

	Incidental	Sporadic	Occasional	Regular	Committed	Driven
<i>Summary characteristics</i>						
Decision-making factors	Impromptu	Unimportant	Can be determining factor	Important	Very important	Essential
Participation factors	Fun or duty to others	If convenient	Welcome addition to tourism experience	Significant part of experience	Central to experience	Often sole reason for travel
Non-participation factors	Prefer relaxation non-activity	Easily constrained or put off. Not essential to life profile	Many commitment preferences	Money or time constraints	Only unforeseen or significant constraints	Injury, illness or fear of illness
Typical group profile	Family groups	Family and friendship groups	Often friendship or business groups	Group or individuals	Invariably groups of like-minded people	Elite groups or individuals with support
Lifestyle	Sport is insignificant	Sport is non-essential. Like but not a priority	Sport is not essential but significant	Sport is important	Sport is a defining part of life	Sport is professionally significant
Sports expenditure	Minimal	Minimal except sporadic interest	High on occasions	Considerable	Extremely high and consistent	Extremely significant. Funding support from others

FIGURE 5.3 Sports tourism demand continuum (Jackson and Weed, 2003 – derived from Jackson and Reeves, 1996; Reeves, 2000)

towards this end of the continuum, it fails to recognize the importance of trips involving sports tourism to individuals' perceived self-identity (Green and Jones, 2005), the result being that, even where levels of participation are low, the importance placed on that participation can be significant. In seeking to address this weakness, this chapter proposes a 'Revised Sports Tourism Participation Model' which has been developed from the model proposed in the first edition of this text (Weed and Bull, 2004). This model continues to utilize the concept of a continuum of sports tourism participation but, unlike the model presented in 2004, it does not incorporate the various 'participant types' outlined in the demand continuum. The first step in the revision, the 'Simplified Sports Tourism Participation Model', continues to plot sports tourism participation against the importance