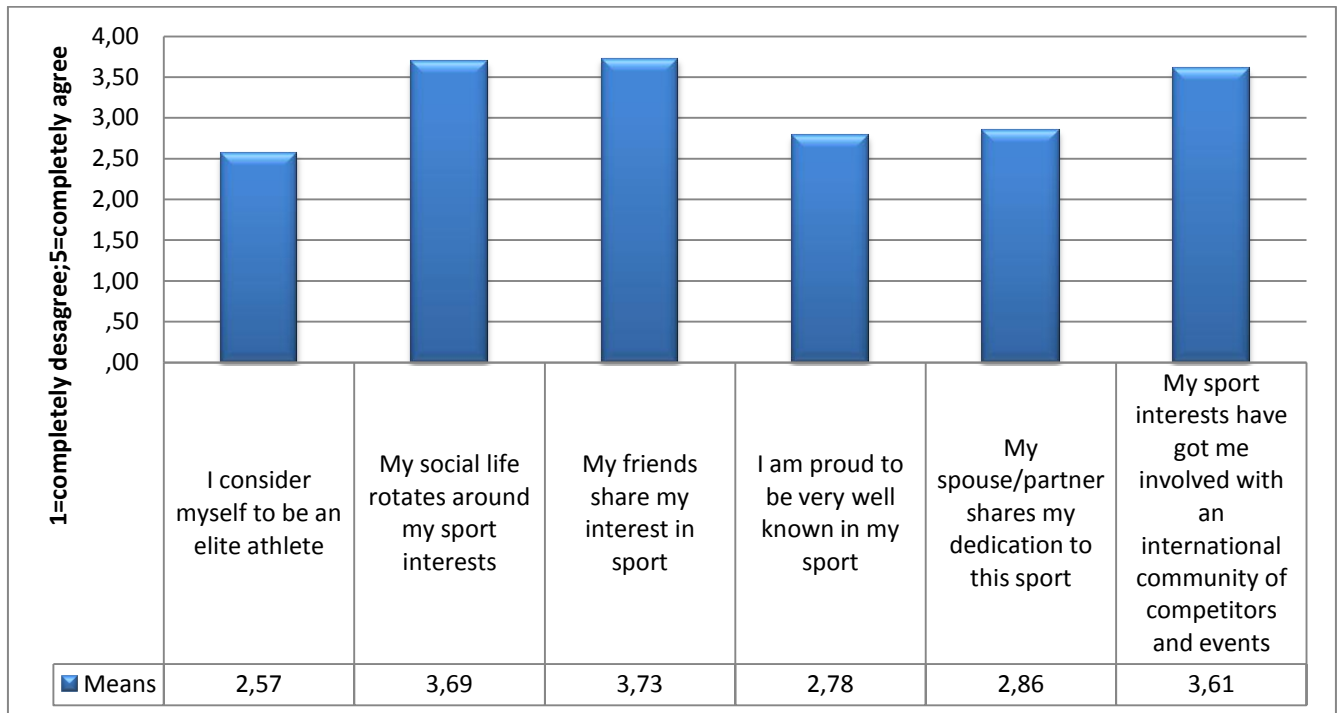


Figure 10. Means of social identity statements. $n=254$ ($min=1$; $max=5$).

Asking questions about social aspect according the Extreme Sport Week most of the respondents are discussing the event at their work environment (84%, $N=262$) and 77% ($N=260$) of respondents have recruited others to participate in the event.

Sport career

The athletes' sport career trajectory is one of the central aspects in this study and in the distributed survey athletes had to mention: to how many events they have participated in the past year, and to how many are they planning to travel the next 12 months because of their sport interest. The Figure 11 illustrates the distribution between the past travelled events ($M=5.87$; $SD=6.398$) and the amount of planned future events ($M=5.74$; $SD=5.428$). The relationships between these two linear variables are positively distributed and show a high correlation coefficient $r=0.77$ ($p=.000$), which explains that those athletes who travelled in last year will tend

to travel similar amount of sport related events in the future. The positive correlation between these two variables support the theory of the serious leisure and sport related travel career.

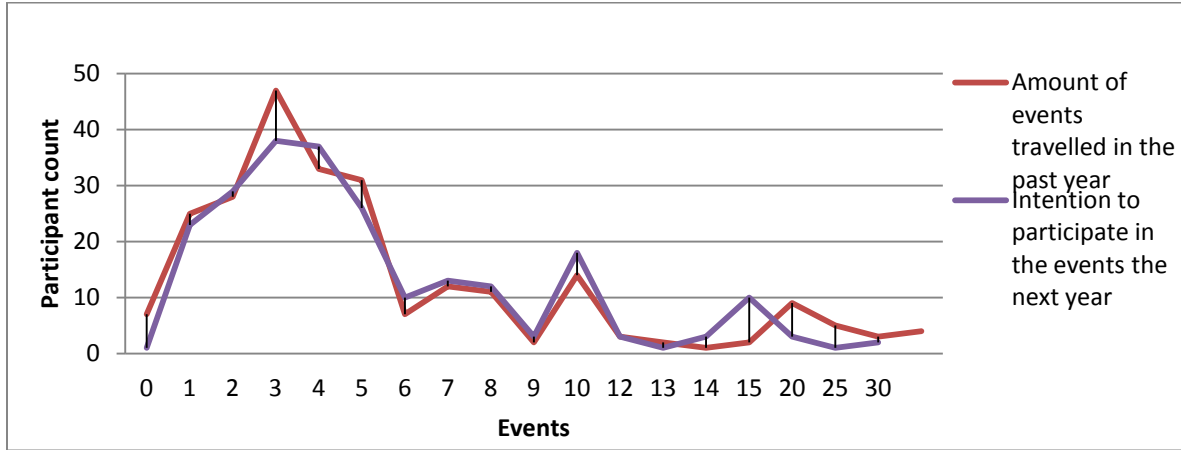


Figure 11. Sport related travel career. n=233

It is self-evident that the determination of how strongly athletes are involved in their pursuits is related to how often they are competing at the events. In other words, athletes who are always competing will likely have the most serious sport careers and are pursued with their sport professionally. In the Figure 12 is illustrated that most of the athletes are competing only at some events.

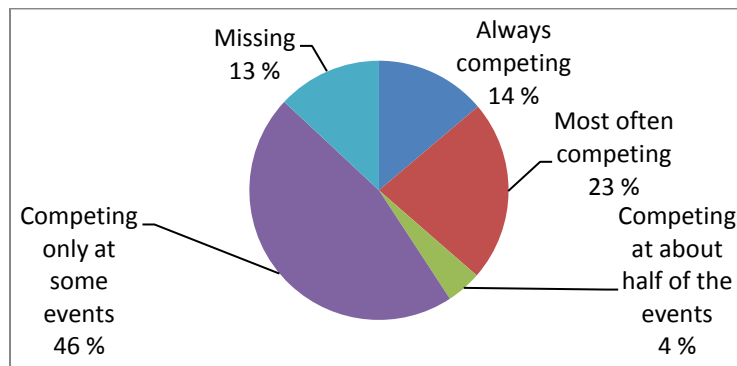


Figure 12. Competition frequency at the events. n=267

Extreme Sport Week event

Most of the participants have previously participated in the Extreme Sport Event (71%) and the minimum of how many times the athletes have been taking a part in the event is 1 and the maximum 14 times ($M=5.80$; $SD=3.671$; $n=272$). Responding to the question on how did they find out about the event, most of the participants got the information through a friend (53,9%, see Figure 13). The option “other” in the questionnaire was open for comments. A big part of the participants are locals or they do not remember where they have heard about the event’s existence but some of the respondents who have answered the “other” option are repeating the already offered answers.

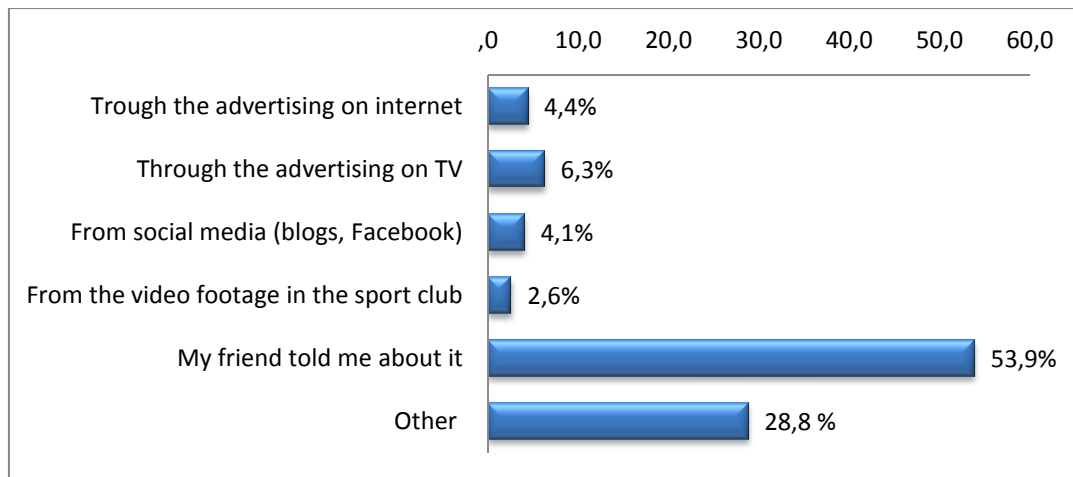


Figure 13. Information source of the event Extreme Sport Week. $n=272$.

Most of the respondents are financing the participation fee at the Extreme Sport Week event themselves (72,4%) and quite a big part of respondents volunteered (17,5 %) in order to participate in sport activities for free (see Figure 14). This indicates that majority of athletes are participating at the event for their own sake, and their participation is not influenced by the fact whether they have sponsors or not.

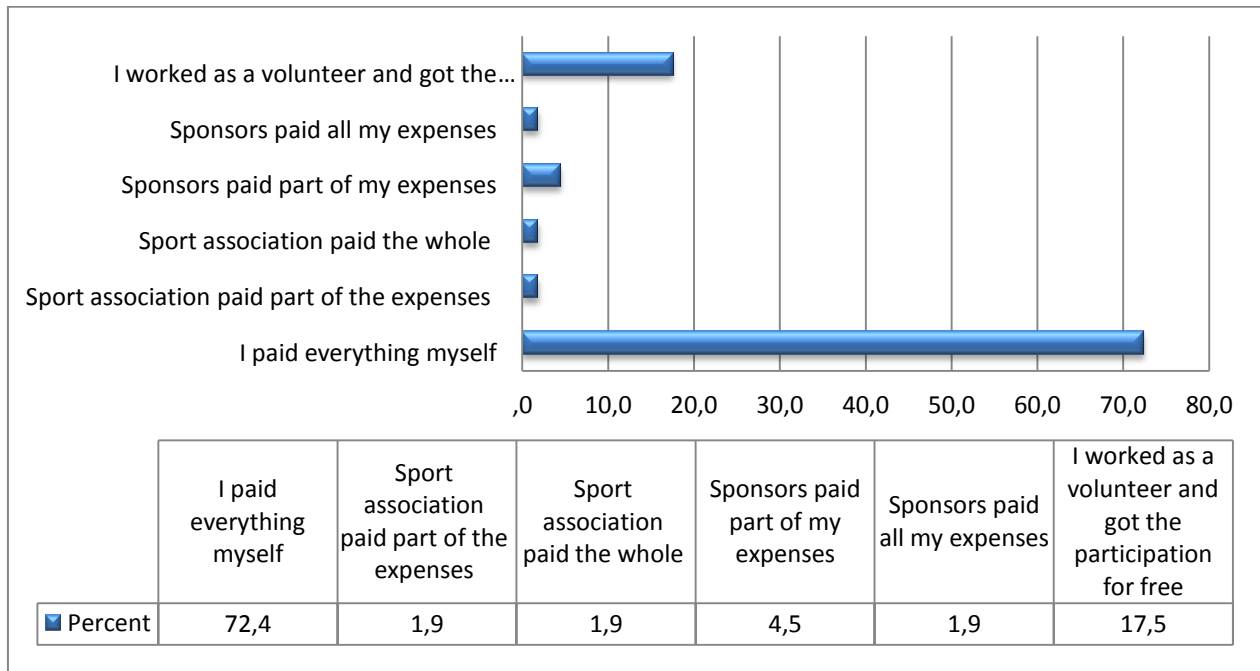


Figure 14. How athletes financed their participation at the event. (n=268)

Experiences at the event Extreme Sport Week

Respondents were asked to indicate their agreement on 18 experience-oriented statements that were about the event Extreme Sport Week. These statements were developed from the four realms of the experience economy model: *educational*, *esthetics*, *entertainment* and *escapism*, along with two more dimensions within the same sphere, named Memories and Excitement. The last dimension was named the Total Enjoyment. Each experience dimension consisted of two statements except the total enjoyment that was measured by six items.

Pearson’s correlation coefficient (r) was used to explore the relationship between all variables connecting to the same realm, as well if each of the sum-scored experience segments is related to each other. All of the realms showed positive correlations between each other (see Table 2), especially when testing the excitement correlations with memories (r=.787), esthetics with memories (r=.687) and the total enjoyment with memories (r=.656). In other words

respondents who enjoyed just by being at the event and thought the event was attractive, had also positive memories about it. Furthermore, the total enjoyment positively correlated with all the experience items.

Table 2. Correlations between Educational sum-score, Attractiveness (Aesthetics) sum-score, Entertainment sum-score, Escapism sum-score, Memories sum-score, Excitement sum-score, and Total enjoyment sum-score. Pearson's r. (n=273).

	Educa- tional	Estetics	Enter- tainment	Esca- pism	Memo- ries	Exci- tement
Estetics	,440**					
Enter-tainment	,520**	,671**				
Escapism	,222**	,265**	,208**			
Memories	,450**	,687**	,614**	,283**		
Excite-ment	,540**	,648**	,670**	,200**	,787**	
Total enjoyment	,539**	,663**	,668**	,171**	,656**	,644**

* Correlation is significant at the 0.05 level (2-tailed). ** Correlation is significant at the 0.01 level (2-tailed).

The reliability for experience summated scales shows that all of the components are internally consistent, although the Alpha was low for the Escapism sum-score (alpha coefficient .650, see below Table 3). Moreover, the means for each of the experience sum-scores showed a positive agreement with the total mean of 2.07 indicating that the respondents generally had positive experiences during the event. Respondent experiences were measured on a five-point scale ranging from “*strongly agree=1*” and “*strongly disagree=5*” (see Appendix 1).

Table 3. Experience sum-scores on a five-point scale, 1=strongly agree; 5=strongly disagree.

Sum-score	Mean	Standard deviation	Minimum value	Maximum value	Alpha coefficient	Items	n
Educational	2,23	,714	1,00	4,50	,761	2	283
Esthetic	1,86	,749	1,00	5,00	,865	2	282
Entertainment	1,81	,676	1,00	4,50	,868	2	282
Escapism	3,07	,942	1,00	5,00	,650	2	278
Memories	1,87	,805	1,00	5,00	,861	2	277
Excitement	1,87	,805	1,00	5,00	,910	2	277
Total enjoyment	1,79	,580	1,00	5,00	,848	6	270

In the Figure 15 bellow are illustrated all the experience statements and the means of agreements. It shows that most of the respondents have highly enjoyed the scenery and landscapes in Voss (M=1,49), furthermore when asked about social relationships and whether they have enjoyed the meetings with other athletes within the same sport branch, social identity played a big role. The extent to which the extreme sport participants found themselves as playing different characters was not particularly significant (M=3.39).

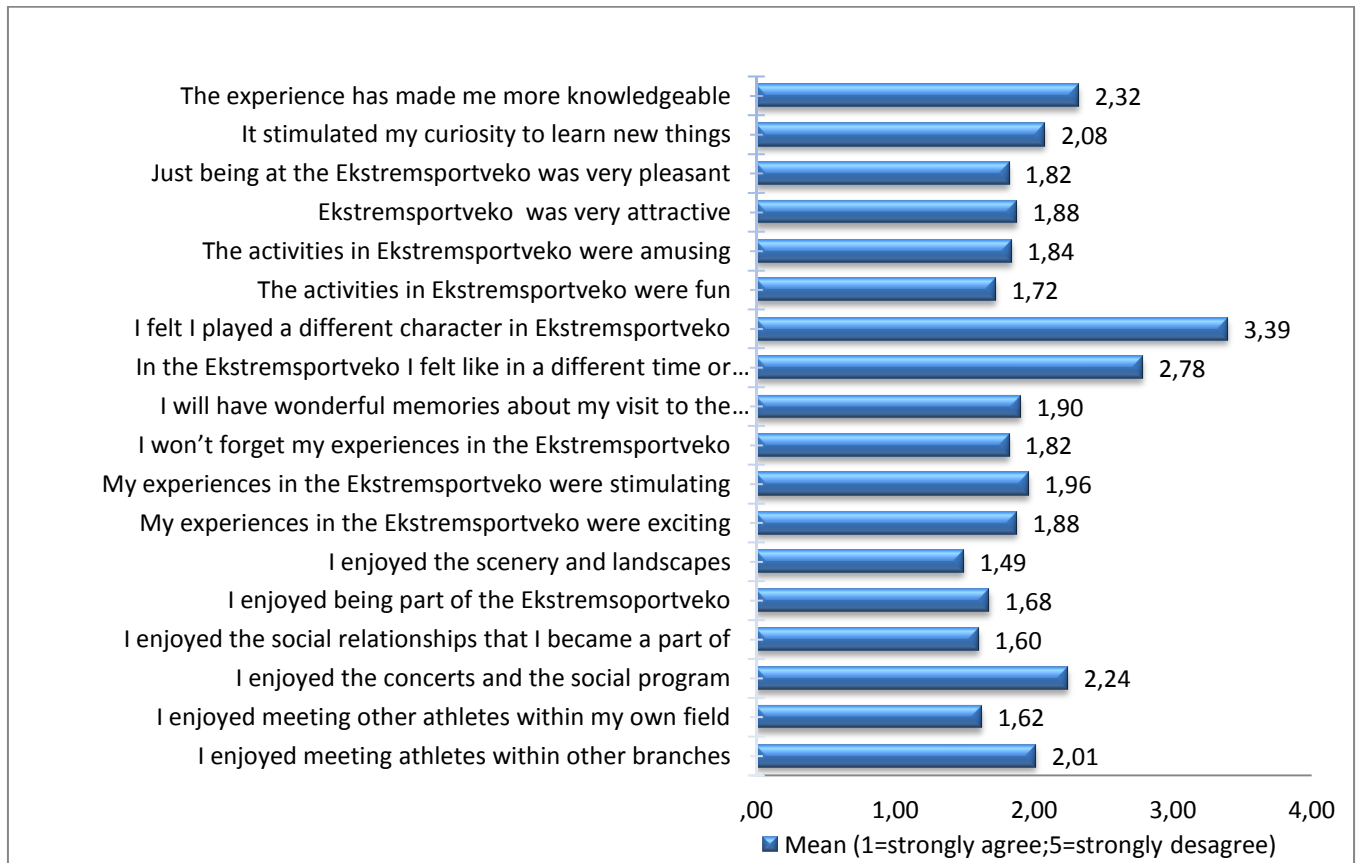


Figure 15. Means of experience statements about Extreme Sport Week (n=273).

Participant satisfaction

This section is about participant satisfaction with their overall experiences in Voss and the organization of the event Extreme Sport Week. This segment consisted of eight questions that measured respondents' satisfaction level on a seven-point likert scale ranging from "extremely satisfied=1" to "extremely unsatisfied=7".

The Cronbach's alpha coefficient for the satisfaction sum-score (see Appendix 2) was .742 with the total mean sum-score of 2.93 (min=1; max = 5.13; SD=.697). In the Figure 16 are represented the means of each variable. Apparently, participants were very satisfied and happy about the overall experiences in Voss, which also means that they simply enjoyed being in the particular area. In addition, the overall satisfaction with the organization of the entire event also

shows a positive meaning. Generally, all the respondents were content with each measured variable, however the means could be higher on separate items.

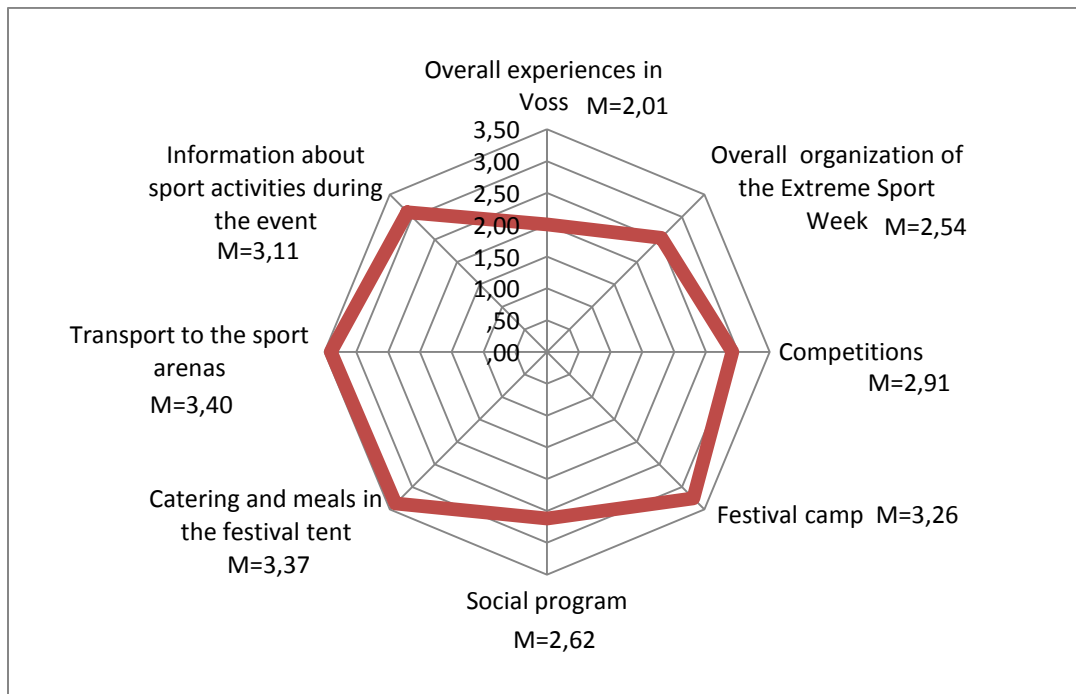


Figure 16. Satisfaction on how well the event was organized. n=257. 1=extremely satisfied; 7=extremely unsatisfied

Variables influencing satisfaction

Furthermore, it is necessary for the research development to see which of the variables are influencing the satisfaction the most. Pearson’s correlation coefficient was used in order to see the relationships between respondents’ satisfaction sum-score and experience variables. The results are displayed in Table 4. As can be seen, Esthetics showed the highest correlation, while Escapism showed the lowest.

Table 4. Relationships between Satisfaction, Entertainment, Attractiveness, Escapism, Memories, Excitement and Total enjoyment sum-scores. Pearson’s r. n= 273

	Education	Entertainment	Esthetic	Escapism	Memories	Excitement	Total enjoyment
Satisfaction sum-score	.428**	.501**	.523**	.213**	.495**	.495**	.419**

* Correlation is significant at the 0.05 level (2-tailed). ** Correlation is significant at the 0.01 level (2-tailed).

Moreover, the athletes' satisfaction was significantly related to their age, sport travel career and the length of involvement in the sport (see Table 5), however, these correlations were rather weak. Increasing age was related to decreasing level of satisfaction. The more the athletes travelled to sport competitions, the less satisfied they were. In addition, the longer the athletes had been involved in the sport, the lower were their satisfaction although this relationship was especially weak. In sum though, the older, experienced and most travelled tended to be less satisfied.

Table 5. Relationships between satisfaction, age, sport related travel career and involvement length. n=273

	Age	Event amount travelled in the past year	Planned event amount in the next year	Involvement length in the sport
Satisfaction sum-score	.208**	.226**	.232**	.127*

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

In the Table 6 is illustrated the multiple regression analysis predicting the overall satisfaction with Extreme Sport Week. The first step, the total enjoyment explained 24 % of the variance in the satisfaction variable. The second step, experience variable, explained additionally 17% and the third step, the travel career variables, explained additionally 3.6% of variance in the satisfaction variable. The fourth step, age, explained only 0.4%, which was insignificant and explaining that it does not affect nor increase the variance. When combining all the variables, the total enjoyment variable disappears in relationships with other models, it overlaps with Pine and Gilmore experience realms, and therefore the enjoyment represents both model 1 and model 2. The career model influences the effect on the satisfaction a little bit but not much.

Table 6. Predicting Overall satisfaction with the Extreme Sport Week from Biography (Model 1), Sports travel career (Model 2), Global experience sum-scores (Model 3) and Total enjoyment (Model 4). Hierarchical multiple regression (method=enter). (n=273).

Predictor variables	Model 1	Model 2	Model 3	Model 4
Total enjoyment	,490***	,069	,053	,050
Educational		,201**	,181**	,182**
Entertainment		,201**	,166*	,166*
Esthetics (Attractiveness)		,208*	,169*	,172*
Escapism		-,015	,003	,001
Memories		,155**	,132	,114
How many events have you travelled to the last 12 months?			,135**	,137**
Are you planning to attend the Extreme Sport Week in the future?			,127*	,124*
Are you discussing Extreme Sport Week in your workplace?			,073	,074
How long have you been involved with this sport?			,052	,022
Age				,069
Adjusted R ²	.239***	.410***	.436***	.440***

Significance of F Change: * = .05; ** = .01; *** = .001

- The total enjoyment had unique effect of the individual variance and had the largest unique effect on the dependent variable – satisfaction .490. However, this applied only to the first mode; after introducing the second model, this effect disappeared.
- The Educational element had separate effect that lasted all the steps of the analysis, so did the effect of entertainment. Hence, Educational experiences and entertaining experiences had unique effects on the overall satisfaction.
- Escapism had no separate effects on any step or stage in the model.
- Memory had initially separate effect when entered, however this effect disappeared when the third model was entered.

- Two of the travel career variables had separate effects on the dependent variable, namely – how many events have you travelled to and are you planning to attend in the future. The remaining sport travel careers had no separate affects.
- When the variable age was entered as the last model, it had no separate effect.

Due to high correlations between the variables *memory* and *excitement*, the latter could not be included in the analysis. All in all the total satisfaction of the event is dependent by 44% of the variables predicted and the rest 56% are other elements that affect satisfaction (see Table 6).

Comments of the respondents

At the end of the quest back respondents could leave their comments about suggestions how to improve the event and comment their overall experiences at the Extreme Sport Week.

Most of the common comments were following:

- The bad weather issue – more activities offered when it is raining, better information about the cancelled competitions, a place where to dry out the equipment.
- Drop out the “cashless cards” (electronic payment in the festival tent) – the cards should be renewable, it should not be charged for the card in order to use it, it is complicated to retrieve the remaining balance on the card and costs a lot of annoyance.
- Expensive and commercial – the camping for the participants should be free of charge, the shuttle bus to the camp should be free of charge, there should be one or two-day participant passes available as not everybody is there for the whole week. Do not let sponsors to dictate the event, for example, “today’s video” when promoting “one call” most of the times. Concentrate more on the athletes than commercial purposes.

- Information lack – improve the information about how to get to different places where the concrete competition is happening, better information transfer when the competition is cancelled, for example via sms not only at the event webpage.
- Better concert program – the artists are not well known to everybody, bigger choice of artists that are more familiar.

These were the most of the comments mentioned about how to improve the organization and what were the things, which made participants maybe a little bit disappointed and annoyed. When commenting on the general experiences, respondents were more positive and answered that despite of the bad weather conditions they still had a lot of fun, moreover that for some of them this was their event of the year, furthermore they are looking forwards to the next Extreme Sport Week festival and wished the best of luck to the organizers.

Asking whether respondents are planning to attend the Extreme Sport Week in the future, 85% of athletes respond positively, only 1% says “no” and 14% answered “maybe”. These positive numbers can possibly prove that the athletes have had enjoyable experiences during the event and even if there was something dissatisfactory that will likely not affect their intention of returning to Voss and take a part in the event again.

5. Discussion

This study examined the extreme sport athletes' experiences and satisfaction with the event Extreme Sport Week. With the regard to practical contributions, the achieved results are useful for the event organizers as this study is one of a kind and a quantitative research is not been previously done on these particular extreme sport athletes' perceptions. The athletes are generating their own experiences within their pursuits and the event; therefore, it is vital for the organizers to understand their experiences as well as satisfaction with the purpose of creating a memorable event for the athletes (Pine & Gilmore, 1999). In addition, this research can be a helpful material for other sport event managers who are planning to organize a similar event. Finally, this study is a good contributor by supplementing the serious leisure career theory in relation to sport tourism.

The general information about the whole population was known such as gender, age, nationality and sport pursuit therefore this information can be compared with the achieved sample. The achieved sample showed similar tendency on all the characteristics when compared to the total population that way approving that the sample is representative.

Serious leisure and sport travel careers

The first research question was about serious leisure careers, particularly, what kind of serious leisure careers the athletes who were participating in the event Extreme Sport week had. This question is addressed to such factors as athletes' pursuits, length of careers, motives, social sport identity, event travel career and the frequency on how often they are competing in the sport events.

The athletes' pursuits were divided in categories that represented the primary sport activity, secondary sport activity and additional performed sports. Most of the athletes in the achieved sample are engaged in more than one sports category, which indicates that they are open for challenges and are willing to develop their knowledge in many extreme sport pursuits. The majority represented sport pursuits were skydiving and paragliding. Brymer and Gray (2009) claims that the most extreme sport among all the extreme sports is BASE jumping while paragliders and skydivers have safety devices, which are second parachute and warning equipment, base jumpers do not have these equipments. Not many of the respondents performed base jumping, only 5% of achieved sample indicated it as the primary sport activity and 4% respondents as secondary sport activity. The average involvement in the extreme sport pursuits was 8 years, which indicates that these athletes are not beginners and that they are involved in their pursuits seriously. According to Stebbins (1982), these athletes engage in serious leisure rather than in unserious leisure and get the greatest payoff of the self-fulfillment.

The main reasons for being involved in the extreme sport pursuits were that the athletes are fun loving individuals who love the nature and the challenges. As Brymer (2005) has acknowledged that extreme sports are not only about the risk taking or even worse with no respect to the life but it is more about being in an intimate relationships with the nature and the development of meaningful views of the world. They wish to explore the nature environment with the purpose of obtaining a higher learning of it (Bell & Lyall, 2002).

The most common motives on why the athletes are participating at the event Extreme Sport Week were such aspects as meeting friends, the play with the nature and just for the sake of pleasure. The social aspect for taking a part in the event plays a big role as most of the participants are travelling to the event together with their friends, moreover that their friends are involved in the extreme sports as well. Extreme Sport Week notes that the competitions are not

the main accent of the event but more important is the sharing of the knowledge among the participants (Ekstremsportveko, 2012). Mykletun (2009) has acknowledged that the main focus and purpose of the event is put on a having fun together and to the celebration of the playfulness of the nature. Also, Higham and Hinch (2004) point out that common interest sharing with other participants and the development of new networks are important factors which influence the decision to attend the event repeatedly.

Furthermore, most of the respondents (68%) belong to the sport organizations and clubs, which indicate their serious involvement with the pursuit (Stebbins, 1992). Participation in online blogs also indicated a positive response rate, which consisted of 61% athletes who are sharing their interests online and Stebbins (1992) describes these characteristics with identity when they like to discuss their pursuits with others and with a big excitement and pride. There were only some respondents who had a sponsor support (24%), which indicates that most of the athletes are not professionals but those who have sponsors can be considered as professionals because their activity is much appreciated in the public (Stebbins, 1999). In addition, most of the participants did not consider themselves as elite athletes but they admitted that their social life rotates around their sport interests, as well as the sharing of their interest with friends is important. This way they develop their personal and collective identities that are dependent on the social and cultural environment (Higham & Hinch, 2009).

The sport related travel career indicates the frequency on how many events the athletes have been participated in the past year and how many events they are planning to attend in the future - next year. The results showed positive relationships between the past and the future attendance with the peak on 3 events. This means that their pursuits and attendance involve travelling, which is reasonably often. In the tourism theory, they are defined as tourists (Cohen, 1974, Hinch and Higham, 2004) who have a specific purpose of the trip. The frequency of how

often athletes are travelling to the events also indicates athletes' involvement in the sport and the development of their careers (Getz & Andersson, 2010; Stebbins 1982, 1992). Also, how often the athletes are competing at the events indicate their involvement with the pursuit, and the research results show that only some of the respondents are always competing explaining that only a small part of the athletes are occupied with their pursuits professionally with the aim of earning personal capital (Stebbins, 1992).

Experiences

The second research question was concentrated on what kind of experiences the extreme sport athletes have about the event Extreme Sport Week. Athlete's experiences were measured using Pine's and Gilmore (1999) four-realm experience concept of educational, esthetic, entertainment and escapism that were constructed in the relationship of memories and excitement as well as with added value of the total enjoyment. In order to create a memorable and engaging experience every element should be positively abounded (Pine & Gilmore, 1999). The extreme sport athletes scored high on all the experience dimensions, except it was surprisingly lower experience met on the escapism realm. This is in conflict with the view of Pine and Gilmore (1999) in a context of extreme sport athletes. However, Pine and Gilmore (1999) do not report any empirical data for their claim.

As follows, the total enjoyment about the event was very positive and indicated the highest positive value, which answers the second research question what are the factors that influences the experiences about the event the most. These factors were the scenery and landscapes, just being a part of the event, the social relationships and the social program. The total enjoyment supports the fact that the event Extreme Sport Week has a playful atmosphere

and that the athletes are there in order to interact with each other, enjoy the nature and have fun (Mykletun, 2009; Olsen, 2007).

Consequently, the athletes had positive memories about the event and the results showed that they will not forget the experiences they had during the event in Voss. The positive experiences about the event prove that the athletes have had to a certain extent *authentic* experiences because most of the experience values showed high mean scores, which further explains that they have experienced something special and unforgettable (Pine & Gilmore, 1999).

Reliability of the experience scale was measured with Cronbach's alpha coefficient that was above the generally accepted value of 0.7 for 3 of the realms: educational 0.761; esthetic 0.865; entertainment 0.868, escapism had slightly lower reliability coefficient 0.650. Reliability of the scale can be compared with Jurgen's (2010) study about the cruise passengers' four-realm experience scale that had following alpha values of 0.851, 0.687, 0.768 and 0.788 where she supported the validity of the experience scale with previously tested Oh et al (2007) scale values. The alpha values of both measured experience scales prove that the results are reliable and applicable.

Satisfaction

In the current study it was interesting aspect found that athletes were less satisfied when they had been travelled to more events as well as the satisfaction decreases when the longer time they had been involved with their pursuit. The relationships were not especially strong but they showed a significant correlation coefficient. This answers the fourth research question that there are some satisfaction differences between more involved athletes and less involved athletes. As Nakamura and Csikszentmihalyi (2002) state that, these particular higher involved athletes do not experience the flow because their skills and expected outcome of the activity or happening are

not in a balance, they meet boredom. Therefore, event organizers should think of how to improve the event and the program (Hinch & Higham, 2004). Also, these more involved athletes might experience routine because they have participated in the particular event repeatedly (MacCannel, 1976; Hinch & Higham, 2004).

The last research question was about what are the factors that influence extreme sport athletes' total satisfaction with the event Extreme Sport Week. The main factor that influenced the satisfaction with the event was the overall satisfaction with the township of Voss along with esthetic experience variable, which means that the destination's image and choice have strong influence when planning a trip to the event (Higham & Hinch, 2009). Also in Getz and McConnell's (2010) study the mountain-bikers have chosen the destination because of its attractive mountain sceneries. The attractiveness of the destination is seen as an advantage when choosing the event; moreover, it is related to the tourism concept and leisure (Getz & McConnell, 2011; Higham & Hinch, 2009). In the study of highly involved amateur runners and less involved runners (Getz & Andersson, 2010), the highly involved athletes tend to be more keen when selecting the events based on their destination attractiveness because they were inclined to combine their sport activities with the holidays together with family (Getz & Andersson, 2010). Beautiful landscapes can be encouraging factor to repeat the visit in a purpose of leisure (Higham & Hinch, 2009).

The second factor that influences the athletes' satisfaction of the event is the overall organization of the event. If the event is well organized, for instance the competitions, social program, the festival tent, catering and meals, transport to the sport arenas and the information about the activities during the event then the athletes have good experiences about the event and they are willing to return (Hinch & Higham, 2004).

The majority of the Extreme Sport Week participants were satisfied with all of these mentioned aspects, especially with the social program. The other factors did not have such positive satisfaction means, for instance, the athletes mentioned that there was information lack on how to get to different sport competition places and they felt that the information was not transferred good enough when the competition was cancelled. The factors, catering and meals in the festival tent, festival camp and transport to the sport arenas, showed rather satisfactory tendency, nevertheless the separate effect could show a more positive tendency.

In the satisfaction scale was not included such a factor as weather conditions as later on in the result part it turned out to have an important meaning for the successful event. Athletes in the opened comment part had mentioned that the bad weather partly destroyed the joy as quite many competitions were cancelled. The athletes suggested organizers to ensure more back-up activity plans for the participants when the bad weather conditions does not allow particular events to happen. They also suggested to have a place where to dry out the wet cloths and equipment as a lot of participants were walking around with wet clothes for couple of days. The organizers, of course, cannot dictate the good weather for the entire week but they should have thought more about these mentioned factors in order to satisfy the athletes' needs.

Even though the weather conditions for the entire week were quite awful for the event competitions to happen, the athletes still were satisfied with their experiences at the event. That means that the organizers generally have done a good work in spite of stressful work with ensuring athletes to have memorable and enjoyable experiences, which is a positive commendation to the festival organizers. The total enjoyment and all the measured experience items along with the little influence of sport travel careers dictated 44% of the total satisfaction with the event Extreme Sport Week, which is a good predicted value of the research analysis.

The reliability of the satisfaction scale was measured with Cronbach's alpha coefficient, which represented a value of .742. The satisfaction scale was adjusted from Jurgensen (2010) research where she measured the satisfaction of cruise passengers. Jurgensen's (2010) satisfaction scale showed a high reliability of the scale that was alpha value of .771. The alpha values of both measured satisfaction scales represent reliable results, which mean that the scale is performed correctly and is relevant.

6. Conclusion

The trend of performing extreme sports has grown in popularity the last years very rapidly (Pain & Pain) and extended research in this field is essential with the purpose of increasing the understanding of the athlete's motives and involvement within this extraordinary passion. This particular study has been concentrating on the extreme sport athlete's involvement with the pursuits along with their developed sport travel careers in the context of serious leisure. The aim of the study was to increase the understanding of the athletes' satisfaction with the event Extreme Sport Week that was hold in Norway in Voss during the last week of June 2011. In order to raise the understanding of the extreme sport athletes' satisfaction about the event the author explored various aspects, which are experiences and serious leisure careers. This was the first quantitative study conducted about the extreme sport athletes - participants at the event Extreme Sport Week.

The event is international and well known among the extreme sport athletes and the majority of the athletes have been participated in it repeatedly approving that the event is appealing and with its own charm (Olsen, 2007). The main accent of the event is put on the athlete's knowledge and common interest sharing, as well as to celebrate the extreme playfulness of the nature (Ekstremsportveko, 2012; Olsen, 2007; Mykletun 2009). Most of the extreme sport participants at the event were amateurs with developed serious leisure careers in many diverse pursuits but the majority of the participants represented extreme sport pursuits such as paragliding, skydiving and longboarding. The athlete's main motives for participating at the event were the sake of the pleasure and the social aspect - to reunion with their friends that have the same interest in extreme sports. Not all of the extreme sport athletes are always competing, which approves that they are not performing the sport only for the prize but rather for their enjoyment and self-fulfillment.

The athletes' experiences were conducted using Pine and Gilmore's (1999) four-realm concept with added values of memories, excitement and the total enjoyment. The data analyses indicated high mean scores of strong experiences for all of the values, except the escapism, which was in conflict with Pine and Gilmore's (1999) statement. The strongest experience values were on the realm – esthetics, which explained the importance of attractive natural environment. The data analyses testified that the experience items were reliable and valid for the research outcome.

The satisfaction measure indicated that the more involved the athletes were in their pursuit the least satisfaction was predicted, nevertheless the correlations were rather weak. As already mentioned the satisfaction was influenced the most when correlating with the experience realm of esthetic and also with the experience realm of entertainment. The multiple regression analyses were conducted in order to predict the variables that influenced the overall satisfaction of the Extreme Sport Week and it resulted dependency of 44% predicted values that were the total enjoyment, experience and sport travel career variables, other elements that affected the overall satisfaction about the event consisted of 56%. In general, the athletes were satisfied with the event Extreme Sport Week in spite of the bad weather conditions and indicated a very positive attitude of 85% for the intentions to revisit the event in the future. The satisfaction scale had a high reliability coefficient and it measured what it was intended to measure.

7. Further research and Limitations

This study is the first quantitative research of its kind, which is concentrating on the extreme sport participant' sport travel careers in the relation of serious leisure and the experiences along with satisfaction with the event Extreme Sport Week. The analyses and the results conducted a valid and reliable study; nevertheless, there was a lack of previously researched literature in this field and therefore the results were not comparable to a similar study.

Further research would be needed in order to extend the research material in this area that is extreme sport serious leisure career development. Moreover, it would be interesting to compare the results if a similar quantitative study about the athletes' satisfaction with the Extreme Sport Week was conducted and examine the differences between the satisfactions of extreme athletes year after year. The results cannot be generalized in other populations that are other extreme sport events because this research was based on a specific event; however, the athletes' serious career pursuits could be comparable and discussible.

The survey was distributed to all of the Extreme Sport Week participants – 1106 athletes but resulted a relatively small response rate of 26% self-selected respondents who were volunteering to answer the questionnaire. That means that the researcher did not contact each respondent directly and select the random sample that would represent all the characteristics of the total population (Lapan & Quartaroli), yet the achieved sample was considered to be applicable for the total population as the specific characteristics were known and compared with the data collected. The disadvantage of the self-selected sample could result the bias among the results but this thesis represented reliable results and used good methods of analysis.

The factor such as weather conditions should have been included in the satisfaction scale as it was related with the athletes' perceptions with the total enjoyment of the event. The

comments of the participants revealed the information that the bad weather affected their enjoyment when various sport events were cancelled, in addition some of the athletes could not even participate at the particular competition.

Further research is necessary in order to develop the extreme sport athlete's career trajectories from a broader perspective as well as relate these careers with the little bit closer relationship to the sport tourism and serious leisure.

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Appendices

Appendix 1: Questionnaire

This research is done in collaboration between Ekstremsportveko and the University of Stavanger. Your participation in this research is anonymous. We do hope you will spend some time answering the questions and thereby assisting us in developing the Ekstremsportveko and the knowledge about event management. Thank you for your kind effort.

Gender

- Male
 Female

Age:

Which sport(s) did you take part in at the Ekstremsportveko:

.....

Second sport activity:

Other sports you like to perform:

1. What is your educational background?

- Comprehensive school
 High school
 College / University

2. Which country are you from?

.....

3. Who are you travelling with?

- Family
 Partner
 Friends

- Alone
- Other

4. **Do you belong to any organization, club or group related to your sport interest?**

- No
- Yes (If Yes, please give details)

.....

.....

5. **Do you participate in any online blogs, chat rooms or other communications with people sharing your interest?**

- No
- Yes (If yes, please give some details)

.....

.....

6. **How many events have you travelled to in the past year because of your sport interest?**

7. **How many will you travel to in the next 12 months?**

8. **Do you have sponsor(s)?**

- No
- Yes (If yes, please give some details)

.....

9. **Do you always compete at events like this, or do you participate in events in other ways, for instance by being volunteer, organize, spectate, officiate?**

- Always competing
- Most often competing

- Competing at about half of the events
- Competing only at some events

Comments, please:

.....

10. How long have you been involved with this sport?

11. How did you get started with your sport?

- I was looking for something challenging, extreme what would supplement my daily routine
- I love nature and I wanted to experience it deeper
- My friends did extreme sports and they invited me to join and try
- I had extreme sports club in my town/city, they offered some courses and I found it interesting to try and join
- I'm a fun loving person and I want to try everything
- Other (Please, give some details)

.....
.....
.....

12. How did you find out about Ekstremsportveko?

- Through the advertising on internet
- Through the advertising on TV
- From social media (blogs, Facebook)
- From the video footage in the sport club
- My friend told me about it
- Other (Please, give some details)

13. Is this your first time attending Ekstremsportveko?

- Yes
- No If not, then how many times have you been taking part in this event?

.....

14. How strongly do you agree with the following statements (Please mark the most preferable agreement):

	Completely disagree	Partly disagree	Neither agree nor disagree	Partly agree	Completely agree
I consider myself to be an elite athlete.	1	2	3	4	5
My social life rotates around my sport interests.	1	2	3	4	5
My friends share my interest in sport.	1	2	3	4	5
I am proud to be very well known in my sport.	1	2	3	4	5
My spouse/partner shares my dedication to this sport.	1	2	3	4	5
My sport interests have got me involved with an international community of competitors and events.	1	2	3	4	5

The next section is about Voss and your satisfaction how Ekstremsportveko was organized (Please tick one box only for each question)

15. How satisfied are you with Voss in general?

- Extremely satisfied
- Very satisfied
- Satisfied

- Neither satisfied nor unsatisfied
- Unsatisfied
- Very Unsatisfied
- Extremely unsatisfied

16. In general, how satisfied were you with the ways that the Ekstremsportveko was organized?

- Extremely satisfied
- Very satisfied
- Satisfied
- Neither satisfied nor unsatisfied
- Unsatisfied
- Very Unsatisfied
- Extremely unsatisfied
- Space for comments.....

17. How satisfied were you with the ways that the competitions in your branch were organized?

- Extremely satisfied
- Very satisfied
- Satisfied
- Neither satisfied nor unsatisfied
- Unsatisfied
- Very Unsatisfied
- Extremely unsatisfied
- Space for comments.....

18. How satisfied were you with the ways that the Festival camp was organized?

- Extremely satisfied
- Very satisfied
- Satisfied
- Neither satisfied nor unsatisfied
- Unsatisfied
- Very Unsatisfied
- Extremely unsatisfied
- Space for comments.....

19. How satisfied were you with the ways that the social program (concerts, today's video etc) was organized?

- Extremely satisfied

- Very satisfied
- Satisfied
- Neither satisfied nor unsatisfied
- Unsatisfied
- Very Unsatisfied
- Extremely unsatisfied
- Space for comments.....

20. How satisfied were you with the catering and meals in the festival tent?

- Extremely satisfied
- Very satisfied
- Satisfied
- Neither satisfied nor unsatisfied
- Unsatisfied
- Very Unsatisfied
- Extremely unsatisfied
- Space for comments.....

21. How satisfied were you with the ways that the transport to the sport arenas was organized?

- Extremely satisfied
- Very satisfied
- Satisfied
- Neither satisfied nor unsatisfied
- Unsatisfied
- Very Unsatisfied
- Extremely unsatisfied
- Space for comments.....

22. How satisfied were you with the information given about your sport activities during the event?

- Extremely satisfied
- Very satisfied
- Satisfied
- Neither satisfied nor unsatisfied
- Unsatisfied
- Very Unsatisfied
- Extremely unsatisfied
- Space for comments.....

23. Apart from the places you visited in your competitions. Did you spend time exploring other nature resources in Voss during this stay?

No

Yes

If yes, how satisfied were you with these nature resources?

- Extremely satisfied
- Very satisfied
- Satisfied
- Neither satisfied nor unsatisfied
- Unsatisfied
- Very Unsatisfied
- Extremely unsatisfied

24. For residents from outside Voss - how likely is it that you are going to visit Voss again

- Most likely
- Likely
- Possible
- Not very likely
- Most unlikely

25. This section is about your experiences with Ekstremsportveko? (Please indicate how much you agree or disagree with the following statements)

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The experience has made me more knowledgeable					
It stimulated my curiosity to learn new things					
Just being at the Ekstremsportveko was very pleasant					
Ekstremsportveko was very attractive					
The activities in Ekstremsportveko were amusing					
The activities in Ekstremsportveko were fun					

I felt I played a different character in Ekstremsportveko					
In the Ekstremsportveko I felt like in a different time or place					
I will have wonderful memories about my visit to the Ekstremsportveko					
I won't forget my experiences in the Ekstremsportveko					
My experiences in the Ekstremsportveko were stimulating					
My experiences in the Ekstremsportveko were exciting					
I enjoyed the scenery and landscapes					
I enjoyed being part of the Ekstremsportveko					
I enjoyed the social relationships that I became a part of					
I enjoyed the concerts and the social program					
I enjoyed meeting other athletes within my own field					
I enjoyed meeting athletes within other branches					

26. Who paid for your participation?

- I paid everything myself
- Sport association paid part of the expenses
- Sport association paid the whole
- Sponsors paid part of my expenses
- Sponsors paid all my expenses
- I worked as a volunteer and got the participation for free

27. Are you discussing Ekstremsportveko in your workplace?

- Yes
- No

28. Is there anybody else who are involved from your workplace?

- Yes
- No

29. Are any of your friends participating in the sports at the Ekstremsportveko?

- Yes
- No

30. Is there anybody else in your family who are participating in the sports at the Ekstremsportveko?

- Yes
- No

31. Please rate the following reasons for your participation from 1 (most important) to 10 (the least important)

- Just for the sake of pleasure
- Playing with the nature
- Social aspect (meeting friends)
- The competition
- Concern about my own health
- Ekstremsportveko is an aim for my training
- Support from friends
- Support from my sport association
- Support from my sponsor(s)
- Ekstremsportveko is a test of my personal resilience and fortitude

32. How much did the equipment you used in the Ekstremsportveko cost?

.....

33. Have you recruited others to participate in the Ekstremsportveko?

- Yes
- No

34. Are you planning to attend the Ekstremsportveko in the future?

- Yes
- No
- Maybe

35. Can you mention anything what the Ekstremsportveko could improve?

.....

Appendix 2: Relevant SPSS Output

Demographic statistics

Statistics

Age total population

N	Valid	1091
	Missing	15
Mean		1981.76
Median		1983.00
Mode		1986
Std. Deviation		8.065
Minimum		1943
Maximum		2002

Statistics

Age achieved sample

N	Valid	382
	Missing	10
Mean		1981.97
Median		1983.00
Mode		1988
Std. Deviation		8.128
Minimum		1953
Maximum		1996

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	216	79.1	79.1	79.1
	Female	57	20.9	20.9	100.0
Total		273	100.0	100.0	

What is your educational background?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Comprehensive school	16	5.9	5.9	5.9
	High school	68	24.9	25.3	31.2
	College / University	185	67.8	68.8	100.0
	Total	269	98.5	100.0	
Missing	System	4	1.5		
Total		273	100.0		

Event careers relationships

Descriptive Statistics

	Mean	Std. Deviation	N
How many events have you travelled to in the past year because of your sport interest?	5.87	6.398	246
How many will you travel to in the next 12 months?	5.74	5.428	233

Correlations

		How many events have you travelled to in the past year because of your sport interest?	How many will you travel to in the next 12 months?
How many events have you travelled to in the past year because of your sport interest?	Pearson Correlation	1	.767**
	Sig. (2-tailed)		.000
	N	246	227
How many will you travel to in the next 12 months?	Pearson Correlation	.767**	1
	Sig. (2-tailed)	.000	
	N	227	233

** . Correlation is significant at the 0.01 level (2-tailed).

Social sport identity and Reliability of the scale

Case Processing Summary

		N	%
Cases	Valid	254	93.0
	Excluded ^a	19	7.0
	Total	273	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.762	.770	6

Statistics

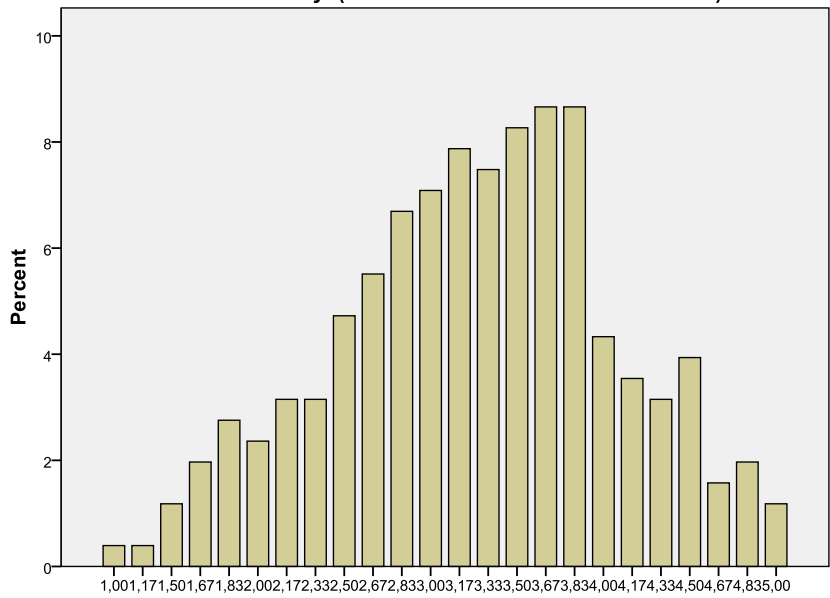
COMPUTE

Socialidentity=(Q19+Q19a+Q19b+Q19c+Q19d+Q19e) / 6

N	Valid	254
	Missing	19
Mean		3.2657
Median		3.3333
Mode		3.67 ^a
	Std. Deviation	.81389
Minimum		1.00
Maximum		5.00

a. Multiple modes exist. The smallest value is shown

COMPUTE Socialidentity=(Q19+Q19a+Q19b+Q19c+Q19d+Q19e) / 6



COMPUTE Socialidentity=(Q19+Q19a+Q19b+Q19c+Q19d+Q19e) / 6

Total perceived satisfaction and reliability of satisfaction scale

Case Processing Summary

		N	%
Cases	Valid	257	94.1
	Excluded ^a	16	5.9
	Total	273	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.740	.742	8

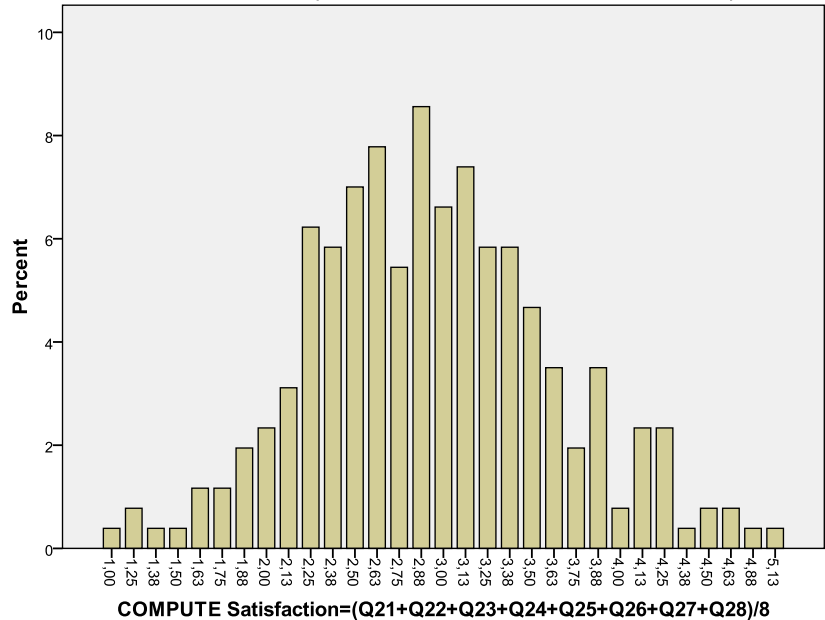
Statistics

COMPUTE

Satisfaction=(Q21+Q22+Q23+Q24+Q25+Q26+Q27+Q28)/8

N	Valid	257
	Missing	16
Mean		2.9363
Median		2.8750
Mode		2.88
Std. Deviation		.69712
Minimum		1.00
Maximum		5.13

COMPUTE Satisfaction=(Q21+Q22+Q23+Q24+Q25+Q26+Q27+Q28)/8



The total perceived experiences and reliability of the scale

Case Processing Summary

		N	%
Cases	Valid	256	87.7
	Excluded ^a	36	12.3
	Total	292	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.914	.923	18

a. Listwise deletion based on all variables in the procedure.

Experiences sum-scores

Sum-score	Mean	Standard deviation	Minimum value	Maximum value	Alpha coefficient	Number of items measured	Frequency N
Educational	2,2314	,71481	1,00	4,50	,761	2	283
Esthetic	1,8688	,74901	1,00	5,00	,865	2	282
Entertainment	1,8103	,67650	1,00	4,50	,868	2	282
Escapism	3,0755	,94222	1,00	5,00	,650	2	278
Memories	1,8736	,80550	1,00	5,00	,861	2	277
Exitement	1,8736	,80550	1,00	5,00	,910	2	277
Total enjoyment	1,7951	,58090	1,00	5,00	,848	6	270

Experience Inter-Item summated correlations

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.002	1.492	3.395	1.902	2.275	.212	18
Inter-Item Correlations	.398	.008	.824	.816	105.695	.028	18

Correlations between Social identity sum-score, Educational sum-score, Attractiveness (Aesthetics) sum-score, Entertainment sum-score, Escapism sum-score, Memories sum-score, Excitement sum-score, Total enjoyment sum-score and Satisfaction sum-score (n=273).

	Social identity	Educa-tional	Attrac-tiveness	Enter-tainment	Esca-pism	Memo-ries	Exci-tement	Total enjoy-ment
Educa-tional	-,044							
Attrac-tiveness	,010	,440**						
Enter-tainment	-,008	,520**	,671**					
Escapism	-,062	,222**	,265**	,208**				
Memories	-,067	,450**	,687**	,614**	,283**			
Excite-ment	,009	,540**	,648**	,670**	,200**	,787**		
Total enjoyment	-,107	,539**	,663**	,668**	,171**	,656**	,644**	
Satisfac-tion	,040	,428**	,523**	,501**	,213**	,495**	,504**	,419**

* Correlation is significant at the 0.05 level (2-tailed). ** Correlation is significant at the 0.01 level (2-tailed).

Correlations between Educational sum-score, Attractiveness (Aesthetics) sum-score, Entertainment sum-score, Escapism sum-score, Memories sum-score, Excitement sum-score, Total enjoyment sum-score and Satisfaction sum-score (n=273).

	Educa-tional	Attrac-tiveness	Enter-tainment	Esca-pism	Memo-ries	Exci-tement	Total enjoy-ment
Attrac-tiveness	,440**						
Enter-tainment	,520**	,671**					
Escapism	,222**	,265**	,208**				
Memories	,450**	,687**	,614**	,283**			
Excite-ment	,540**	,648**	,670**	,200**	,787**		
Total enjoyment	,539**	,663**	,668**	,171**	,656**	,644**	
Satisfac-tion	,428**	,523**	,501**	,213**	,495**	,504**	,419**

* Correlation is significant at the 0.05 level (2-tailed). ** Correlation is significant at the 0.01 level (2-tailed).

Correlations of satisfaction items (N=257) Inter-Item correlations

	General organization of the Extreme Sport Week	Competitions	Festival camp	Social program	Catering and meals in the festival tent	Transport to the sport arenas	Information about sport activities during the event
General satisfaction in Voss	,420	,364	,294	,224	,195	,125	,297
General organization of the Extreme Sport Week		,446	,301	,561	,265	,217	,423
Competitions			,128	,195	,146	,265	,450
Festival camp				,216	,146	,242	,100
Social program					,227	,140	,289
Catering and meals in the festival tent						,223	,234
Transport to the sport arenas							,271

Multiple regressions

Model	t	Beta	Sig.	Collinearity Statistics	
				Tolerance	VIF
1 (Constant)		12,343	,000		
Age	,263	3,763	,000	1,000	1,000
2 (Constant)		3,603	,000		
Age	,178**	2,340	,020	,715	1,398
How many will you travel to in the next 12 months?	,191**	2,896	,004	,952	1,051
How long have you been involved with this sport?	,041	,532	,596	,699	1,431

	Is this your first time attending Ekstremsportveko?	,179*	2,483	,014	,791	1,264
	Have you been a volunteer at Ekstremsportveko before?	-,041	-,591	,555	,865	1,156
	Are you discussing Ekstremsportveko in your workplace?	,167*	2,511	,013	,935	1,069
	Are you planning to attend the Ekstremsportveko in the future?	,260**	3,854	,000	,906	1,104
3	(Constant)		2,217	,028		
	Age	,085	1,259	,210	,675	1,482
	How many will you travel to in the next 12 months?	,149**	2,623	,009	,938	1,066
	How long have you been involved with this sport?	-,019	-,280	,780	,670	1,492
	Is this your first time attending Ekstremsportveko?	,126*	2,002	,047	,768	1,303
	Have you been a volunteer at Ekstremsportveko before?	,003	,041	,967	,805	1,242
	Are you discussing Ekstremsportveko in your workplace?	,066	1,117	,266	,883	1,132
	Are you planning to attend the Ekstremsportveko in the future?	,119	1,909	,058	,789	1,268
	COMPUTE Educational=(Q32+Q32a)/2	,157*	2,382	,018	,704	1,421

	COMPUTE Entertainment=(Q32d+Q32e)/2	,157*	1,978	,049	,483	2,069
	COMPUTE Attractiveness=(Q32b+Q32c)/2	,201*	2,426	,016	,445	2,246
	COMPUTE Escapism=(Q32f+Q32g)/2	,008	,132	,895	,805	1,243
	COMPUTE Memories=(Q32h+Q32i)/2	,141	1,758	,080	,471	2,122
4	(Constant)		2,199	,029		
	Age	,085	1,254	,211	,675	1,482
	How many will you travel to in the next 12 months?	,149**	2,615	,010	,938	1,066
	How long have you been involved with this sport?	-,019	-,279	,781	,670	1,492
	Is this your first time attending Ekstremsportveko?	,126*	1,972	,050	,753	1,329
	Have you been a volunteer at Ekstremsportveko before?	,003	,045	,964	,795	1,258
	Are you discussing Ekstremsportveko in your workplace?	,065	1,079	,282	,841	1,189
	Are you planning to attend the Ekstremsportveko in the future?	,119	1,901	,059	,787	1,270
	COMPUTE Educational=(Q32+Q32a)/2	,156*	2,321	,021	,676	1,479

COMPUTE Entertainment=(Q32d+Q32e)/2	,156	1,915	,057	,459	2,177
COMPUTE Attractiveness=(Q32b+Q32c)/2	,200*	2,377	,019	,432	2,315
COMPUTE Escapism=(Q32f+Q32g)/2	,008	,133	,894	,804	1,244
COMPUTE Memories=(Q32h+Q32i)/2	,141	1,694	,092	,444	2,251
COMPUTE Totalenjoyment=(Q32l+Q32m+Q32n+Q32o+Q32p+Q32q)/6	,003	,036	,971	,464	2,153

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,263 ^a	,069	,064	,67803	,069	14,157	1	190	,000
2	,490 ^b	,240	,211	,62267	,171	6,881	6	184	,000
3	,674 ^c	,455	,418	,53475	,215	14,096	5	179	,000
4	,674 ^d	,455	,415	,53625	,000	,001	1	178	,971

a. Predictors: (Constant), Age

b. Predictors: (Constant), Age, Have you been a volunteer at Ekstremsportveko before?, How many will you travel to in the next 12 months?, Are you discussing Ekstremsportveko in your workplace?, Are you planning to attend the Ekstremsportveko in the future?, Is this your first time attending Ekstremsportveko?, How long have you been involved with this sport?

c. Predictors: (Constant), Age, Have you been a volunteer at Ekstremsportveko before?, How many will you travel to in the next 12 months?, Are you discussing Ekstremsportveko in your workplace?, Are you planning to attend the Ekstremsportveko in the future?, Is this your first time attending Ekstremsportveko?, How long have you been involved with this sport?, COMPUTE Escapism=(Q32f+Q32g)/2, COMPUTE Educational=(Q32+Q32a)/2, COMPUTE Attractiveness=(Q32b+Q32c)/2, COMPUTE Entertainment=(Q32d+Q32e)/2, COMPUTE Memories=(Q32h+Q32i)/2

d. Predictors: (Constant), Age, Have you been a volunteer at Ekstremsportveko before?, How many will you travel to in the next 12 months?, Are you discussing Ekstremsportveko in your workplace?, Are you planning to attend the Ekstremsportveko in the future?, Is this your first time attending Ekstremsportveko?, How long have you been involved with this sport?, COMPUTE Escapism=(Q32f+Q32g)/2, COMPUTE Educational=(Q32+Q32a)/2, COMPUTE Attractiveness=(Q32b+Q32c)/2, COMPUTE Entertainment=(Q32d+Q32e)/2, COMPUTE Memories=(Q32h+Q32i)/2, COMPUTE Totalenjoyment=(Q32l+Q32m+Q32n+Q32o+Q32p+Q32q)/6

