

DESIGN OF A PROJECT OF A FITNESS TOUR TO TURKEY FOR WOMEN 25-35 YEARS OLD

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Abstract

The aim of the study was to find out the opinion of women about the content of a fitness tour to Turkey. The survey was carried out using the group "Hit Fitness Omsk, Hit Fitness Omsk", in the social network "VKontakte". The sample of the presented study included 323 people (234 women, 89 men). The Dobrenkov survey method was used. The research results showed the following. By gender, the majority of the respondents were female (73%). The age of the majority of respondents (42%) was 25-35 years old, 25% - 35-45 years old, 23% - 18-25 years old, 10% - over 45 years old. The design of the tour was carried out for the age group 25-35 years old. Most of the respondents (49%) preferred living in an apartment. The most attractive option is three meals a day (63%). The idea to add an animation program to the tour program was supported by 67% of the respondents. The respondents' health problems were follows: 10% worried about stoop, 15% worried about back pain, 16% - swelling, 59% - all of the above. Most of the respondents (85%) answered that they had never been on a fitness tour before, and 15% have traveled on a tour of this format. It was concluded that a fitness tour to Turkey should be designed for women 25 to 35 years old, include 9 days and 8 nights. Most of the respondents would like to stay in an apartment with the inclusion in the tour 3- x single meals, a specially selected animation program for every day, and should also include training and educational seminars. The study confirmed the high degree of interest of women aged 25-35 years to take part in a fitness tour to Turkey during which they will be able to improve their physical performance and solve some health problems.

Keywords

Fitness tour; recreational potential; Turkey; breathing practices; spa treatments.

1 INTRODUCTION

In the Russian Federation, as well as throughout the world, the fitness industry is gaining popularity every day. This developing industry meets the important needs of people for a healthy lifestyle, emotional and psychological relief, and communication with like-minded people. This is especially necessary for residents of large cities in an unfavorable environmental situation (Britvina, 2013).

Fitness tour, as a basic direction of health tourism, is at the beginning of the 21st century an excellent start for the initiation and striving for a healthy lifestyle and active recreation. In Russia, such tours have become popular relatively recently, but now they are in great demand and there is a huge number of offers on the tourist services market. As a rule, such tours are organized in countries with a comfortable climate.

Based on the various preferences of tourists, today in some countries several types of fitness tours are offered: specialized - a training program, health walks within the territory of one hotel (Egypt, Cuba, Turkey, Sicily, Dominican Republic, Mauritius); target - training program, tourist walking programs and animation program outside the hotel. The target type is of two types: constant movement to different hotels.) Excursions with an active method of movement take place outside the hotel territory, daily health walks and training throughout the tour stay in the same hotel.

The beauty and diversity of Turkey's natural landscapes: seas, rivers and waterfalls, mountain ranges and climatic conditions are undoubtedly the determining factors for the development of recreational tourism in this country, and in particular the development of fitness tours. It is washed by 4 seas (Mediterranean, Aegean, Marmara and Black).

The coast of the country has a subtropical Mediterranean climate (the length of the coastline is 7200 km, there are 355 beaches on it. Turkey has 2870 hotels, 300 thermal springs (Kuzhel, Ivanova, 2020). The following features of fitness tours can be distinguished:

There is a professional instructor who conducts the training program throughout the tour and monitors the activity of the trainees. In addition to training the tour includes lectures on rational nutrition, excursions, discos and friendly evenings in nature. The duration of the fitness tour is from 7 to 14 training days which include various areas of fitness. The standard fitness tour package will include fitness services. Fitness tours are unique tours and differ from other tourism products when developing projects. Here the travel agent himself acts as a tour developer, selects a country, hotel, fitness program, most often the travel agent already has a specific group of people willing to participate in a fitness tour or the group is selected for a specific tour. Then the travel agent turns to the tour operator with a request to implement the tour: air transportation, transfer, hotel accommodation, insurance, and the club prepares a fitness program.

2 OBJECTIVES, RESEARCH QUESTION

The main objective of the presented research was to find out the opinion of women about the content of a fitness tour to Turkey. The next goal of the presented study was to develop a fitness tour program for women 25-35 years old.

The main research questions state:

- Is there an interest of women and of what age to participate in a fitness tour to Turkey?
- What should be the program of a fitness tour to Turkey, according to the respondents?

3 METHODS

3.1 Material and organization of investigation

In recent years fitness classes have become very popular among women. Fitness helps

women improve posture, body flexibility and other health issues, improving quality of life. Therefore, it became necessary to develop new fitness tours. The survey was carried out using the group "Hit Fitness Omsk, Hit Fitness Omsk", in the social network "VKontakte". Group members were the respondents. The groups consist of 2035 participants (on April 25, 2021). The required sample size was 323 people. In this case, the confidence probability is 95%, the confidence interval, the error $\pm 5\%$. The study was conducted in April 2021. The survey method was used based on the methodology of Dobrenkov (2004). According to his methodology, we used the following methods: a quantitative method - a survey (internet survey), a statistical research method - a sample of respondents, an economic and mathematical method: a method of mathematical data processing.

Diagnostic tool

To conduct the research we developed a questionnaire consisting of 11 questions (Malygina, 2021). The questions presented in the questionnaire were opening and closed.

Statistics

The relevance of research question of the presented study was analyzed as the main distinctive point between deductive and inductive approaches. We provided a deductive approach test of the validity of assumptions in the context of the research question, whereas inductive approach contributed to the predictions and generalizations for Russian milieu.

Methodology

From a methodological point of view, we choose a questionnaire survey on the Internet of women interested in or engaged in fitness. In concrete we used methods of analysis, synthesis, induction and deduction and applied anchored theory method, as well as causal and operational thinking. Continuously in the process of solving the project, the author took into account the hysteresis, where the study of social phenomena emphasizes the importance of historical contexts for the study of current phenomena and their prediction in the future.

4 RESULTS AND DISCUSSION

4.1 Results

The survey (questionnaire) was attended by 323 people (234 women, 89 men). The analysis of the questionnaires showed that the study involved people aged 18 to 50 years. By gender, the majority of the respondents were female (73%). A number of questions from the questionnaire were aimed at organizing the tour and its components

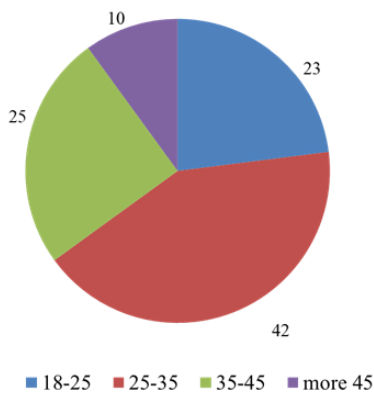


Figure 1. Age intervals of respondents (%)

related to accommodation, meals, and excursions. The age of the majority of respondents (42%) is 25-35 years old, 25% - 35-45 years old, 23% - 18-25 years old, 10% - over 45 years old (Figure 1).

Most of the respondents (52%) would like to go on a fitness tour to Turkey, 24% do not have a passport, 14% cannot travel outside Russia due to financial problems, 10% have no desire (Figure 2).

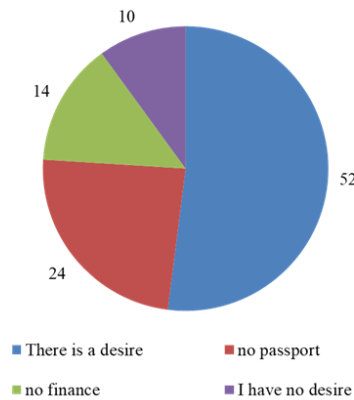


Figure 2. Desire to go on a fitness tour to Turkey (Antalya) in percentage of monitored persons

The majority of respondents (38%) prefer to participate in personal and group photo sessions, 33% want to participate only in a personal photo session, 10% want to participate only in a group photo session, 19% do not want to participate in a photo session (Figure 3).

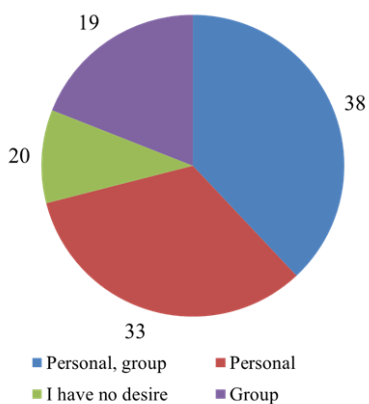


Figure 3. Preferred photography option in percentage of monitored persons

The opinion of the respondents was divided when choosing the type of excursions. The majority (58%) want to attend all types of excursions, 19% want to attend active and entertaining excursions, 13% want to attend sightseeing tours, 10% do not want to attend excursions (Figure 4).

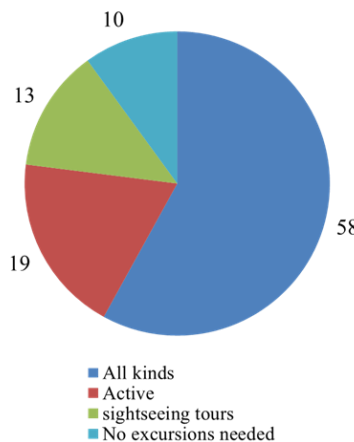


Figure 4. Preferred view on excursions in percentage of monitored persons

The majority of respondents (56%) have a desire to go shopping, 30% do not need shopping, 24% found it difficult to answer (Figure 5).

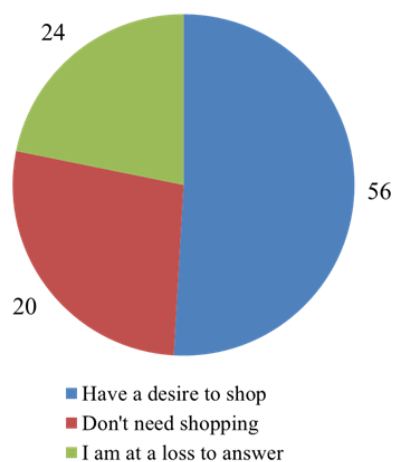


Figure 5. Preferred view on shopping in percentage of monitored persons

An important question about the optimal number of days on the tour (Figure 6). The majority of respondents (44%) prefer 7-12 days of rest, 31% want to rest for more than 12 days, 16% prefer 3-7 days, 9% rest 2-3 days.

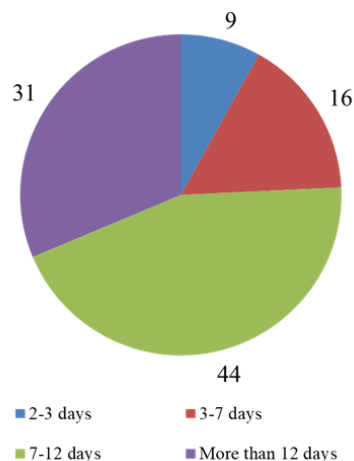


Figure 6. Preferred view on the tour duration in percentage of monitored persons

The majority of respondents (49%) preferred apartments, 21% chose to stay in a 5 * hotel, 13% want to stay in a 4 * hotel, 12% expressed a desire to relax in a 3 * hotel, 5% want to rent an apartment (Figure 7).

The opinion of the respondents regarding

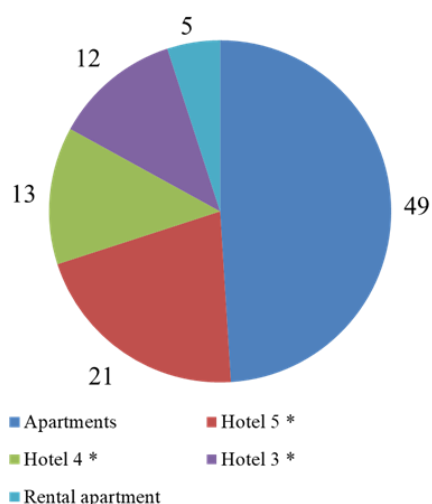


Figure 7. Preferred type of accommodation in percentage of monitored persons

nutrition was divided. The most attractive option is - three meals a day (63%), the less attractive way of organizing meals on the tour turned out to be - two meals a day (breakfast, dinner) - 27%, the least popular option - only breakfast - 10% (Figure 8).

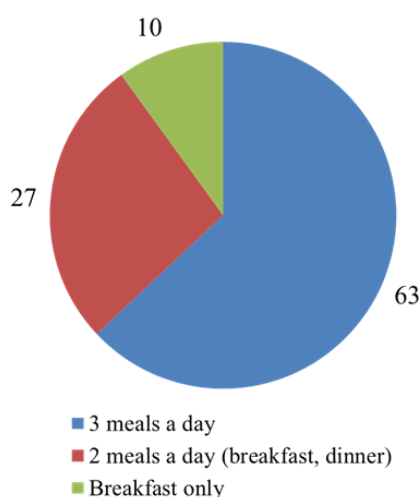


Figure 8 Preferred view on the organization of meals on the tour in percentage of monitored persons

We would like to add an animation program to the program of our fitness tour, the majority of respondents - 67% support this, 21% - partially disagree, and 12% - disagree (Figure 9).

In order for the trip to be popular, it was

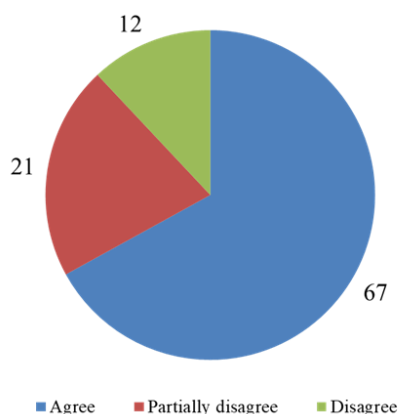


Figure 9. Preferred view on the importance of animation programs in percentage of monitored persons

necessary to know what health problems the respondents wanted to solve during the participation in the fitness trip. It was found, that 10% of respondents are afraid of hunchback, 15% are worried about back pain, 16% - swelling, 59% - all of the above (Figure 10).

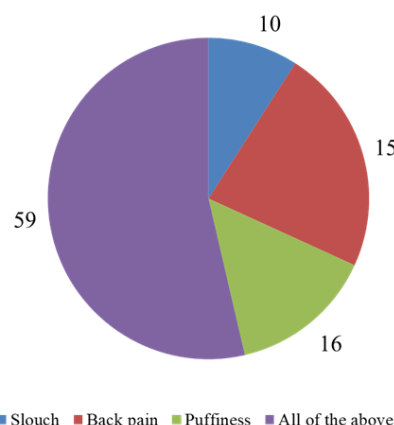


Figure 10 Health problems among respondents in percentage of monitored persons

Based on the survey of respondents, a fitness tour program for women 25-35 years old to Turkey (Antalya) was developed. Due to the fact that during the survey the main problems of women were identified: slouch, back pain, swelling, this was taken into account when compiling the tour program after consultations with fitness trainers. According to the trainers, it was advisable to include breathing exercises in the program. Breathing exercises relieve pain in the spine and joints, tone the muscles of the whole body and generally have a beneficial effect on all body systems.

1st day

After arriving at the apartment the Hamam spa treatments are scheduled, followed by a self-diagnosis of posture under the guidance of a specialist. Also, to unite the team, an "Evening of Dating" will be held.

2nd day

Before breakfast we take anthropometric measurements and weigh ourselves. This day is completely devoted to breathing work. Effective breathing is the key to a flat stomach, a healthy back, and the foundation of women's health.

3rd day

From this day on, every day is breathing practice. After breakfast boat trip "Green Canyon". After dinner and after dinner seminar "Myths and facts about nutrition". In the evening, get rid of body massage with Myofascial release with hands.

4th day

After breakfast, departure from the hotel for shopping in the shopping centers of Antalya (Mark Antalya, Terra City). We arrive at the hotel in the evening and have dinner. Foot massage.

5th day

Breakfast, followed by a workout for a flat stomach, including deep muscles. After that, the seminar "All about hormones". In the evening boat trip and dinner on the yacht.

6th day

After breakfast, we perform a complex for the emancipation of the thoracic Spine After that, a sightseeing tour of Antalya. In the evening, we will learn how to cook low-calorie desserts at the "Dessert with a minus at the waist" master class. The evening ends with a massage.

7th day

In the morning, rafting on the river. Köprüçay along the Köprülü and Zipline canyon. Dinner. After supper, the "Smart Fitness".

8th day

We make anthropometric measurements and weighing. We train the gluteal muscles. After breakfast we listen to the seminar "Recommendations against puffiness". After lunch we leave for a jeep safari "Mountain Turkey". In the evening we arrange a Turkish feast.

9th day

Breakfast followed by massage. After lunch, photo session and departure from the hotel to the airport by a comfortable bus.

4.2 Discussion

In recent year there has been new scientific research on fitness tours. Fitness tours are a modern type of sports and health tourism. The essence of a fitness tour is that it consists of two types of services: fitness services and travel services. These services are intangible. The production, sale and consumption of services occurs simultaneously and does not stand out as independent stages. By consuming these services, the client participates in the service process by contacting the service personnel and the trainer. The positive effect of service activities and customer satisfaction depend on the level of professionalism and qualifications of the trainer, as well as on the level of the service personnel. This, in turn, is the main goal of recreation for tourists (Tokar, 2015).

Fitness tours are unique tours and differ from other tourism products when developing projects. Here, the travel agent himself acts as a tour developer, selects a country, hotel, fitness program, most often the travel agent already has a specific group of people willing to participate in a fitness tour, or the group is selected for a specific tour. Package tours are never formed in advance, but everything is collected and selected individually for the group. Then, the travel agent turns to the tour operator with a request to implement the tour: air transportation, transfer, hotel accommodation, insurance, and the club prepares a fitness

program. As a result of such cooperation, a high-quality and popular tourist product is being developed (Somkin, 2009).

Authors studying fitness tourism highlight the main objectives of fitness programs.

- Keeping fit.
- Weight correction.
- Personal growth and self-knowledge.
- Health promotion, etc. (Babicheva, 2015; Matyukhina, 2011).

The monograph "Public Awareness about the Importance of Wellness for Human Life" is the result of many years of work by authors from different countries (Czech Republic, Slovak Republic, Poland, Russia, Canada), who devoted their research to one of the most pressing problems of our time - wellness and healthy lifestyle of people. Each author conducted a public awareness study on the importance of wellness for a person's life in his country (Krejčí, Vacek, Kornatovská, Boroň-Krupiňská et al, 2019).

Physical health represents one of the most important foundations of human life. It refers to the level of person's fitness and performance. Each of us wishes to have a healthy and flexible body, literally glowing energy. Then we are not tired, and we feel satisfied all day. To maintain physical health, it is important to move regularly, preferably daily, to breathe properly and relax muscle tension. Muscle tension can be released in different ways, for example, by exercise, but also by laughter or relaxation. Proper exercise activity is part of the prevention of pathological processes. Adequate movement regime is a real necessity in today's sitting society. It has a beneficial effect on the whole nervous, locomotive and circulatory system, regulates the function of internal organs and endocrine glands and is a prevention of civilization diseases. Moreover, practically there is no disease that justifies an absolute ban on physical exercise and activity at all. Food and body hygiene are also important factors in physical health. The diet should always be freshly prepared, and a significant share of human health is also the raw food (fruits, nuts,

vegetables, milk, muesli, etc.) (Krejčí, 2019).

Thus, in the modern world awareness of the population about a healthy lifestyle is very important.

5 CONCLUSIONS

The research results showed the following. By gender, the majority of the respondents were female (73%). The age of the majority of respondents (42%) is 25-35 years old, 25% - 35-45 years old, 23% - 18-25 years old, 10% - over 45 years old. Therefore, we chose for our research to develop a fitness tour to Turkey specifically for this age group. Most of the respondents (49%) preferred living in an apartment.

The most attractive option is three meals a day (63%). The idea to add an animation program to the tour program was supported by 67% of the respondents. We found out what health problems the respondents have. The respondents' opinions were distributed as follows: 10% worried about slouch, 15% worried about back pain, 16% - swelling, 59% - all of the above. Most of the respondents (85%) answered that they had never been on a fitness tour before, and 15% have already traveled on a tour of this format. Thus according to the results of the survey it was revealed that a fitness tour to Turkey should be designed for a target audience from 25 to 35 years old, include 9 days and 8 nights, most of the respondents would like to stay in an apartment with the inclusion in the tour 3- x single meals, a specially selected animation program for every day, and should also include training and educational seminars.

Thus this study confirmed the high degree of interest of women aged 25-35 years to take part in a fitness tour to Turkey in Antalya during which they will be able to improve their physical performance and solve some health problems (slouch, back pain, swelling).

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