

Potential of Sport Tourism in the Process of Ideal Person Formation

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Abstract---The analysis of project contents of creating ideal human society shows that thinker of the past and the present firstly worried about the technology of creating this society. However, not enough attention was paid to the means of ideal person formation who will realize the specified ideas. In the report the potential of sport tourism for forming the positive qualities of the ideal person and ideal human society is considered.

Throughout many centuries outstanding thinkers of the different countries and people tried to create an ideal human society. Generally, all their ideas were reduced to the capacity of organizing the production of material goods with public property on means of production; general work excluding parasitism; scientific management of society; work of ability; family functioning; social equality of people; eradications of laziness and greed; harmony with nature; merges of personal interests with the public ones; joint management of society.

The structural and substantial analysis of the specified projects on creating ideal human society shows that thinkers of the past (and present) first of all, worried about technology of ideal human society creating and functioning. Technology of creating and receiving an increased number of qualitative goods and services was projected. Moreover, it was considered that this situation (in which people have everything) will correct negative features of human character, mainly such as greed and envy.

However, not much sufficient attention was paid to the means of forming the ideal person who will realize projects

of ideal society. After all possibility of receiving enough goods and services by all members of society depends not only (and not so much) on intensity their own productions. What is important in this regard is how reasonably the needs of each member of society for the specified material benefits are identified. That is the main reason for considering tourism potential for forming optimum system of needs for ideal person.

It should be noted that participation of person in rather long and active sports travel (in conditions of these travel) more steadily forms these reasonable requirements.

Using only necessary things while travelling the person automatically transfers this habit to his ordinary life. Moreover, using common and available to the vast majority of people benefits of the civilization, people develop it in themselves as a prerequisite for long and qualitative life.

The process of forming the ideal human society as thousand-year practice showed is connected with huge physical and intellectual efforts of its founders. The human being develops the persistence in achieving while doing sports and travelling, in particular while having tours which are long and difficult on physical and technical performance.

During such travel people overcome not only natural obstacles, but first of all their own inertness, force themselves to work beyond their abilities. While sport travelling people often solve complex and various problems, which demand high physical and intellectual preparation. Not incidentally there are more people with higher education, scientific degrees, inventors and researchers among tourists than in other sports.

During the travel with increased complexity people do physically difficult and sometimes risky work, thus this kind of danger is not artificial, but the objective one which is created by nature. After such travel usual things are perceived sharper, the command spirit of the campaign is projected for the rest of life and allows a person to solve social problems on global level.

Tourism as the social phenomenon has the global purpose to increase and improve quality of human life. And the most part of tourism potential allows to achieve the specified objectives that determine active and sports view points.

According to forecasts of the European community by 2035 the average expected life expectancy of Europeans will exceed 100-120 years [1]. But as it is established, long human life is possible in a case when reasonable requirements are created. The USA and Great Britain are countries with a huge consumption level of material benefits by the population. And we see to what are the results of it. Researchers from Colombian (Columbia University) and Oxford (Oxford University) universities stated that the problem of obesity will lead to the following: by 2030 in the USA there will be 51% of men and 52% of women with an index of body weight higher than 30, in Great Britain 48% of men and 43% of women will suffer from obesity. Respectively expenses on obesity treatment and diseases related to it will increase on 66 billion euro in the USA and on 2 billion euro a year in Great Britain [2].

Any activity which is thought over, organized, improved and carried out by the person has a certain function or some functions. Thus, function (functions) can have both positive and negative characters. Our analysis of several dozens of different classifications of tourism revealed that tourist travel have eight main social functions: informative, health-improving, socially-communicative, sports, esthetic, emotional, psychological, creative and pilgrim.

On sports travel all listed functions of tourism as global social phenomenon are shown in details. However, to

understand, how sport tourism influences the process of formation of person's positive qualities we will analyze the content of the listed functions of tourism.

Informative function of tourism involves person's aspiration to enrich his knowledge in the field of history, economy of the nature, science and culture, his desire to get acquainted with historical, ethnographic, natural monuments, fighting and labor traditions of the different people and cultures.

Health-improving function is understood as efficiency restoration by means of travel in environment. By creative function we understand the development of creative and organizing abilities of the person in specific conditions of travel, and his ability to find quickly the optimum solutions for major problem and his self-affirmation.

Emotional and psychological function of tourism is characterized as the ability to relieve stress after work, get positive emotions, as a result of meetings with interesting people, get impressions of interesting events and overcome natural obstacles.

Social and communicative function is defined as people's desire to communicate with each other in an informal situation without any subordination.

Esthetic function includes pleasure from beauty of the nature, works of architects, sculptors and artists.

As we see from the characteristics of the contents practically all functions are shown obviously in sports travel and contain the potential for forming positive traits of character among people. But sports function (including possibility of developing force, dexterity, endurance, courage, collectivism) is most common for sports travel.

According to P.P. Simonenko the concept "sports tourism" has the following distinctive signs:

- Independent socially- oriented sphere, way of life of a considerable part of society;
- Effective remedy for spiritual and physical development of the personality, development of

careful attitude to the nature, mutual understanding and mutual respect between the people;

- Form of "national diplomacy" based on real knowledge about life, history, culture;
- Democratic type of the rest, characterized as free choice of a form of people's own activity [3].

The quality of human life is mainly defined by emotions. The role of emotions at some point can deprive him of life or rescue. According to the American psychologist Paul Ekman emotions can be stronger than the fundamental motives in the life of people such as: hunger, sexual desire and aspiration to survive [4].

Surprise is the shortest of all emotions, which lasts for no more than several seconds. Surprise instantly takes place as soon as we realize the events and then this feeling turns into other emotions (fear, pleasure, simplification, anger, disgust, etc.).

As our long-term supervisions show surprise is an initial stage of tourist impression. As a psychological basis of tourism in its global manifestation. Not incidentally Japanese say that tourist business is a trade of impressions.

Pleasant emotions motivate human's life and force him to do only good things. They encourage the person to do the things which are necessary for all mankind [5].

Travels in environment cause a feeling of surprise, satisfaction and pleasure without opportunity to use a huge number of material benefits which the majority of other people do not have. It is what psychologists designate as sensory gratification [6]. There are elements of a natural landscape which are pleasant to observe, for example a beautiful decline or dawn in an unusual place. As an example, we can give the dawn in Africa which we saw while reaching the highest top of the continent of Kilimanjaro (5895 m).

After several days of travel to the mountain foot we came to the camp which is at the height of 4700 m. There were skilled climbers who did not understand guide's announcement that it is necessary to start the journey to the

mountain at 1 o'clock in the morning. Usually climbing takes place (to avoid rock falls) at 3.30-4.00 o'clock in the morning. And only at 4.30 in the morning on the edge of a crater we saw the first beams of sunrise over Africa from the height of 5700 m and we understood that it was the strongest impression. This sensory gratification was stronger than pleasure which we got after reaching the top of Kilimanjaro. We feel sensory gratification when we see the splash of the ocean surf, noise of the mountain river and the wind in tops of trees.

By the way, the process of climbing (after a difficult and difficult way) the mountain top or the mountain pass gives person not only short-term pleasure, but makes him more confident in his abilities and makes hem capable to do commit acts. It forms steady desire to live long and happily. This supervision was confirmed also by the following fact. In the 90th of the last century, after the collapse of the USSR many people lost their life values, degraded, began to use drugs, substitute alcohol, refused to do socially useful work, etc. However, hundreds of qualified tourists- athletes known to us not only kept the social status, but they also succeeded in commercial tourism and other types of business.

According to psychologists and sociologists, the biggest part of negative things in human life arises because of such qualities of individuals as greed and envy. Sport tourism, in accordance with the circumstances in which campaigns are organized, is an effective remedy for neutralizing the feelings of envy and greed in the person. Limitation of resources, which are used in sports campaigns, is established by athletes themselves. They understand that there are no chances to carry big quantity of food, clothes, etc. It is dictated by considerable (the route is more difficult and longer) campaign terms, complexity of natural obstacles which should be overcome, other endogenous and exogenous factors.

We noticed that in such conditions participants of sports campaigns have no opportunities for having the specified

negative qualities. Because limited material resources are shared equally (as well as their transportation) and there is nothing to be jealous about.

In Soviet period work of Tourism Federation considerably increased mass character of tourist actions. In 1985 in the USSR 165 thousand participants of campaigns made the share of 7,5 million people constantly doing sports, i.e. 42 beginners made the share of one skilled tourist [7]. Now in CIS countries the number of participants of category campaigns has considerably fallen.

In 1989 in the USSR for ensuring the work from 6,8 million of amateur tourists at the expense of labor unions allocated less than 6,8 million rubles, i.e. less than one ruble a year was allocated for one tourist [8]. But it had a huge improving and educational effect. The reduction of financing led to reduction of number of participants of sports campaigns.

However, for example, in China sport tourism is an effective resource for social and economic development. After all, in a number of the countries sport views provide over 20% of all income of tourism. In People's Republic of China, clubs of sports tourism provide 30% of a gain annually [9].

The potential of sports tourism development even in the theory is not revealed completely. But existing social and economic conditions in RK don't provide realization even the approved potential.

Further effective use of sports tourism potential in formation of the ideal person is only possible in case of solving the following problems:

- Representatives of authorities of the CIS countries, who make system social and economic decisions, have no understanding of the importance of sports tourism for regional and global development of humanity. Meanwhile, the World tourism organization listed the sports tourism among the

most important directions of development of world tourism in the nearest future [10].

- The following problem, as a result of a previous problem is irrational budgeting for further development of different types of sports by authorities. So, in all countries which were earlier a part of the USSR a huge financial, material and personnel resource is allocated for soccer. Sports results of this activity are deplorable, but funds continue to be allocated in the prejudice of such social and effective sports as sports tourism and mountaineering.
- There are no conditions for system of commercial component development of sports tourism. And in this system it is necessary to earn money independently and thus to provide steady developments of sports tourism. Thus, it must be kept in mind that the majority of sports without the corresponding material support will simply cease to exist. Sport tourism, on the contrary, possesses high economic and social cataclysms resistance.
- The authorities do not understand the need of purposeful financing for training instructors and trainers with high sports qualification.

The works of the Russian tourists V. L. Kundelsky and N. V. Kuzinoy allowed to formulate the mathematical law: "Depending on category of complexity of a sport tourist campaign the quantity of campaigns decreases with a geometrical progression with an average denominator of 0,5 [11].

It means that on the average, for training six instructors of sports tourism with the right to direct campaigns of the fifth category of complexity it is necessary to finance the passing the route of the first category of complexity by one hundred people. And within five years to pay for the campaigns of 2-5 categories of complexity respectively for 50, 25, 12,6 people. Only in this case we will be able to prepare personnel potential for development of sport

tourism and to use its phenomenon in the process of forming the ideal person.

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In 1972 Vukolov Vladimir graduated from the department of history of the Kazakh teacher training university after Abay. In 1981 V. N. Vukolov got the degree of Candidate of Sciences, and in 2001 he passed PhD defense. Moreover, he published more than 250 scientific works including the books called "History and Theory of the International Tourism" (2005), "Bases of equipment and tactics of active types of tourism" (2005), teaching guides "Across Northern Tien Shan. Mountain tourist routes across Zailiysky Ala Tau and Kungey Alatau" (2006). In 2012 V. N. Vukolov published for the first time the textbook "Methodology and Theory of Scientific Researches of Tourist Activity" in Kazakhstan and the CIS which is intended for doctoral candidates on the specialty "Tourism". He has author's rights on the program of training courses "Introduction into specialty" (1995), "Tourist guidance" (1995), on "The working curriculum of the tourism faculty for specialty "Management of Tourism" (1995).

In 2006 Vukolov V. N. got the state grant "The best teacher of higher educational institutions". His biography is included into the encyclopedic dictionary "Sporty Kazakhstan". After getting PhD on the subject "The Theory and Practice of Training the Specialists of the Tourist Industry in Higher Educational Institutions" and so far he is the only doctor of pedagogical sciences who specializes on preparation of personnel for tourist sector in Kazakhstan and Central Asia . In 2008 V. N. Vukolov is elected to be