

Tennis Spectator Loyalty When Life Gets in the Way

by

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AUTHOR'S DECLARATION

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

I understand that my thesis may be made electronically available to the public.

ABSTRACT

The purpose of this study was to understand constraints to tennis spectating and constraints negotiation therein. The primary research questions were related to the changing nature of spectating experience, its' meaning, and spectators' actions when faced with constraints. The topic of spectating sporting events, consumer loyalty, and leisure constraints have widely been addressed in the literature using quantitative methods. This research attempted to add understanding to the body of literature qualitatively. Data was collected and analyzed using the grounded theory method. This research also attempted to address the recommendation to examine negotiation-efficacy role among various populations and other leisure contexts (Loucks-Atkinson & Mannell, 2007). In depth interviews were conducted with thirteen tennis spectators (six males and seven females) residing in Kitchener-Waterloo, Guelph, Hamilton, Oshawa, and Toronto, Ontario. Spectators varied in age, playing ability, and occupation. Spectating experiences suggested ten constraints, six negotiation strategies, and five steps to minimize the impact of potential future constraints on one's behaviour. Ten constraints experienced were: 1) too costly to attend a tennis event, 2) uncomfortable and deterrent weather prior and during the event, 3) lack of resources and accessibility to them, 4) time conflict between the event and everyday life, 5) long and time consuming distance to be travelled, 6) poor players' performance, 7) others' perception of the sport, 8) sitting too close or too far from the action, 9) tennis not being among top spectators sports in Canada, and 10) difficulty finding a parking spot. The analysis revealed that the perception of these constraints differed based on age, gender, and previous playing experience. Negotiation strategies widely used were: 1) scheduling ahead, 2) using electronic resources for viewing, 3) networking and talking to others, 4) playing tennis, 5) going to a different sporting event, and 6) engaging in interactive activities. Five steps in minimizing the effect of potential future constraints consisted of: 1) being organized, 2) travelling with a friend, 3) gaining knowledge, 4) controlling one's expectations, and 5) staying committed to the sport. The majority felt in control when negotiating. The constructivist grounded theory revealed that the relationship between constraints, negotiation, and participation in tennis spectating was circular. This relationship implied that although negotiation takes place, it does not eliminate constraints all together, but rather potentially reducing the impact of a constraint. The same constraint may reoccur again in the future and it was understood that as long as tennis spectators are active constraints will exist and negotiation strategies will occur. Constraints in this study were related with negative emotions, reduced enjoyment, physical discomfort which threatened on future tennis spectating behaviour. The main limitation of this study is that the results are not representative of the population and are participant and context specific. Implications for practice may include: establishing a sense of service value, increasing of interactive gaming and activities during inclement weather, betterment of promotional efforts of amateur events and media exposure via local channels of professional tennis events. Future research recommendations include studying a similar topic in a different context, assessing the impact of sport attachment versus player attachment on spectating behaviour of individual sports quantitatively, and conducting an experiment where one of the constraints is manipulated.

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CHAPTER ONE: INTRODUCTION

I was introduced to the game of tennis at the age of seven and ever since I have been an active participant. This participation took on various forms from recreational play, competitive tournament play, overseas league play, coaching, playing varsity, to owning a small tennis academy. Not only was I introduced to the sport of tennis through my direct participation in the game, but I also remember watching Steffi Graf, Martina Navratilova, Monica Seles, Bjorn Borg, Boris Becker and many more tennis legends give their best performances at Grand Slams on TV. If you were to ask me to recall some of these great performances in the late 80s I would be able to tell you how drizzling hot the Australian Open was, what a great athlete Steffi Graf was winning a total of 22 grand slams in her career, that Monica Seles would strike the ball like no other competitor on tour, that Boris Becker would dive at the net to hit a volley just to name a few. Ever since I remember, I looked up to these players, wanting to be able to strike the ball as hard as Monica Seles, and learn to move as gracefully as Steffi Graf. I would watch these great players give their best performance and try to model them in my on-court practices whether it was a group lesson, a private lesson, or a wall practice. I wanted to train hard and work hard every time I played to be just like them. Not one year has passed without putting the curtains down in preparation to watch a Grand Slam be it The Australian Open, US Open, Roland Garros, or Wimbledon; they all mattered equally. The darkening of the room to watch tennis was essential for the best viewing of the yellow, fuzzy ball being hit many times over the net. As the technology got better home viewing of these events was made more comfortable (e.g., more angles) and readily available live scoring on the Internet allowing its viewers not to miss a single point. I was also fortunate to watch professional tennis players compete live. Most of my live tennis viewing as a child and youth included watching amateur tennis tournaments (e.g.,

provincials) in which my brother or team mates would compete. Recently, as a young adult coaching children and youth, I have been watching as well as evaluating my students in similar amateur events.

I always thought that my first exposure to tennis was my older brother's participation in the sport. But is this really so? What was it about tennis that was first introduced to me? Was it my direct participation in the sport through lesson taking and wall hitting? Was it watching my brother perform in a tournament? Or Was it watching the professionals perform on TV? The answer to this is unclear. All I know is that I have been surrounded with tennis as long as I remember. As I got older I continued to wonder: Why do I play, coach, and watch tennis? Is it a coincidence that my life partner is a highly qualified tennis coach? Can I envision my life and myself without tennis? I can give you an answer to all of these questions. I can provide you with an indefinite number of reasons as to why I play, coach, and watch tennis (e.g., it is fun, it defines who I am, it completes me, it is challenging, and it is a great workout). As for the latter two questions, the answer to them would be a definite "No". So, I appear to know what and how much tennis means to me but one question remains: How sustainable is one's participation (e.g., watching or playing) when presented with some challenges? Recent economical downfall in Canada got me thinking even more about some of the potential challenges people could face. I started to wonder: How do these challenges affect one's participation and involvement with the sports they love and what is the end result of it all? This is the very question that brings me to the topic of my study.

The Purpose Statement

The purpose of this study was to understand constraints to tennis spectating and constraints negotiation therein. The focus was on tennis spectators' perceptions and living through

experiences as reflectively described in their interview. The interviews were seen to be appropriate for understanding this experience because it would allow tennis spectators to indicate how leisure constraints have affected their lives and their spectating behaviour. For the purposes of this research three types of leisure constraints were identified using Crawford and Godbey (1987) definitions. Structural constraints such as finances were defined as intervening factors between the preference and participation. Intrapersonal constraints such as stress were defined as individual psychological states/attributes interacting with leisure preferences. Interpersonal constraints such as inability to find a partner were defined as a result of interpersonal relationships. Throughout this research, the tennis spectator is generally defined as a person who attends amateur tennis events (e.g., Ontario provincials, club championships), professional tennis events (e.g., Rogers Cup, US Open, and Wimbledon), follows tennis matches on the Internet (e.g., ATP, ITF websites), and/or television (e.g., TSN1, TSN 2, ESPN channels). For the purposes of this grounded theory study I was hoping to explore three research questions: 1) What is the changing nature of the spectating experience when faced with constraints? 2) What does facing constraints mean to tennis spectators? and 3) What do tennis spectators do when faced with constraints?

Rationale for the Study

Although my personal experience has contributed significantly in my interest to conduct this study I needed to further explore the concept of sport event spectating (e.g., tennis) when life gets in the way (e.g., experience of constraints). I had to learn what studies have addressed this phenomenon and understand if any gaps are present in the current literature.

Initial Research Idea

One of the things that made me think about constraints to one's leisure and participation in the sport as a spectator was the current Canadian economy. In 2008, it started to become apparent that Canadian economy was in recession. This became more evident when The Bank of Canada reported the loss of 270, 000 Canadian jobs in the first quarter of 2009 along with a decline in household worth (Beltrame, 2009). Furthermore, Beltrame (2009) stated that "gross domestic product fell an estimated 7.3 per cent", which was seen as the biggest contraction since 1961 (p.1). This recession was seen to not only affect Canada and the United States but also the World. Beltrame (2009) reported that "the World has suffered its worst setback in economic activity since the Second World War" in that many international banks have lost their capacity to lend money (p.3). It is predicted that in Canada, the economic recession would leave a lasting damage. Beltrame (2009) suggested that the closing of the plants and restructuring of the industries (e.g., auto and forestry sector) will continue to slow down the economy's ability to advance in the future.

The economic recession has also been addressed by popular press in the North American sport and leisure context (Campbell, 2008; Crupi, 2008; Greenburg, 2008, and Thomaselli, 2008). These newspaper and magazine columns focused on the effect of the economic recession on sponsorships, ad sales, and leisure stock markets. Based on these columns it was concluded that sports and leisure are not recession proof. For instance, some of the major sponsors of the Olympic Games (e.g., Johnson & Johnson, Kodak, Lenovo, and Manulife) have pulled out of the four year cycle starting in 2009 and ending 2012 due to a global recession (Campbell, 2008, and Thomaselli, 2008). Furthermore, Campbell (2008) states that GM has "pulled sponsorship from two NASCAR racetracks and the Masters golf tournament, ...ended its nine-year endorsement

deal with Tiger Woods, ...and hasn't run a single commercial during the biggest, most sponsorship-heavy sporting event in America: the Super Bowl" (p.31). Furthermore, based on a number of media buyers and network execs it is believed that the ad sales for big ticket sports (e.g., basketball, football) are down 15 per cent (Crupi, 2008). In addition, according to Greenburg (2008) leisure stocks (e.g., cruise ship lines like Carnival and Royal Caribbean) are down and trading for less than book value. These supply side indicators (e.g., withdrawal of sponsorships) are explicit but fairly negative in nature, while, on the other hand, the recessionary impacts on demand are less common.

For the purposes of this study, the recessionary impacts could come in a form of a structural constraint (e.g., lack of financial resources such as money to buy a ticket) and/or as an interpersonal constraint (e.g., friends that normally would accompany one to tennis events but cannot anymore because they are experiencing a financial burden of the poor economy such as job loss). This research was to focus on exploring the impact of different types of constraints on tennis spectating from participants' perspectives in general keeping in mind that these may or may not be further influenced or strengthened by the recent Canadian economic recession.

Studies Addressing Loyalty, Sports Spectating, & Leisure Constraints

The research conducted on the phenomenon of sports spectating (e.g., tennis) since the early 80s can be grouped into three main categories. The first category is that of leisure consumption, enduring involvement, psychological commitment, and behavioural loyalty. The earlier studies in this category have focused on enduring involvement, psychological commitment, and behavioural loyalty as separate entities that can predict one's consuming behaviour in the leisure context (Backman & Crompton, 1991; Brannan, Condello, Stuckum, Vissers, & Priest, 1992; Havitz & Dimanche, 1997, 1999; Havitz & Howard, 1995; Howard, Edginton, & Selin, 1988;

Howard, & Havitz, 1992; Kapferer & Laurent, 1985; Kwon & Trail, 2005; Kyle, Mowen, Absher, & Havitz, 2006; Kyle, Absher, Norman, Hamitt, & Jodice, 2007; Pritchard, Dimanche & Samdahl, 1999). For example, the nature and properties of enduring leisure involvement, leisure consumption, and loyalty were identified. Furthermore, these studies focused on developing measures and scales for each concept (e.g., consumer involvement profile) as well as testing and critiquing the already existent measures (e.g., single item measure vs. multi-faceted measure). In the late 90s the complex nature of enduring involvement, psychological commitment, and behaviour loyalty became very visible in the leisure research (e.g., Dixon, Warner, & Bruening, 2008; Funk, Toohey, & Bruun, 2007; Gahwiler & Havitz, 1998; Graefe, Manning, & Bacon, 2003; Havitz & Mannell, 2005; Iwasaki & Havitz, 1998, 2004; Kim, Scott, & Crompton, 1997; Kyle, Absher, & Hammitt, 2006; Kyle, Kyle & Chick, 2004; McGinnis, Gentry, & Gao, 2008; Pritchard, Havitz, & Howard, 1999). In addition to addressing the complexity of these three concepts they identified and tested the interrelationship the enduring involvement, psychological commitment, and behavioural loyalty play in predicting one's consuming behaviour. Some of these latter studies introduced new concepts in hopes to test and explain further relationships and predictions of one's consuming behaviour. Such concepts included: fan attraction and resistance to change (Bee, 2000), place attachment (Kyle et al., 2003), personal relationships (Kyle & Chick, 2004), flow and situational involvement (Havitz & Mannell, 2005), motivation (Kyle et al., 2006), parental influence (Dixon et al., 2008), and social effects (McGinnis et al., 2008).

The second category is that of fans, spectating, and sporting event consumption measures (Garland, Macpherson, & Haughey, 2004; Jones, 2008; Kraszewski, 2008; Leyner, 2000; Madrigal, 2006; Rushin, 2001; Snelgrove, Taks, Chalip, & Green, 2009; Wann, 1995; Wann et al. 2008; Wakefield, 1995; White & Wilson, 1999; Zhang, Pease, & Hui, 1996). These studies

focused on identifying the reasons people spectate (e.g., motivation and identity), the importance of spectating (e.g., personal vs. societal benefits), and differences among spectators (e.g., gender, income, and education). They described different types of attendees (e.g., locals, visitors, and tourists), touched on the benefits of spectating on the individual (e.g., enhanced individual quality of life) and society (e.g., source of financial success for professional sports organizations), explained the demographic differences among spectators (e.g., increased income and education results in higher spectatorship), and focused on developing and testing different measures of spectating (e.g., sport fan motivation scale, sporting event consumption scale). These studies helped identify some gender differences among fans such as higher leisure and fan motivation as well as downplaying of gender identities to reinforce fan identities among females. Furthermore, these studies focused on making future predictions on the nature of spectating such as how people will watch sports (e.g., live sport event vs. TV) and factors influencing future consumption such as the perceived ticket value.

The third category is that of leisure constraints experience and their negotiation among sport participants (Alexandris, Tsorbatzoudis, & Grouios, 2002; Crawford, Jackson, & Godbey, 1991; Crawford & Jackson in Jackson et al., 1999; Crompton & Kim, 2004; Crompton et al., in Jackson, 1999; Jackson, Crawford, & Godbey, 1993; Hinch, Jackson, Hudson, & Walker, 2005; Hubbard & Mannell, 2001; Hutchinson & Jackson in Jackson et al. 1999; Jackson & Scott in Jackson et al. 1999; Kim & Chalip, 2004; Little, 2007; Loucks-Atkinson & Mannell, 2007; Petrick, Backman, Bixler, & Norman, 2001; Schneider & Stanis, 2007; Son, Mowen, & Kerstetter, 2008; Walker, 2007; Walker & Virden in Jackson et al., 1999). These studies focused on identifying different types of leisure constraints (e.g., intrapersonal, interpersonal, and structural) and strategies people use to negotiate these constraints in order to continue

participation in a desired activity. For example, one of these studies suggested that travel constraints among spectators are perceived to be the major deteriorating factor in attending mega events such as the World Cup (Kim & Chaplin, 2004). According to these studies, it is very unlikely that anybody would experience no leisure constraints in their life but rather it is one's ability in negotiating these constraints that distinguishes participants from non-participants. Furthermore, these studies helped develop and test models such as constraints negotiation dual model and negotiation efficacy model. They also focused on motivation and perception of constraints among participants. In particular, Loucks-Atkinson & Mannell (2007) found that higher levels of motivation increased efforts to negotiate and participate. They also noted that higher levels of negotiation-efficacy increased both, motivation and negotiation efforts in people.

Deficiencies in the Studies

Although the topics of spectating sporting events, consumer loyalty, and leisure constraints have widely been addressed in the literature, some deficiencies do exist. Some deficiencies and recommendations identified were: 1) more research using a variety of data collection methods such as longitudinal research to test marketing strategies and measure actual spending, such as for tournament tickets (Casper, 2007); 2) examination of the negotiation-efficacy role among various populations (e.g., age, gender, health status) and other leisure contexts, such as for spectating (Loucks-Atkinson & Mannell, 2007); and 3) exploring perceptions, interpretations, uses of sporting events, and the ways decisions to attend are formulated among spectators (Snelgrove et al. 2009).

Furthermore, the majority of these studies (e.g., Hubbard & Mannell, 2001; Iwasaki & Havitz, 2004; Kwon & Trail, 2005; Kyle et al., 2007; Madrigal, 2006; Zhang et al., 1996) are quantitative in nature focusing on development, testing, and critiquing of scales and models in

explaining behaviour and relationships between different concepts. Few studies have approached the phenomenon of sport loyalty qualitatively (e.g., Dixon, Warner, & Bruening, 2008; Kyle & Chick, 2004). These studies have looked at enduring involvement in sport, personal relationships, parental influence and gender, in particular leaving the concept of commitment and loyalty unexplored. In addition, a few studies that have addressed economic recession, which I consider a potential constraint based on the recent state of the Canadian economy, in the past, have focused on portrayal of recession in the media, such as the newspaper (e.g., Rae & Drury, 1993). Other studies focused on unemployment indicating that unemployment leads to an increase in leisure time, which is seen as problematic leisure because it leads to engagement in risky behaviour such as gambling (e.g., Bailey, 2007; Greenburg, 2008; and Waters & Moore, 2002). Based on the past research, the concepts of sport loyalty and leisure constraints (e.g., economic recession) appear to be very complex in nature making processes and predictions of one's behaviour difficult to rationalize. One of the major deficiencies remaining under-explored, however, is the lack of a theory that explains the process of facing constraints and negotiating them from the sport spectator's perspective. Because past studies have overlooked studying leisure constraints and negotiation through them in the sport spectating context using the qualitative research method, this master's thesis attempts to fill the gap through qualitative interview analysis of the grounded theory approach of the tennis spectators' experiences.

The Significance of the Study for Audiences

This master's thesis on emerging meanings in the lives of tennis spectators experiencing constraints and negotiation through them is important to help researchers better understand the phenomenon (e.g., spectator loyalty and leisure constraints) and its processes. Enhanced understanding of the experience, processes and theory development allows recreation managers,

tournament directors, hospitality co-ordinators to become increasingly knowledgeable and better able to organize and implement sporting events taking into account different types of constraints that spectators may face (e.g., changes in marketing strategies, such as pricing). Understanding this experience and its processes is believed to be of great importance for future sporting event and/or leisure constraint researchers interested in studying spectators and their constraints experiences allowing them to better conceptualize the phenomenon in their studies. Furthermore, this master thesis' qualitative approach to studying constraints and negotiation through them in the spectating context helps provide a different perspective. This is also believed to help fill in the gaps of underrepresentation on these concepts being studied qualitatively.

Sensitizing Concepts and Discussion

The concepts of previous studies on leisure loyalty including enduring involvement and commitment helped guide my research. For example, skill level, participation frequency, and purchase intention of goods and equipment (e.g., Casper, 2007; Gahwiler & Havitz, 1998; Iwasaki & Havitz, 1998, 2004; Kyle et al., 2006; and Pritchard et al., 1999) are widely covered in these studies and I believed that they may emerge as categories from interviews in my research. These were seen as relevant because they have been identified to be closely related to customer's loyalty to a product or service (e.g., increased involvement in an activity leads to increased commitment in service offerings). Therefore, there was a possibility that tennis spectators I interviewed would display same or similar engagement prior, during, or after the event of their choice.

More specifically, concepts that emerged from previous studies on leisure constraints and negotiation strategies (e.g., Jackson et al., 1993; Walker & Virden in Jackson et al., 1999; Hubbard & Mannell, 2001; Loucks-Atkinson & Mannell, 2007; Mowen & Kerstetter, 2008) also

helped guide my research. These studies were closely related to my research topic with the focus on structural constraints (e.g., financial burden of the economic recession), interpersonal constraints (e.g., inability to find a partner to attend event), and/or intrapersonal constraints (e.g., lack of interest, stress). They included perceptions of leisure constraints, negotiation strategies of these constraints, and participation in the desired activity (e.g., attending a sporting event). These studies suggested that everyone experiences constraints and that negotiation of these constraints needs to be put in place for participation to happen. Furthermore, levels of motivation influenced efforts to negotiate and participate. Also that negotiation-efficacy (belief in one's ability to negotiate) influenced levels of motivation and negotiation efforts. All of these perceptions and negotiation strategies experiences were considered as potential emerging categories in my research. I was also aware that new negotiation strategies and processes specific to the context of tennis spectatorship may emerge from my research.

Following this introductory chapter are eight chapters. Chapter Two reviews related literature and includes qualitative and quantitative studies examining topics of consumer loyalty, leisure constraints including economic recession, sporting events, and tennis context. Chapter Three outlines methodology and methods with the focus on philosophical assumptions of grounded theory, the researcher's role, data collection and analysis procedures. Chapters Four, Five, Six, and Seven discuss findings on participants, involvement, constraints, and negotiation respectively. Grounded theory is presented in Chapter Eight. Chapter Nine discusses findings of past literature. Practical and future research recommendations are made and study limitations are discussed.

CHAPTER TWO: REVIEW OF THE LITERATURE

The review of the literature was used to demonstrate the research problem of spectator loyalty and leisure constraints without constraining the views of participants as suggested by Creswell (2008). This literature review section explored aspects of spectator loyalty and leisure constraints as a central phenomenon, which was further divided into major sub-themes. The nature of this literature review was integrative in which broad themes in the literature were summarized as defined by Cooper (1984) cited in Creswell (2008). According to Creswell this model of literature review was most common in dissertations. This chapter ends with a summary of major themes including consumer loyalty, sporting events, leisure constraints with the example of recent economic recession, and tennis context. These major themes are further broken into key sub-themes (e.g., enduring involvement and commitment as sub-themes to consumer loyalty) and suggestions on how the proposed study adds to the current literature (see Figure 1).

Literature Map

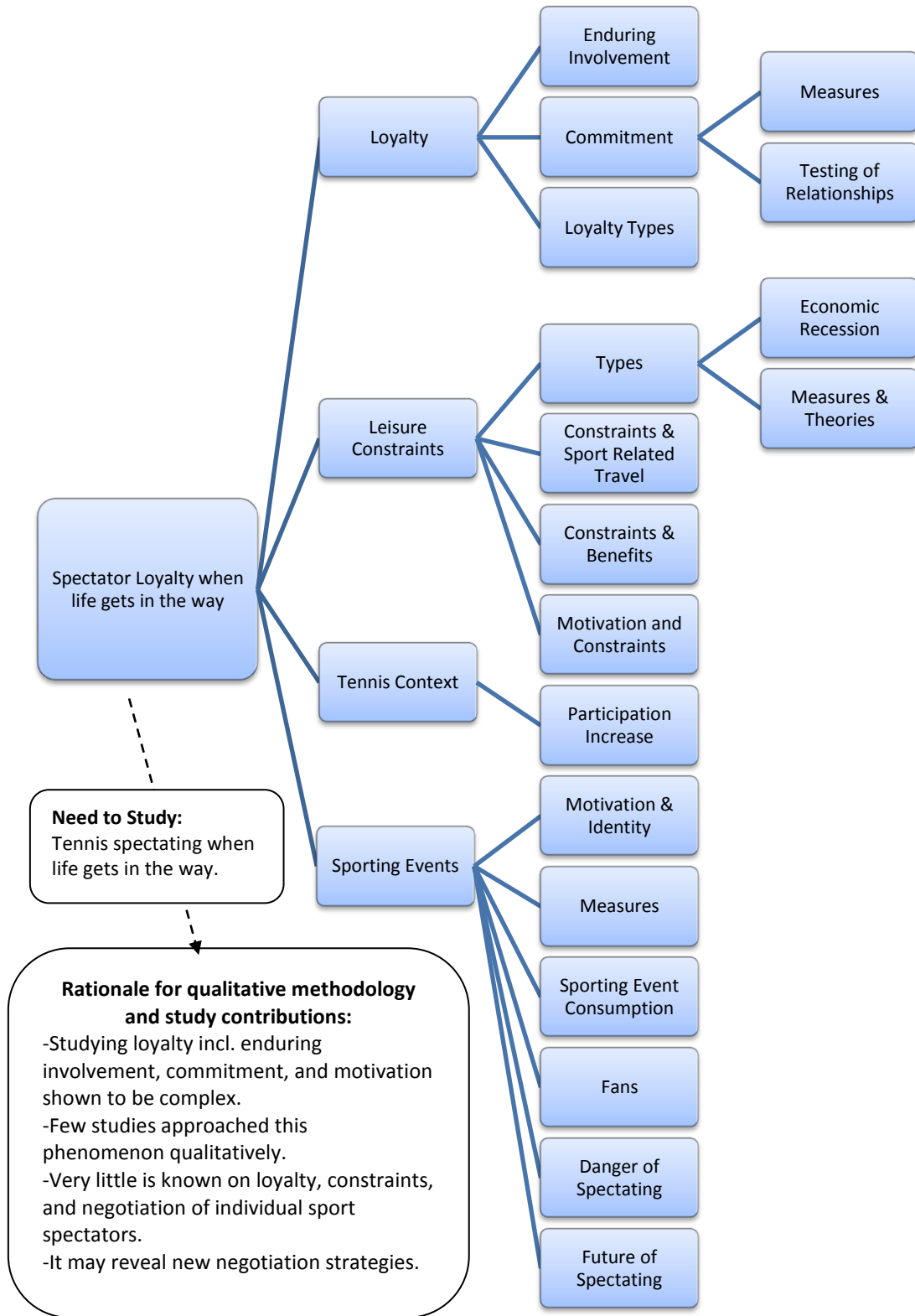
First, as recommended by Creswell (2008), I constructed a literature map to organize the overall structure of the studies (e.g., grouping of the literature on spectator loyalty in a challenging time), and to better illustrate how my study would add to the current literature (e.g., positioning of the proposed study within a larger body of literature). Figure 1 is an illustration of my literature map that provides a visual picture of how literature on the central phenomenon (e.g., spectator loyalty and leisure constraints) is grouped together showing links (e.g., connections) between literature and my proposed study. My literature map illustrates a hierarchical design with my topic (e.g., Spectator loyalty when life gets in the way) being placed on top. Next, I took the studies that I found in journal articles, computer data base, magazines, and books and organized them into five broad categories or topics (e.g., loyalty, sporting events, leisure

constraints including economic recession, and tennis context). Economic recession was included as an example of a leisure constraint because of its presence during the time this study was conducted. Within each box of these broad topics are sub-topics (e.g., enduring involvement) and underneath are boxes describing the nature of the studies (e.g., measures) along with the references to major citations describing its content. Some topics such as loyalty, leisure constraints, and sporting events are more developed than others like tennis industry. This was dependent on the amount of literature found. At the bottom of my map I identified the nature of my proposed study (e.g., Qualitative study on tennis spectator loyalty when life gets in the way) (see Figure 1). Then I drew lines to the past literature that I believed my research would help extend. This study is based on ideas in past literature and future research (see Appendix D). In the literature map I included qualitative and quantitative studies. Qualitative research revealed a small number of studies using this method and the topic (see Appendix D).

Introduction

First broad topic of my research was consumer loyalty. Consumer loyalty was divided into enduring involvement, commitment, and the relationships between enduring involvement, commitment and consumer loyalty. The relationship between these three concepts included studies addressing constructs such as flow, motivation, and socialization. In this section I also included loyalty, commitment, and involvement measures that emerged in the literature.

FIGURE 1: A literature map on topics reviewed



Consumer Loyalty

Kotler and Singh (1981) argued that the ability to create loyal customers helps sustain competitive advantage over other service providers and Jarvis and Mayo (1986) suggested that the ability to create loyal customers is the most important factor in winning the market share (cited in Pritchard, Havitz, and Howard, 1992). Loyalty has been defined as “a process in which various alternative brands are psychologically compared and evaluated on certain criteria and the selected brand or brands are selected” (Olsen & Jacoby, 1971, cited in Backman & Crompton, 1991, p. 2).

According to Backman and Crompton (1991) consumer loyalty has two dimensions: 1) psychological attachment (e.g., strength of one’s general attitude or commitment towards an activity), and 2) behavioural consistency (e.g., intensity of participation in golf or tennis). They categorized loyalty into a four cell paradigm: 1) high (e.g., strong psychological attachment and high intensity of participation), 2) spurious (e.g., high intensity of participation but weak psychological attachment), 3) latent (e.g., strong psychological attachment and low intensity of use), and 4) low (e.g., individuals with weak psychological attachment for an activity and low intensity of use). They observed higher levels of involvement among loyal golfers and tennis players than among spurious participants. They found that highly loyal golfers and tennis players were motivated by outcomes such as skill development. Also they found that perceived constraints, skill level, and price sensitivity varied amongst golfers’ type of loyalty.

In addition, differences between types of leisure activities (e.g., fitness classes vs. arts classes) and loyalty were also reported in early research by Howard, Edginton, and Selin (1988). They observed higher levels of program loyalty for fitness programs and lower levels of program loyalty for cultural arts and dance lessons among their respondents. Although different types of

loyalty were reported, Backman and Crompton (1991) concluded that more loyalty research is needed in different contexts (e.g., private tennis and golf clubs). In addition, Pritchard et al. (1992) raised concerns regarding attitudinal loyalty (e.g., lack of sound measurements) and behavioural loyalty (e.g., one's actions or behaviour such as intensity and frequency). He concluded that loyalty is a complex concept and more comprehensive multidimensional measures are needed.

Enduring Involvement

In leisure research definitions and operations of enduring involvement were mostly borrowed from consumer behaviour research (Kyle, Absher, Norman, Hamitt, and Jodice, 2007).

According to Slama and Tashchiam (1985); Zaichkowsky (1985); and Peter and Olson (1987) involvement is defined as “the degree to which people devote themselves to an activity or associated product” (cited in Kyle et al., 2007, p. 399). Involvement has also been defined as an unobservable state of motivation, arousal or interest for an activity (Havitz & Dimanche, 1997). Havitz and Dimanche suggested that involvement has drive properties and is evoked by a particular stimulus such as price promotions.

One of the earliest involvement measures are the Consumer Involvement Profiles (CIP) developed by Laurent and Kapferer (1985). Laurent and Kapferer explained that involvement should be thought as a profile of different dimensions: interest, perceived risk, pleasure value, and sign value. They suggested that the CIP can be used to understand “the dynamics of the relationship of consumers and products, for describing targets, and for market segmentation” (p. 48).

For example, Havitz and Howard (1995) implemented CIP on the stability of one's involvement with an activity over time and observed the enduring nature of involvement among

golfers, downhill skiers, and windsurfers in the Pacific Northwest. The results revealed that the importance an individual attaches to an activity appears to sustain the ongoing interest and concern for that activity (Havitz & Howard, 1995). They found participants' "concerns regarding the activity's ability to express their status (e.g., self-identity) and concerns for the consequences making the decision were heightened prior to the first seasonal outing" (p.271) but that most facets remained stable over time.

The use of CIP for market segmentation purposes was supported by Kyle, Kerstetter, and Guadagnolo (2002). Kyle et al. concluded that the CIP can help identify distinct and meaningful target markets among 10K road racers. This way of segmenting clients provided managers with information on their clients' motives for participation. It suggests that the CIP should be used in conjunction with other market categorizations such as socio-demographics, psychographics, and perceived benefits from participation in an activity among leisure service providers. Kyle et al. believe that the combination of CIP and other categorizations would help leisure service providers and managers improve their service delivery by providing greater participant satisfaction. The original purpose of Laurent and Kapferer's (1985) study was to measure customer's involvement with consumer goods such as durable goods (e.g., washing machines) and every day goods (e.g., yogurt, coffee, and mineral water). Laurent and Kapferer showed consumer involvement is more accurately measured with a set of dimensions (e.g., facets) rather than using single indicators of involvement.

Based on a literature review of fifty leisure involvement data sets, Havitz and Dimanche (1997) supported Laurent and Kapferer (1985) argument that involvement is a multifaceted construct. They concluded; "multifaceted scales are more appropriate than single faceted scales

for measurement of leisure and tourism involvement” and these experiences “should be highly involving on all facets” (p. 245).

Five facets were initially measured in the CIP: 1) importance (e.g., similarity between participants’ goals and how these goals are met by the activity or product), 2) pleasure (e.g., derived from an activity by participants), 3) risk probability (e.g., probability of making a poor activity choice), 4) risk consequence (e.g., importance of consequences in poor decision making), and 5) sign (e.g., similarity between activity or product identity with participant identity) (Kyle et al., 2007). McIntyre (1989) and McIntyre and Piagram (1992) made changes in these original facets of involvement in leisure context. For example, pleasure was replaced with attraction; risk items were replaced with centrality, originally discussed by Watkins (1986), such as lifestyle choices and financial and/or social investments to continue participation. McIntyre renamed the sign facet self-expression (Kyle et al., 2007). After some testing McIntyre’s new facets were supported (e.g., Gahwiler & Havitz, 1998; Iwasaki & Havitz, 2004; Iwasaki & Havitz, 2004; McIntyre, 1989; McIntyre & Piagram, 1992).

Apparent in involvement literature was that risk dimensions have proven problematic. Brennan, Codello, Stuckum, Vissers, and Priest (1992) examined the perception of risk factors in leisure activities and concluded that people perceive outdoor activities to be most risky in terms of physical and psychological nature. In their study other risk components such as financial, social, time, satisfaction, and functional were less likely to be predictors of overall perceived risk. Brennan et al. observed that activities were perceived less risky among more experienced participants. They also suggested that gender and different populations (e.g., variety of skill levels) should be considered in future studies on perception of risk. Havitz and Dimanche (1997)

suggested some reasons why risk factors may be performing poorly: these factors may be too simplistic or multifaceted themselves.

Kyle et al. (2007) conversely suggested that enduring involvement (EI) and situational involvement (SI) differ based on the motivational properties, namely EI motivational properties are intrinsic and relatively stable while SI motivational properties are dynamic, changeable and transitory. Kyle and colleagues conceptualize EI using the concept of personal relevance introduced by Celsi and Olson (1988). They follow Celsi and Olson (1988) that “personal relevance of an activity (e.g., sports) is represented by perceived linkage between an individual’s goals, needs, or values and their knowledge of the activity such as attributes and benefits (p. 400). They further acknowledge that in leisure literature EI was widely accepted and conceptualized as a multi-dimensional construct (e.g., Laurent & Kapferer, 1985; McIntyre, 1989; McIntyre & Pigram, 1992; Havitz & Dimanche, 1997, 1999; Kyle & Chick, 2002). To extend on the previous involvement research and suggestions regarding its measures, they developed a modified enduring involvement scale (MIS).

The MIS is probably the most innovated measure of enduring involvement to date. The purpose of Kyle et al. (2007) study was to take into account past critiques of measures of enduring involvement as well as suggestions (e.g. potential components) made by other researchers. For example, they considered the works of Buchanan (1985), Johnson (1973, 1991), Kyle and Chick (2002), and Shamir (1988) in terms of adding social bonding as a new, separate from centrality dimension component (e.g., social bonding to measure to what degree participant’s involvement is driven by social bonds such as their family and friends) to the scale. They also considered the critiques of self-expression and/or sign dimensions as being overly superficial by Dimanche and Samdahl (1994) and works of Haggard and Williams (1992)

indicating that leisure preference could be predicted by participant's desire for that leisure identity. Taking these latter works into consideration Kyle and colleagues included identity affirmation (e.g., measuring to what degree opportunities exist in leisure activities to affirm the self to self) and identity expressions where the degree to which the leisure activity allows for expression of self to others in their scale. The MIS was developed using campers and validated through testing of people inquiring about angling.

The final MIS by Kyle et al. included fifteen items used to measure five dimensions (e.g., attraction, centrality, social bonding, identity affirmation, and identity expression) on a five point scale from strongly disagree to strongly agree (p. 408). Although their scale was found to be an adequate measure of involvement, Kyle and colleagues encourage further developments (e.g., broader range of items for understanding identity). According to researchers such as Gahwiler and Havitz (1998), Havitz and Dimanche (1999), and Iwasaki & Havitz (2004) it has been reported that involvement and the related constructs (e.g., commitment, specialization) are complex in nature. Havitz and Dimanche (1997, 1999) suggest that this complexity may be due to the challenges in interpreting multifaceted data. Kyle et al. suggest that exploratory research techniques (e.g., qualitative approach) and studies including people of various backgrounds and ethnic groups including gender are needed in the future research to help further the understanding of this concept and its related constructs.

Commitment

To understand the concept of commitment one should distinguish between involvement and commitment and the way commitment is used in consumer and leisure research, as well as sociology. Kyle, Mowen, Absher, and Havitz (2006) state that involvement is measured at the product level (e.g., leisure activities and participation in them), and commitment is measured at

the brand level (e.g., service offerings). This distinction between involvement and commitment has been widely used in the leisure research (e.g., Gahwiler & Havitz, 1998, Iwasaki & Havitz, 2004, Pritchard, Havitz, & Howard, 1999). Kyle et al. further explained that consumer and leisure research examined commitment as an attitudinal component of service loyalty measuring three areas of participants' commitment to the service provider. These three areas included: 1) affect (e.g., emotional attachment to the service provider, its programs, facilities, and settings), 2) cognition (e.g., participants' beliefs and knowledge about the service provider), and 3) behavioural intention (conative) such as intention to visit the facility and or site. In sociology, commitment and involvement are used interchangeably (e.g., Buchanan, 1985; Kim et al., 1997; Moore & Scott, 2003; Scott, Baker, & Kim, 1999). According to Kyle et al. examination of commitment from a sociological perspective included conditions external to the individual such as financial investments and social bonds with friends and family. They recommended that both approaches are useful in furthering the understanding of commitment noting that differences between commitment in the public (e.g., fostering of trust) and private sector (e.g., profit margins) exist in the literature.

According to Kyle et al. (2006) leisure commitment has been approached in various ways (e.g., trust importance in both, participants' commitment to an agency and their willingness to accept changes in use of services, such as payments by Borrie et al., 2002, Winter et al., 1999; strong attachment to settings such as parks do not always lead to behavioural reciprocity by Raymond & McCarville, 2002). Multifaceted construct of commitment has been suggested by the leisure researchers such as Pritchard et al. (1992), and then later revealed by Pritchard, Havitz, and Howard (1999). Pritchard et al. (1999) presented four dimensions of psychological commitment. It was defined as: "the tendency to resist change in preference in response to

conflicting information or experience” (cited in Gahwiler & Havitz, 1998, p. 7). The four proposed dimensions included: 1) resistance (e.g., unwillingness to change one’s beliefs about the given product or service), 2) volition (e.g., perception of freedom of choice in the decision making process), 3) cognitive complexity (e.g., the more reasons, information, beliefs restraining a particular attitude and decision towards the activity the harder it is to change) and 4) position involvement such as evaluation of the perceived values and self-images towards a product or brand (Pritchard et al.,1999).

Commitment has also been studied in the sport media context. It is believed that sport media coverage (e.g., accounting for almost 25% of newspaper space) has an impact on consumer buying decisions (Chaiken and Maheswaran, 1994; Sternhal et al., 1978). More specifically, media coverage can shape an individual’s opinion (Entman, 1989, in Funk and Pritchard, 2005). Funk and Pritchard explain that research on media influence has been approached from two different perspectives. These perspectives include: 1) psychological (e.g., how information is processed), and 2) sociological (e.g., how media content interacts with consumers during socialization). Funk and Pritchard observed the impact media messages (e.g., positive vs. negative) have among undergraduate students based on their level of commitment. They found that person’s level of commitment moderated their attitudinal responses to positive and negative articles (e.g., more committed individuals showed more stable feelings and beliefs towards a team regardless of the type of media message). They also observed that commitment level moderated cognitive responses in that committed individuals reported more positive facts and thoughts from the media than the negative messages. Funk and Pritchard concluded that more research is needed in studying media messages and its affects among various groups of

participants in different contexts. They also suggested that long-term effects of media messages should be examined (e.g., longitudinal studies).

Although there appears to be a clear distinction between different approaches to studying commitment in certain disciplines, Kyle et al. (2006) believed that these multiple ways of studying commitment in the past literature was problematic. They suggested that the diversity of perspectives used to measure and conceptualize commitment may be inhibiting to understanding agency commitment and leisure behaviour. The purpose of their study was to propose and test the agency commitment measure that was grounded in attitudinal theory and appropriate in public leisure service contexts. Kyle et al. found support for their agency commitment measure in their study of two public leisure contexts (e.g., park visitors vs. magazine subscribers). Although adequate representation was present in their study, Kyle et al. encourage further development and testing of their agency commitment scale in the future research. They suggest future testing of the agency scale and its appropriateness in urban settings.

There have been ongoing debates whether multiple item measures are more appropriate in measuring a construct (e.g., involvement, loyalty, commitment) than a single item measure. For example, Havitz and Dimanche (1997) suggested that multidimensional measures have stronger content and face validity in the leisure research (e.g., involvement). Based on a study by Kwon and Trail (2005) both, multifaceted and single item measures are appropriate and valid. Kwon and Trail observed that a single item measure of a construct is appropriate if the construct is simple. They also suggested that different types of measures (e.g., multifaceted vs. single item measure) are more appropriate in some contexts. They outlined that in context such as business (e.g., measuring overall job satisfaction), education (e.g., measuring the effectiveness of teaching), psychology (e.g., self-esteem), and leisure and sport (e.g., travel information) the use

of single item measures was done successfully. Kwon and Trail also explained advantages of single item measures such as simplicity, easy to use, less time consuming, and allows for general measure of a construct. In the comparison of two measures: 1) affective commitment to a team (e.g., Personal Commitment to Team) and 2) team identification (e.g., Team Identification Index) Kwon and Trail observed support (e.g., reliability and construct validity) for the two single item measures among their sample of one hundred and forty six college students. Kwon and Trail concluded that given the construct and the goal behind the use of a scale, single item measurements are limited for use, which further supports the appropriateness of the multidimensional measures in complex constructs such as involvement, commitment, and loyalty.

Testing of Relationships

Kyle and Chick (2004) believed that constructs such as involvement, commitment, place attachment, and social worlds overlap in the literature. Based on the consumer loyalty dimensions (e.g., psychological attachment) as outlined by Backman and Crompton (1991) it can be concluded that commitment, attachment, loyalty, and involvement overlap and are sometimes used interchangeably. Havitz and Dimanche (1999) suggested that direct linkages in explaining leisure behaviour may not be appropriate. Instead they believed that mediating and moderating affect of other constructs on involvement was an important step in studying involvement. This suggestion was taken into account and is very visible in the leisure research where constructs such as motivation, socialization, flow, commitment, and loyalty (e.g., Gahwiler & Havitz, 1998; Havitz & Mannell, 2004; Iwasaki & Havitz, 1998, 2004; Kyle et al., 2003, 2006) have been studied in terms of their moderating and mediating effects on involvement, commitment, and loyalty. Research on effects of involvement, commitment, and loyalty on leisure behaviour and

their interrelationship show no universal agreement on the role each plays. Rather all three concepts have shown to be very complex in nature. Kyle et al. (2007) suggested that the concept of involvement is different from psychological commitment, place attachment, and loyalty because these latter concepts are measured at the brand level (e.g., attachment to an agency). In the following section relationship between constructs such as socialization, flow, motivation, parental influences, personal relationships, and place attachment on involvement are presented. Linkage and relationships between commitment and loyalty, involvement and loyalty, and involvement, commitment, and loyalty are also presented.

Parental Influence, Socialization, Gender, and Enduring Involvement

Leisure choices are believed to be impacted by the social contexts such as family (e.g., Buchanan, Christensen, & Burge, 1981; Crandall, 1979; Field & O'Leary, 1973). It is also believed that family members, in particular parents, can encourage but also discourage (e.g., constrain) a child's leisure and sport program participation (e.g., Freysinger, 1994; Holman & Epperson, 1984; Orthner & Mancini, 1990). Although it is believed that parents affect their child's involvement in a sport through initial decisions to enrol them into certain programs, children may also affect parents' social and psychological involvement with the sport (Howard & Madrigal, 1990; Hasbrook, 1986; Snyder & Purdy, 1982). The purpose of a Green and Chalip (1997) study was to examine the dynamics of enduring involvement among parents and children in youth soccer. They looked at parents' and children's satisfaction with the program, enduring involvement, children's perceived skill, expectations and encouragement by the parent, and parents' commitment to their child's soccer. Green and Chalip found that parents' satisfaction with the program, their organizational commitment, and encouragement had an effect on the child's perceived skill, program satisfaction, and enduring involvement in the sport. According

to Green and Chalip child's enduring involvement was mostly affected by the child's satisfaction with the program. They found no effect of children on their parents. However, they did recognize that limitations in measuring the construct may have been present in the study and that future research needed to focus on parental socialization, and previous experience and the effects of these on children's sport participation.

In addition to parental and socialization influences on children, gender (e.g., females) and enduring involvement with an activity have also been considered. According to Dixon, Warner, and Bruening (2008) researchers and practitioners of many different disciplines have been concerned with the female sport participation and involvement. Some of these concerns include the under-representation of females in coaching and sport administration (e.g., Acosta & Carpenter, 2006; Inglis, Danylchuk, & Pastore, 2000), attraction and retention of female participants (e.g., Brustad, 1993, 1996; Freedson & Evenson, 1991), policy impacts (e.g., Greendorfer, 1977; Weiss & Barber, 1995), challenges of gendered assumptions (Claringbould & Knoppers, 2008; Deutsch, 2007; Shaw & Slack, 2002). Frederick and Eccels (2002) suggested that there are three ways a parent can influence and contribute to a child's socialization into sport: 1) being a role model, 2) providers of experience, and 3) interpreters of experience (cited in Dixon et al., 2008). Frederick and Eccels also suggested that parents can facilitate child's involvement in sports through provision of resources such as equipment, encouragement, and opportunities for participation (cited in Dixon et al., 2008). Dixon et al. explored the parental influences on enduring female sport involvement among seventeen head female coaches of the National Collegiate Athletic Association Division I teams. Dixon et al. observed the three mechanisms of sport socialization discussed by Frederick and Eccels. Dixon et al. revealed that the parents were strong models in sport and physical activity among females who persisted in

sport. They discovered that parents of the female head coaches provided sport-participation experience in their early stages of participation through game attendance, coaching/administration, and transportation. They also found that parents of females who continue to be involved in sports interpreted and communicated the value, importance, and appropriateness of the sport such as gender appropriateness (e.g., creating a home atmosphere where sport participation was appropriate for girls), and encouragement without pressure (e.g., recognizing participants' interests and talent and encouraging participation).

Importance of Personal Relationships in Enduring Involvement

The personal relationships in enduring involvement have also been perceived to be important in studying leisure behaviour. Kyle and Chick's (2004) study was one of the fewer qualitative studies done on enduring involvement. They used photos to investigate enduring involvement among elderly campers who attended an agricultural fair for ten days annually in central Pennsylvania. Based on their participants' photos (e.g., six to eight photos) and their stories Kyle and Chick observed that the continued involvement with the fair provided opportunities to reconnect with their rural heritage such as the traditional gender roles and patriarchal family structure. Kyle and Chick (2002, 2004) reported that the family structure and gender roles included traditional meal preparations and crafts (e.g., quilting) for women and talks about past occupations and hunting for men. Kyle and Chick (2004) constructed a model of EI including six components of affiliation such as affirmation of family and friends (e.g., spending time together), satisfaction with family and friends based on shared leisure experience, development of children (e.g., parental modeling through teaching of new leisure activities), development and maintenance of relationships (e.g., making new friends), interaction with others, and location in terms of a setting where leisure experiences occurred. Based on their participants' experience of

enduring involvement at the fair they concluded that the social context of an activity is important to research on enduring involvement.

Motivation and Enduring Involvement

Motivation has been suggested to exist as an antecedent of enduring involvement (e.g., Funk, Ridinger, & Moorman, 2004; Iwasaki & Havitz, 1998 in Kyle, Absher, Hammitt, and Cavin, 2006). According to Havitz and Dimanche (1999) the majority of enduring involvement in the leisure research has focused on the outcomes of the construct and its applications for future service delivery. Kyle et al. examined the relationship between motivation and enduring involvement in three different settings (e.g., very developed camp site, less developed recreation area, wilderness destination camp site) and found that motivation is an antecedent of enduring involvement. They also observed that motivation positively influenced enduring involvement but the effect of motivation was not uniform among each dimension (e.g., not all effects were significant). They concluded that more research on motivation as an antecedent of enduring involvement should be done in different contexts (e.g., activities) among various populations (e.g., different ethnic backgrounds).

Funk, Toohey, and Bruun (2007) examined motivation (e.g., travel motives) and involvement in a different context as suggested by Kyle et al. (2006). The context was the sport tourism, namely the participation in an international sporting event (e.g., running). The goal of Funk et al. study was to examine the travel motives among international participants registered in the Australian running race. Funk et al. observed participants to be motivated to register for the event by their prior sport (e.g., running) involvement, desire to participate in organized events, desirable feelings and beliefs for the host organization and the destination of the event. They also found that enrolled participants are motivated by the perceived travel benefits such as escape,

social interaction, relaxation, and culture experience. Funk et al. observed gender and cultural differences among 239 participants (53% male and 47% female) of fifteen different nationalities (e.g., New Zealand, Japan). Their results revealed that participants coming from cultures that are dissimilar to Australian culture such as Japan perceived travelling to the event as an opportunity for relaxation and cultural learning while the participants from similar cultures (e.g., New Zealand) perceived traveling to the event as an opportunity for socialization. Funk et al. observed that females perceived the participation in the event as an opportunity for socialization, relaxation, cultural experience, cultural learning, and knowledge exploration more than the male participants. Funk and colleagues suggested some limitations of their study such as the languages the survey was provided in (e.g., English and Japanese only). They also note that individuals within a culture do not necessarily share the same values. They concluded that more qualitative research is needed to identify individual and more in-depth responses.

Types of Involvement and Commitment Relationship

Different types of involvement such as enduring involvement and situational involvement were present in leisure research. In addition to these two types, Kim, Scott, and Crompton (1997) examined the relationships among social psychological involvement, behavioural involvement, commitment, and consumer's future intentions regarding the behaviour (e.g., bird-watching). Social psychological involvement was defined by Selin and Howard (1988) as "the state of identification existing between an individual and a recreational activity, at one point in time, characterized by some level of enjoyment and self-expression being achieved through the activity" (cited in Kim et al., 1997, p. 322). Kim et al. conceptualized involvement in behavioural terms. These behavioural terms included number of tournaments an individual participated in the given activity, the time spent playing in the activity, the number of books

owned on the activity (e.g., Csikszentmihalyi, 1975), and/or time and money spent on the activity (e.g., Havitz & Dimanche, 1990). Kim et al. hoped to find that socio-psychological involvement, behavioural involvement, and commitment were conceptually distinct from one another. The purpose of their study was to identify the relationship between the two types of involvement and commitment and to evaluate measures of commitment and involvement (e.g., CIP, Zaichkowsky PII scale) and their ability to explain future behaviour (e.g., intentions). They observed commitment and psychological involvement to be measuring different facets of individuals' participation. They also revealed that both types of involvement along with commitment measures effectively predicted future behaviour intentions among bird-watchers.

Commitment and Loyalty

Pritchard, Havitz, and Howard (1999) theorized that commitment plays a major role in loyalty development among participants. They examined the relationship between commitment and loyalty constructs. In order to do so they developed a fifty-one item measure for commitment including antecedent processes such as informational complexity, cognitive consistency, confidence, position involvement and volitional choice. They used Daly's (1969) Loyalty Index. Pritchard et al. surveyed 391 people at an airport and concluded that commitment is a multidimensional construct related but distinct from consumer loyalty. Pritchard et al. observed that antecedent processes (e.g., informational complexity confidence) had an effect on resistance to change which had an effect on loyalty among people at an airport. Although some evidence was found on the relationship between commitment, its antecedents, and loyalty, Pritchard et al. suggest that more research is needed.

Social worlds, Involvement, Commitment, and Loyalty

Interrelationships between social worlds, involvement, commitment, and loyalty have been implied in the research but have mostly been studied in isolation from each other and the relationship between each is not well understood (Gahwiler & Havitz, 1998). In their study, Gahwiler and Havitz examined leisure social worlds, leisure activity involvement, and psychological commitment to activity (e.g., product, tennis) and psychological commitment to site or service provider (e.g., brand, YMCA) and their influence on loyalty among leisure participants. They defined social worlds as “an internally recognizable constellation of actors, organizations, events, and practices, which have coalesced into a perceived sphere of interest and involvement for participants” (Unruh, 1979, cited in Gahwiler & Havitz, 1998, p. 3). They also indicated that social worlds are “unique schemes in life in which members share a special set of meanings “and cultural elements such as language, activities, events, conventions (p. 3).

Furthermore, it has been suggested that social worlds develop sub-worlds (e.g., specialization) within the larger community of activities (e.g., Ditton, Loomis, & Choi, 1992; Kling & Gerson, 1977; Strauss, 1984; Unruh, 1979, 1980, 1983). The social worlds segmentation included tourists (e.g., commitment based on social world’s entertainment ability), insiders (e.g., promoting, sustaining activities for others), strangers (e.g., objective, detached indifference towards an established social world), and regulars (e.g., committed through good and bad times). Gahwiler and Havitz observed higher levels of loyalty among participants with greater social world integration. They supported Unruh’s (1979) hypothesis that progression of different types of social worlds may not happen in a linear fashion (e.g., strangers remaining strangers to a social world).

In addition to social worlds, fan attraction and resistance to change have also been examined among women's tennis professional spectators. Bee (2000) tested and examined the relationship between fan attraction, involvement, psychological commitment, resistance to change, and behavioural loyalty in a professional sport context (e.g., women's professional tennis event in Toronto, Ontario). Bee found that fan attraction and involvement had a direct affect on psychological commitment. Her study revealed that psychological commitment had a significant influence on resistance to change, which was found to significantly influence the frequency of tennis event sessions spectators attended. Although resistance to change influenced the frequency of sessions spectators attended in her study she observed no influence of resistance to change to duration in years of tennis professional sporting events attendance.

Relationships between Involvement, Commitment, and Loyalty

Iwasaki and Havitz (1998) reported the first study that proposed a model or a sequence of steps that an individual goes through in order to become a loyal participant. Their model included: 1) forming of high levels of involvement in an activity, 2) developing a psychological commitment to a brand, and 3) maintenance of strong attitude towards resistance to change preferences of the brand. Iwasaki and Havitz suggested that other factors such as personal characteristics (e.g., values, attitudes, skill, motivation, personal benefits) and social-situational factors (e.g., interpersonal or structural constraints, social support) may play a role in moderating the development process (refer to the conceptual model of the relationships among involvement, psychological commitment, and loyalty in Iwasaki & Havitz, 1998, p.259). This model follows the multidimensional approach to studying leisure behaviour (e.g., loyalty development). Iwasaki and Havitz proposed that resistance to change mediates the link between commitment and loyalty. Furthermore, the conceptual model by Iwasaki and Havitz suggests a dynamic process

that underlies the development of loyalty such as involvement → psychological commitment → resistance to change → behavioural loyalty. Iwasaki and Havitz also included the feedback effects of loyalty in their model suggesting that an individual's loyalty level provides feedback effect on his or her level of involvement.

To further understand relationships between these three constructs Iwasaki and Havitz (2004) tested and examined the conceptual model originally proposed by Iwasaki and Havitz (1998). Their study examined whether psychological commitment intervenes with the relationship between leisure involvement among fitness participants and their behavioural loyalty such as duration, frequency, and intensity to a recreational agency. Iwasaki and Havitz observed indirect influence of enduring involvement through the sequence of commitment factors on behavioural loyalty. They also observed direct effects of social-situational mediators such as skill, motivation, social support, and social norms on enduring involvement. Iwasaki and Havitz (2004) concluded that the relationship between involvement and loyalty is very complex and that more research of this relationship is needed (e.g., further testing of the antecedent factors represented in the model, testing of various population groups, identifying why some individuals do not become involved or loyal participants).

The relationship between involvement, commitment, and loyalty as proposed by Iwasaki and Havitz (1998, 2004) is the most relevant section to my research. I will be studying how commitment may play a role in tennis spectating behaviour when faced with leisure constraints.

Sporting Events

The second broad topic of my spectator loyalty research was sporting events. I focused on describing the fans including benefits they seek while spectating, fan importance, and the nature of fandom. I also consider the motives and identity associated with being a fan. Types of

measures (e.g., models, scales), sporting event consumption, and future of spectating in the current literature will be discussed.

Fans

Smith (1988) identified some of the important benefits of spectating. He considered the benefits of spectating from the individual and societal point of view. Smith suggested that following sports either by going to a game or watching it on television contributes both, to one's quality of life, and cohesiveness in society. Smith also suggested that although sports are faced with publicized troubles such as player strikes (e.g., 1981 and 1985 in major league baseball, 1982 and 1987 in national football), drug scandals (e.g., steroid use), bribery, and sexual assaults in professional and intercollegiate sports, they retain public acceptance. Smith concluded that: 1) sports are easily understood with clear rules as suggested by Koppett (1981), 2) a person can experience pleasure from watching sports (Angell, 1972), and 3) sports are intrinsically interesting (Epstein, 1985). At a societal level, Smith (1974) notes that watching sports (e.g., spectating) is important because it integrates communities, schools, and cities (cited in Smith, 1988). The individual benefits of sport spectating can help satisfy one's need for affiliation (e.g., development of team loyalties and identity), provides people of similar interests to connect and communicate, offers fascination by the excellence in an athlete's performance, and watching sports can provide enjoyment (Smith, 1988). He concluded that sport spectating can be both healthy and unhealthy (e.g., addiction in a sense that too much time is being spent watching it).

Some critiques of this initial study exist. The study "Ignoble Sports Fan" by Meier (1989) indicates Smith's study was based on enthusiasm and promises. For example, Meier indicates that Smith has accepted the functionalist perspective to represent favourable consequences for both the individual and society. Further, Meier criticises that Smith portrays spectator sports as

an act that makes people take their minds off more serious problems in their lives. Meier also criticises Smith for defining sport as an artistic performance as well as for using the term “noble” to describe an average spectator. In his study, Meier concluded that more research is needed to find the nature of the sport spectator.

Similar to Smith (1988), Garland, McPherson, and Haughey (2004) added to the importance of spectating. They noted that spectating is important because fans’ game attendance provides the financial success for professional sports organizations. Garland et al. indicated that fans contribute to the financial gain of the sports agencies through indirect revenue such as sponsorships, television rights, and merchandise. While Garland et al. spoke about the benefits spectatorship and fans may bring to the existence of the professional sport organizations Kraszewski (2008) in his ethnography spoke to the importance sport spectating may play in an individual’s life. Kraszewski found that displaced fans (e.g., living in a different location other than the city where they were born or grew up) look to sports teams from their former places of residence (e.g., home town) as a way to understand home. Kraszewski conducted his research at a Pittsburgh Steelers bar in Fort Worth, Texas. His ethnography approach was heavily influenced by Weed (2006) where he immersed himself in the research environment and would write observation notes on napkins, cigarette boxes, toilet paper and then translating them into ethnographic diary (cited in Kraszewski, 2008). Kraszewski (2008) suggested that strong connections between regional identities and sports cultures and the reason a displaced person or a fan “would turn to the sport media in an effort to reconnect with lost local identities” (e.g., rivalries between Pittsburgh Steelers -a blue collar identity and Dallas Cowboys – white collar America identity). He also identified two notions of a home: 1) exile (e.g., banishment from one’s own land) and 2) nomadism (e.g., home going where the person goes). According to

Kraszewski it is believed that sport bars can become venues for fans to express their former home identities during their home team's performance on the television screen. He stated that "people at the Steelers bar in Fort Worth recreated local identities from western Pennsylvania through four types of practices: consumption, performance, seating, and rivalry" (p. 149). For example, fans at the Steelers bar would drink Iron City beer to capture the city's blue collar identity. Some of the individual benefits of spectating have also been referred to in Dionisio, Leal, and Moutinho (2008). These benefits include social benefits such as camaraderie, community, solidarity, and enhanced social prestige and self-esteem (Zillmann et al., 1989 cited in Dionisio et al., 2008). These compliment the socialization benefits suggested by Smith (1988).

Besides the societal and individual benefits of spectating, differences do exist among fans. These differences could be based on one's personalities such as motives as well as socio-economic demographics (e.g., financial resources and region of residence). The Canadian study conducted by White and Wilson (1999) analyzed the effects of socio-economic demographics on sport spectatorship in Canada. White and Wilson (1999) conducted a statistical analysis of the 1992 General Social Survey of Canada completed by 9,800 participants. They found that the place of residence (e.g., regions: eastern vs. western), gender, income, and education play a role in spectatorship at both amateur and professional sporting events. White and Wilson reported that residents of Western Canada spectate more at amateur sports than do residents of Eastern Canada. They reported that the provinces on both the east coast (Atlantic Canada) and west coast (British Columbia) attended professional sports events the least and the residents of British Columbia were found to have attended the most amateur sporting events with the residents of Prairie Provinces scoring to be the second highest in amateur sports spectating. In terms of gender and region, White and Wilson reported that men of Quebec and Ontario had attended

professional sports events more than the male spectators in other provinces of Canada. Ontarian women were the second highest in attending professional sporting events and women residing in Prairie Provinces reported the most attendance in professional sports events in this study's sample (White and Wilson, 1999). In terms of income and education, White and Wilson noted that those with higher income and education scored higher on professional and amateur sport spectatorship. They also found that for females, education was a stronger predictor than income to attend amateur sporting events. According to White and Wilson age also played a significant role in the spectatorship behaviour. They found that younger Canadians were more likely to have attended professional sporting events as spectators. Respondents in their 30s and 40s scored the highest on amateur sporting event spectatorship and those over 50 were less likely to attend these sporting events.

To further understand fans, Dionisio, Leal, and Moutinho (2008) examined the magnitude the fan commitment level can have on the preference for sponsor brands among football spectators or supporters. They define the differences between a fan and a spectator. According to Jones (1997) spectators watch the game but are more likely to forget about it, while fans tend to devote their time and attention to their team, an athlete, or the sport on a daily basis (cited in Dionisio et al., 2008). Dionisio et al. also clarify that fan behaviour is based on the commitment level (e.g., attendance, the way they take the loss vs. success of their team/club/athlete). For example, the ultimate fans are "those who are affectively committed to the team and are proactively engaging in sustained behaviours" and devoted fans were defined as "those that can be expected to continue supporting the team under any circumstance" (Pimentel and Reynolds, 2004 cited in Dionisio et al., 2008, p.20). Dionisio et al. studied soccer fans and their tribal behaviour to a soccer fan club. The word tribe was defined as "the re-emergence of quasi-archaic

values: local sense of identification, religiousness, syncretism, group narcissism” (Cova, 1997 cited in Dionisio et al., 2008, p. 22). The purpose of Dionisio et al. study was to examine the relationship between the sport consumption association and tribal behaviour. Their study consisted of two focus group meetings at the soccer club “The Sporting Clube de Portugal”, one of the three primary soccer clubs in Portugal. Two focus groups consisted of devoted fans (e.g., those who pay club membership fees) and highly fanatic fans (e.g., organized group part with a management board, body of rules, hierarchical levels and regular activities). Based on their analysis they concluded that devoted soccer supporters of the club display similar characteristics of members of religious cults. They also found differences between the two groups. For instance, they found that organized group members would miss their best friend’s party to go to a match, or they would sell their favourite jacket to buy a ticket to go to a match while the devoted fans would not. Both groups reported that they would not leave their boyfriend or a girlfriend for sport reasons such as belonging to a rival club (Dionisio et al., 2008). Furthermore, Dionisio et al. reported that both groups were aware of the club’s sponsors but did not show preference for these brands.

In tennis there is no team identity but rather a player identity (e.g., Roger Federer vs. Rafael Nadal fans) but it may show to be somewhat similar to the soccer team identity as described by Dionisio et al. in that tennis community identity (e.g., Ontario Tennis, Tennis Nova Scotia, Tennis Canada) does exist.

Motivation and Identity

This section addresses the female fandom (e.g., female soccer fans), fan attitudes, group identification, different types of spectators, their identity, and motivation for attending the

games. Some gender differences in identity formation and motivation were noted in this group of studies.

Female Fandom

Female soccer fans and their relationship to sport subculture were studied qualitatively by Jones (2008). Jones analyzed women's responses to abusive and insulting behaviour by the male soccer fans. She interviewed 80 women who attended soccer games in England between 2001 and 2006. Based on thirty-eight interviews Jones found that women used three strategies against sexist (e.g., shouting at players that they are playing like girls or that they are tarts) and homophobic (e.g., calling players names like a wuss, or saying bad things about their family and children) abuse at soccer matches. According to Jones some of the male fan abusive behaviour was also directed at women connected with the game (e.g., female assistant referee), and female fans (e.g., being told that the ticket is wasted on them). The first strategy that female fans used against sexist and homophobic abuse was expressing disgust at the behaviour (Jones, 2008). For example, the female fan participants in Jones' study showed resistance by telling the male fans to critique players based on their skills not abusing their family and children or by not engaging in abusive behaviours. The second strategy used by the female fans was by downplaying sexist and homophobic comments such as identifying racism as a bigger issue than sexism because sexism can be funny and it was directed at both men and women (Jones, 2008). The third strategy that female soccer fans used against sexist and homophobic abuse by male fans was by embracing gender stereotypes (e.g., traditional ideas about gender in soccer) as part of the game (Jones, 2008). According to Jones this included distinguishing between a real female soccer fan and an authentic one (e.g., a person who only goes because someone else took her to the game, texting during the game, not understanding the rules of the game, wearing high heels to the game). Jones further explained that some female fans accepted the language and looked at as part of soccer

something done on the grounds of the stadium but they did understand that in a different context that the language used (e.g., saying “get up you Southern Nancy” when a player falls down as injured) may imply other things (e.g., that men are stronger). As part of this third strategy Jones suggested that the female soccer fans in her study looked at identifying themselves as real fans and attempted to mimic men and devalue femininity similarly to the way women do in non-traditional occupations (e.g., military).

Motivation, identity, and spectator type

Snelgrove, Taks, Chalip, and Green (2008) identified some motivation and identity differences between male and female spectators as well as different types of spectators (e.g., visitors vs. locals). The purpose of Snelgrove et al. study was to examine the relationships between leisure motivation (e.g., the choice to attend a sporting event), fan motivation (e.g., reasons to become a fan), and identification with a sport subculture (e.g., a subgroup of society of individuals sharing similar sport interests) for spectators (e.g., attendees at a sporting event). Their study of 777 participants with the mean age of 43 years revealed that the attendees who have travelled to attend the game reported higher levels of fan motivation and higher identification with the subculture of athletics than did the locals or casuals. Snelgrove et al. found that females had higher fan and leisure motivation than did the male spectators. Snelgrove and colleagues suggested different marketing strategies such as advertising that highlights opportunities to strengthen and celebrate for out of town visitors, and emphasis on the entertainment, and vicarious achievement for locals.

Mahony, Nakazawa, Funk, James, and Gladden (2002) examined the motives for declined spectator support of the Japanese professional soccer league. The purpose of their study was twofold, to develop a measurement tool to examine the impact of selected motives on

spectators' behaviour. Mahony et al. identified seven motives based on the measures by Madrigal and Howard (1995) and Wann (1995) discussed in the following section of this thesis. Mahony et al. found that sport attachment predicted the length of time as a fan, and team attachment was the strongest predictor of attendance frequency. They stated that strong attachment to the sport and team may be more important for long-term spectating involvement. They also discussed that aesthetics and drama may be more important in attracting a fan. In conclusion they argued that items used to measure aesthetics and sport attachment need to be refined in the future.

Fan attitudes

Some studies have noted that fans have preferences when spectating sports. Mahony and Moorman (1999) examined conditions that influence National basketball association (NBA) fans' preference when watching their favourite and least favourite team. This study attempted to extend on the previous work of National football league (NFL) fans' preference of watching the disliked team only when it was a threat to the favourite. Mahony and Moorman with the use of Psychological commitment to team (PCT) scale found that NBA fans that scored high on the PCT preferred to watch their favourite team regardless of the outcome and disliked a team when it was more likely to lose. They also found that fans that scored low on PCT were less inclined to watch their favourite team when it was likely to lose. Furthermore, Mahony and Moorman discussed that other motivational factors such as party traditions (e.g. Cubs) and high game availability on cable television exist. They argued that promoting positive aspects of a team may be a good promotional strategy in practice concluding that more research on impact of positive and negative attitudes on spectating behaviour was needed.

Benefits of group identification among spectators

Group identification with a team among spectators can contribute to individual benefits (Wann, 1994; Wann, Inman, Ensor, & Caldwell, 1999; Wann & Pierce, 2005). These researchers reported that group identification with a team contributes to social self-esteem, social well-being, and vigour among spectators. The purpose of Wann et al.'s study was to examine the well being of highly identified fans in two locations, namely the sporting arena (e.g., during their team's performance) and at their residence such as home or dorm. Wann et al. hypothesized that the state of social-well being would be higher (e.g., more positive) at the game because of presence of other fans than at spectators' place of residence. Their survey consisted of demographics, sport spectator identification scale by Wann & Branscombe, 1993, and satisfaction with social life scale by Diener, Emmons, Larsen, & Griffin, 1985, and state loneliness scale by Shaver, Furman, & Buhrmester, 1985. Wann et al. stated that respondents had a significantly lower levels of state loneliness and significantly higher levels of state satisfaction at the game (e.g., arena) than at home (e.g., television viewing). They found that the level of team identification was very high among their study participants. They concluded that this could be due to the nature of the sample (e.g., convenience sample who were attending a target game). Limitations of the study were the time between two test dates, different settings, being away from home, socializing with people of similar interests.

Measures (Scales)

Some measures used to assess spectating, fans, and their consumption include the Sport Fan Motivation Scale (Wann, 1995), Community Impact Scale (Zhang, Pease, & Hui, 1996), and Sporting Event Consumption Scale (Madrigal, 2006). These three scales touch on important psychological aspects (e.g., motivation) and characteristics of fan behaviour.

Sport Fan Motivation Scale (SFMS)

Wann (1995) worked on developing and evaluating the Sport Fan Motivation Scale (SFMS). His decision to develop this scale was based on the lack of research with the focus on fans. Wann and Hamlet (1995) reported that only four percent of research published in sport psychology and sociology journals focused on a fan or a spectator (cited in Wann, 1995). Wann does acknowledge that some theorists and researchers have offered hypotheses regarding the possible motives for participation among fans, but he suggests that these motives have not been consistent across these researchers and a valid and reliable measure was not available. Wann believed that most of the motives that have been suggested in the literature can be classified into eight distinct categories: 1) eustress (e.g., positive arousal), 2) self-esteem benefits, 3) escape from everyday life, 4) entertainment, 5) economic factors (e.g., gambling), 6) aesthetic qualities (e.g., artistic), 7) group affiliation, and 8) family needs. Wann defined a spectator as someone observing a sporting event, and a fan as someone who is enthusiastic about the given sport or an athlete. In terms of the scale, he chose to use the term fan because he believed that “many behaviours and motives of fans occur beyond the bounds of the stadium and television” (p. 378). In order to develop and test the SFMS, Wann conducted two studies. He first examined the structure of the scale and relationships between the scale and demographic and sports involvement measures using people who were associated with a recreational softball league. Wann’s final scale included twenty three items out of initial thirty eight items that represent dimensions of fan motivation (refer to original scale in Wann, 1995, p. 393). His data set also revealed gender differences reporting that “women exhibited higher levels of motivation on the family subscale” (p. 381).

Wann's second study focused on the test-retest reliability of the scale and the relationship between the scale and the enjoyment of watching sports. Respondents were retested two months after the initial testing took place. Based on the data of his second study, Wann found highest level of motivation to be on the entertainment subscale. Wann also concluded that the SFMS was "internally consistent, reliable, and a valid measure of eight different motives of sport fans" (p.390). Furthermore, he concluded that age was negatively related to group affiliation (e.g., older fans were found to be less motivated by the social nature of sport fandom). Wann suggested that the SFMS could be used among researchers in many different settings (e.g., children, elderly,) and various topics (e.g., fan violence, fan enjoyment).

Community Impact Scale (CIS)

The second measurement that I came across in the literature was the Community Impact Scale (CIS) by Zhang et al. (1996). They surveyed 224 spectators of professional sports. Their sample was randomly selected from six NBA games. According to Zhang et al. their sample attended 11.78 games in the 12 month period. The purpose of their study was to create the CIS, test its properties and application. Their initial scale consisted of seventy areas of professional sport which after the testing was reduced to eight factors (e.g., health awareness, business opportunity, excellence pursuit, individual quality, public behaviour) totalling to forty five items. Based on their tests the forty five item scale showed to be valid in relation to its content, construct, criterion-related validity and reliability. Through the application of the scale, they found that age, socio-economic status, ethnicity, education, and occupation play a role in the perceptions of professional sports spectators in terms of its (sports) community value. Zhang et al. found that gender and marital status did not play a significant role in the sport value assigned and concluded that people with the positive views of professional sports attend more games.

After the development of the CIS, its testing, and its application, Zhang et al. suggested that more research is needed on the topic and validation of the scale (e.g., studying both attendees and non-attendees).

FANDIM Scale

A more recent and innovated multi-dimensional scale of sporting event consumption called FANDIM was developed by Madrigal (2006). Madrigal argued that little was known about what spectators are thinking while they are consuming the performance. This would include things such as autotelism and appreciation. Autotelism was defined as “aspects of consumption that have a purpose in and not apart from themselves” in that a consumer experiences a vicarious interaction with the performance (Csikszentmihalyi, 1975, Holt, 1975 cited in Madrigal, 2006, p. 270). According to Hirschman and Holbrook (1982) the focus of autotelism is on fantasizing by spectators of being part of the action such as the tennis match. Autotelic elements include flow (e.g., losing track of time), fantasy, and evaluation. Appreciation was defined as “elements that tap the performance event’s situation, people, and actions” (Holt, 1995, cited in Madrigal, 2006, p. 270). Madrigal notes that appreciation focuses on the spectators’ consumption of performers’ personal characteristics as well as artistry displayed in the sport. Appreciation includes aesthetics (e.g., appreciation for the grace and beauty of the sport), performers’ personalities (e.g., possession of prominence like reputation, fame), and physical attractiveness such as sensual appeal. Madrigal conducted four studies, one where participants were asked to give feedback (e.g., how descriptive the item is to them) while watching a sport, second where 678 participants filled out eight different versions of the scale, third where different sets of participants (e.g., at the shopping malls in six cities in the US) selected their most preferred sport, and fourth where 372 undergraduates filled out the FANDIM scale in relations to other scales (e.g., experiential

response, imaginal response) for testing of its construct validity. Different sports groups used in the study included: 1) aesthetic sports performed by men and women such as figure skating, gymnastics, and springboard diving; and 2) purposive sports performed by women such as basketball, softball, and volleyball, and purposive sports performed by men such as basketball, football, and baseball.

Madrigal concluded that the FANDIM scale showed acceptable internal consistency, reliability (e.g., test-retest), and discriminant validity. Madrigal also concluded some gender differences of different types of sports (e.g., purposive vs. aesthetic) viewed. For example, he reported that “for purposive sports performed by men, male-compared to female-respondents were more likely to a) evaluate the performance of the athletes competing in the sport, b) fantasize that they were part of the action, c) achieve a sense of flow during competitions, and d) appreciate the beauty of these sports” (p.287). He also found that women appreciated the beauty of the aesthetic sports performed by both men and women more than did men spectators. Some of the additional gender differences were that women fantasized being part of the aesthetic sports performed by women. What Madrigal found to be similar was that both men and women showed greater appreciation for the physical attractiveness of athletes of the opposite sex. Although these gender differences were found in Madrigal study, he advises that future research needs to explore the extent to which these gender differences may be due to other variables such as team identification. Madrigal argued that FANDIM is a reliable, easy to use measure of sporting events consumption that can be utilized among practitioners (e.g., sporting event managers).

Sporting Event Consumption

Some researchers were interested in studying sporting event consumption and predicting sports spectator attendance. For example, Wakefield (1995) did a field study of professional baseball

games. He found that those spectators who “perceived that members of their primary reference group (e.g., family and/or friends) usually did not care for going to games, had much lower evaluations and attitudes regarding the facility and service quality, ticket value, situational involvement (e.g., excitement about being at the game) with going to that game, enduring involvement with the sport, community acceptance (e.g., mass popularity of the sport), and re-patronage intentions” (p. 340). Wakefield suggested that participants who think that their friends and family favour baseball (e.g., going to the game) also think that baseball spectating is well accepted, and is a popular activity among other community members. In this study, the perceived value of attending sporting events was defined as “the consumer’s perception of the entertainment value of the sporting event given the ticket prices to see the event” (p. 342). Wakefield noted that spectators evaluated the value of the ticket price in relation to what they receive at the baseball park in comparison to the value of other forms of entertainment in their community (e.g., locally). Wakefield suggested that there might be two ways to increase value of a ticket price for spectators: 1) by lowering the price or 2) by offering more entertainment for current prices. He believed that this might help increase spectator attendance at baseball games.

The concepts and perceived value of the ticket that Wakefield was addressing in his study seem to be evident in the more recent literature as well. According to Lough et al. (2000) it is believed that sponsors of sporting events in return for their cash invested in the game are requesting to see some commercial return evidence such as enhanced brand awareness (cited in Potwarka, 2004). Potwarka was interested in examining the factors that might influence spectator’s recall and recognition of embedded sponsorship stimuli such as company brand names displayed in the playing area and its surroundings or recognition of a brand. His study included a Canadian University’s men’s basketball and football games. Potwarka’s sample of

358 participants, of whom 277 were football fans and 81 were basketball fans, revealed some differences in recall as well as recognition of brands. According to Potwarka both football and basketball fans recognized more brands than they could recall. Potwarka found that highly involved football fans attended more games in a season, and they recognized more brands than the spectators with low involvement. Highly involved football fans included spectators who perceived attending a sporting event as fun, interesting, and exciting. Potwarka also found that the football fans that attached great value and importance to sponsor's signage also had higher brand name recall ability. The difference that Potwarka noted between basketball and football fans in terms of sponsor recognition and recall ability was that basketball fans recognized a brand name more than did the football fans, while football fans had a higher recall ability of brands than did the basketball fans. The results from Potwarka's study may be suggesting that highly involved fans are highly involved with many different aspects of sport spectating. According to Potwarka's findings the highly involved fans may be more likely to attend more games throughout the season, attach greater value and importance to sponsors of the event, and be able to recognize and recall the brand names more often than those with low sport spectating involvement.

Danger of Spectating

Sometimes there are some alarming facts associated with spectating indicating that spectating in some situations can be dangerous. For example, soccer spectating is one sport where many spectators have died in the stands. Rushin reminds his reader of the soccer fan tragedies: 126 dying in a stadium in Ghana (2001), 84 in Guatemala (1996), 40 in South Africa (1991), 96 in England (1989), 93 in Nepal (1988). Rushin argues that in the US there is a widely assumed belief that the soccer disasters such as fan deaths, are due to hooligan violence. On contrary

Rushin suggests that the majority of soccer disasters are the result of either old stadiums and/or poor crowd control. He states that after 96 soccer fans died (e.g., were crushed) in a standing room terrace at Hillsborough Stadium in Sheffield, England on April 15, 1989, the professional soccer organizations were forced by the government to make their stadiums safer (e.g., all-seat venue) to ensure fan safety. Rushin concludes that although there is progress being made in some countries (e.g., England) to make soccer spectating safer, countries that do not have the necessary means such as many in South America and Africa to improve their stadiums continue to make soccer spectating dangerous (e.g., in some cases deadly).

Spectating team sports was also believed to be associated with health concerns. These health concerns included increased risk of high blood pressure and hearing damage. According to Zimmerman, Fass, Katz, and Cole (2010) increase in high blood pressure among football and baseball spectators could explain the cardiovascular emergencies during sporting events.

Zimmerman et al. stated that this may be especially relevant to sports because fans typically have a profound emotional attachment to their favourite team. On the other hand, Swanepoel and Hall (2010) reported that vuvuzela, the horn like instrument that was blown at 2010 FIFA World Cup event in South Africa, produced high sound levels dangerous to the spectator. The experiment study found the instrument blowing to pose a real risk of noise induced hearing loss.

Furthermore, Swanepoel and Hall concluded that the damage is anticipated to be greater in the official venues holding thousands of spectators. He recommends that the need for hearing protection among soccer spectators exists.

Future of Spectating

In terms of live sport spectating there are some predictions made as to what spectating will look like in the future. Leyner (2000) is suggesting that by the year 2050 the technology will have a

big impact on how sports are being watched. For example, he suggests that technological advances will be revolutionary in that the fan will be able to customize the content of sport coverage (e.g., keeping focus on any player of choice). He also suggests that a future fan will be able to go through the vicarious sensory and kinaesthetic experience of his or her favourite sport (e.g., similar to a videogame where the player would be fully immersed in the game). Leyner argued that fans would not have to do any live spectating because they would be able to experience the game better at home. He points out that many spectators watching a live basketball game end up watching the game on the big screen above the court. Leyner suggests that people will continue to watch sports, because sports are believed to be an area in one's life in which he or she can experience the unexpected (e.g., the outcome is not known). However, he further suggests that due to the changes in technology the way people watch sports will change over time.

Leisure Constraints

The third broad topic of this research is leisure constraints. The review of the leisure constraints literature included a detailed description of different types of leisure constraints (e.g., structural), leisure constraints and sport related travel, constraints and benefits, motivation and perception of constraints, and most importantly the development and evolution of leisure constraints negotiation theory and models in chronological order.

History and Type of Constraints

According to Jackson (1991a, 1991b) research on leisure constraints is important for three reasons: 1) because it enhances our understanding of the phenomenon, namely the ways in which leisure is constrained, 2) it can add to other aspects of leisure such as participation, motivation,

and satisfaction, and 3) can be used as a vehicle to communication among researchers from diverse academic backgrounds, and interests (Jackson & Scott, 1999; Jackson & Burton, 1999).

In the early 1980s, the topic of leisure constraints has received a lot of attention in the leisure research (Crawford, Jackson, & Godbey, 1991). Crawford et al. suggested that these early studies on leisure constraints have focused on identifying and distinguishing between participants and non-participants. According to Crawford and colleagues these early studies have specifically focused on the classification of the non-participant category into those who would like to participate but are unable (e.g., no participation) due to the barriers and their effects. The foundation of the leisure constraints research is believed to lie in the initial three models of barriers developed by Crawford and Godbey (1987) as cited in Crawford et al. (1991). Furthermore, Crawford et al. explained that the idea behind these three models was that “the operation of constraints can only be understood within the broad context of preference-participation relation” where barriers would enter the relation by both intervening between a preference for an activity as well as participation in that activity (p. 311). They also added that the barriers would enter the preference –participation relation “by their influence on preferences and by their affects on preferences and participation” (p. 311).

Crawford and Godbey’s (1987) three barriers are: 1) structural barriers, 2) intrapersonal barriers, and 3) interpersonal barriers. First, the structural barriers such as family financial resources, work schedule, season, opportunity awareness, and family life cycle stage (e.g., small children) were defined as constraints or intervening factors between the preference and participation in leisure activities (Crawford & Godbey, 1987 cited in Crawford et al., 1991). Second, Crawford and Godbey define intrapersonal barriers as “individual psychological states and attributions, which interact with leisure preferences” (p.311). They suggested that

psychological states such as stress, depression, anxiety, prior socialization into leisure activities, and perceived self-skill are some examples of intrapersonal barriers. According to Crawford and Godbey the third type of barrier, namely the interpersonal barriers are believed to occur as “a result of interpersonal interactions” (e.g., among spouses) or “the relationship between individuals’ characteristics” (p.312). Crawford and Godbey believe that the interpersonal barriers can affect preference for and participation in a leisure activity. For example, they explain that a person’s inability to find a partner (e.g., of an appropriate level) to participate in a given activity with them would be considered an interpersonal barrier. Throughout this project the word constraint will be used instead of barrier because it is preferred and most commonly used in leisure research. Initially, the argument of the terminology preference was made by Crawford and Godbey stating that the term “barrier” was guiding researcher’s attention towards one type of constraint, namely the one that intervenes between preference and participation (Jackson & Scott, 1999 cited in Jackson & Burton, 1999).

McCarville and Smale (1993) explored constraints within five leisure activity domains. They surveyed two thousand and twenty four Ontarians and found that constraints varied among activities and demographics. For example, ‘lack of time’ constraint was perceived more often in the home-based and social activity domain. More constraints were reported by the individuals within the home-based activity domain than in the exercise, arts/entertainment, and hobbies. Younger participants (15-19) more constraints on average within the exercise domain than participants over fifty five who reported more constraints in the home based leisure domain. Furthermore, younger participants (15-19) were constrained by the difficulty/inability of getting places, lack of age appropriate programs, and lack of information on things of interest. Older participants (20+) were constrained by the lack of time and those between 20 and 34 were mostly

constrained by cost of programs. They also found gender differences in that females reported to be constrained by lack of time, companions, difficulty in getting places, and limitations due to health more than did males. McCarville and Smale also found that single people reported to be constrained more often than married couples by lack of companions, lack of information on opportunities, and the cost of program. In addition, participants who were in the highest income category (over \$50,000.00) experienced fewer constraints than lower income groups, concluding that the lower income category the more often the constraint was reported (McCarville & Smale).

To extend the understanding of the leisure constraints, Crawford et al. (1991) suggested that leisure constraints are encountered in a hierarchical manner. This hierarchical order included intrapersonal constraints occurring first and interpersonal constraints occurring next (e.g., activities requiring a partner to participate with). Crawford et al. proposed that the structural constraints would occur only if the previous set of constraints has been overcome by a participant. They further explain that one will participate if the structural constraints are absent or negotiated through. This newer model that was developed and proposed by Crawford et al. suggest that one's leisure participation depends on the ability to negotiate multiple sets of constraints in a sequence that must be overcome for participation to occur (refer to figure 2 illustrating "A hierarchical model of leisure constraints" in Crawford et al., 1991, p. 313). The reasoning behind the model proposed by Crawford et al. and its sequence of the influential factors or the hierarchy of the importance of constraints is that intrapersonal constraints to leisure are seen to be most powerful because they touch on the motivation or intention to participate in an activity. They argued that if an individual has no desire to participate in an activity (e.g., high intrapersonal constraints) he or she would not reach the stage of encountering the next set of

constraints (e.g., interpersonal). Crawford et al. further suggested that the social class may have more influence on participation than non-participation. For example, in the earlier leisure constraints studies, it has been reported that perception and effects of structural constraints tend to increase with education and income (e.g., Jackson, 1989; Kay & Jackson, 1990; Robinson, 1978; Searle & Jackson, 1985b; Washburne, 1978; Crawford et al., 1991). According to Crawford et al. this example suggests a hierarchy of social privilege, which is incorporated in their proposed model. In addition, Crawford et al. explain that the factors contributing to development of constraints can continue to influence other aspects of involvement in the activity (e.g., frequency, specialization, ego involvement). Because there are many factors that influence leisure choices, Crawford et al. suggested that the future leisure researchers should include leisure constraints research in their studies of interest.

Negotiation of Leisure Constraints

The early studies on leisure constraints have mainly focused on non-participation stating that constraints need to be absent in order for one to participate in an activity (Jackson, Crawford, and Godbey, 1993). Jackson et al. (1993) suggest that in order for an individual to participate in an activity the negotiation through constraints becomes more important than their absence. They explained that after an individual negotiates through constraints (e.g., intrapersonal, interpersonal, or structural) that he or she may experience a modified participation (e.g., less enjoyable, guilty feeling) in the activity. Jackson et al. (1993) examined the leisure constraints literature and focused on “defining success in negotiation of constraints, interaction between different types of constraints, and balance between constraints and motivation” (p.1). Jackson et al. outlined that in the early literature where leisure constraints were directly associated with non-participation (e.g., the result of experiencing constraints) that the meaning of constraints was

perceived as barriers (e.g., stop to participation). They concluded that people do negotiate, that the effect of constraints does not always result in non-participation, and that a modified participation occurs as a result from negotiation through constraints. Furthermore, Jackson et al. suggested that more research is needed to look into how people perceived constraints (e.g., including reporting of these constraints), strategies used to negotiate, interaction between motivation and/or other variables and constraints, and investigation of all three levels of constraints (e.g., intra-, inter-, and structural constraints).

One good example addressing the components of studying leisure constraints and negotiation strategies is a chapter written by Hutchinson and Kleiber (2005). Hutchinson and Kleiber identify different ways to experience constraints. Specifically, they focus on unexpected, unwanted, and traumatic life events such as death of a loved one, loss of a job, traumatic injury, onset of chronic illness and the effect of these losses to one's life and living experience including leisure and family. Hutchinson and Kleiber identified how different types of constraints occur. For example, in studies of traumatic injury and illness among women, perceptions of stigma (e.g., feeling that everybody is looking and watching) resulted in avoiding social situations and places. Another example of an intrapersonal constraint is fear for personal safety among victims who have been attacked, which according to Hutchinson and Kleiber may lead to feeling vulnerable and threatened in leisure activities such as hiking, going for a walk. According to Hutchinson and Kleiber one's experience of an unexpected life event (e.g., loss of a family member) affects others (e.g., family and friends), their relationships, and may result in lost leisure that may happen through distancing of themselves from each other (cited in Jackson, 2005). They argued this to be considered an interpersonal constraint to leisure among this population. Furthermore, Hutchinson and Kleiber stated that people who experience a loss (e.g.,

physical) may need more time to participate in an activity, which may result in having less time (e.g., structural constraint) to do things in general.

According to both, Jackson et al. (1993) and Hutchinson and Kleiber (2005), it is believed that there are two types of strategies for negotiating of leisure constraints: 1) behavioural (e.g., gathering information or developing skills), and 2) cognitive, such as changing the way activities are perceived (e.g., greater benefit over cost). Based on the coping with stress and illness literature addressed in the chapter by Hutchinson and Kleiber it was suggested that two strategies used in coping are related to negotiation strategies in leisure. First strategy included emotion-focused coping strategies where people in uncontrollable situations would try to minimize the distress associated with the stressor. They believed that these form of strategies are apparent in that leisure such as watching television is used as “vehicles for distraction in the coping process, providing people a way to distance or buffer themselves from the stressor and thereby eschewing activities now constrained in other ways (e.g., for lack of money, absence of companion, fear of the night)” (p. 145). They also suggest that the problem-focused coping strategy is also believed to be apparent in negotiation of leisure constraints. Hutchinson and Kleiber define the problem-focused strategy as a strategy where “the person is negotiating the meaning of the activity or the situation to create some sense of control or to engage in higher priority interests” (p. 146). They concluded that the topic of leisure constraints and negotiation strategies is a complex one. They suggested other possible factors and situations that may arise during a negotiation process. For example, they explained that even if people do wish to resume an activity in which they once participated, the value associated with that activity may change over time and result as not being important, meaning that the constraint may not even exist anymore.

The complexity of leisure constraints and negotiation strategies is further supported by the study of Hubbard and Mannell (2001). They state that perceived efficacy may be important in determining whether or not people engage in negotiation strategies as well as that there may be other factors influencing the decision to negotiate. More specifically, Hubbard and Mannell tested four leisure constraint negotiation models (e.g., independence, buffer, mitigation, and reduction). Their testing of the models was based on the views of how interconnected constraints, motivation, and negotiation are, and how these may influence participation. According to Hutchinson and Kleiber this study is understood to be one of the most innovative and influential studies of leisure constraints. In Hubbard and Mannell's study, 186 full-time employees of four companies have completed a survey. The goal of their survey was to measure level of participation in work site physical recreation activities, participation constraints, negotiation resources, and motivation to participate. Hubbard and Mannell found that constraints did decrease the level of participation in work related physical recreation activities but they also found that these constraints triggered greater use of negotiation resources, which resulted in counteracting the negative effects. In addition, they found two motives (e.g., increased health and enjoyment) to play a role in increasing negotiation efforts among participants. They concluded strong support for the constraint-effects mitigation model (refer to figure 1, p. 148). Based on the results of this study (e.g., constraint-effects mitigation model), Hubbard and Mannell (2001) suggest that people with more constraints may still participate in leisure activities. They also suggest an indirect effect of motivation on participation, namely through negotiation strategies.

Measures, Models, and Theories

In addition to the hierarchical model of leisure constraints by Crawford, Jackson, and Godbey (1991) and the negotiation of leisure constraints model emphasizing a one directional

relationship by Jackson, Crawford, and Godbey (1993), more innovated and complex models of leisure constraints and negotiation such as the Hubbard and Mannell (2001) study of competing leisure constraint negotiation models discussed above, have continued to evolve in the mid 1990s into the 21st century. Before addressing some of these theories, models, and measures in more depth, I will discuss the leisure constraints theory as explained in a chapter by Crawford and Jackson (2005). According to Crawford and Jackson the constraints theory has mostly appeared formally (e.g., quantitative studies) in the literature where theoretical statements such as propositions, hypotheses were brought together into a whole. They explain that a good theory possesses a number of characteristics including: 1) description (e.g., describing the phenomenon as completely as possible), 2) explanation and prediction, 3) delimitation (e.g., placing limits around the phenomenon), 4) integrative nature (e.g., bringing of constructs together coherently, and ability to attract other theories or sub-theories), and 5) generative (e.g., theory must be testable and falsifiable). Crawford and Jackson conclude that leisure constraints theory is a good theory but they believed that some issues and unresolved challenges do exist in the constraints research. They suggested that in the leisure research we do not know for sure whether leisure constraints are continuous or discontinuous, whether they are stable over time, the strength of constraints in various leisure contexts and populations over time, and how important motivation is in leisure constraints negotiation.

In addition to evaluating the early efforts of the hierarchical leisure constraints theory (Crawford & Godbey, 1987; Crawford, Jackson, & Godbey, 1991) more recent assessment of the theory exists. Two decades after its' original emergence Godbey, Crawford, and Shen (2010) went back to re-evaluate the theory and its' applications. In their review article they concluded that the model is relevant for cross cultural research, and that it can help examine behaviour in

contexts other than leisure. Although the model and leisure constraints research showed involvement in the past, they argued that measurement development in the future is of critical importance. Godbey et al. (2010) suggest that developing a constraint item pool and exploring a second order structure of leisure constraints to promote standardized measurement across studies. Further, they recommend more future research on antecedents and consequences of leisure constraints.

Constraint negotiation testing and development

In the past efforts on conceptualizing, testing, and developing constraint negotiation models a few researchers have attempted to provide a rationale and empirical support with various populations. For example, Schneider and Stanis (2007) have applied a stress coping strategy in hopes of conceptualizing how coping models can aid in better understanding of constraint negotiation and accommodation. Schneider and Stanis believed that the adoption of process-oriented coping model (see figure 1, p. 394) would be appropriate to understand constraint negotiation and accommodation. It is believed that this model would be appropriate because stress has been identified as a type of leisure constraint (Crawford et al. 1991).

According to Schneider and Stanis, the process-oriented coping model consists of ideas that are already present in the constraint literature. Given the effort in theorizing the importance of the relationship between the coping strategies models, constraints negotiation and accommodation, and the possibility of incorporating the model into leisure constraints negotiation by Schneider and Stanis, it is still believed by other researchers such as Little (2007) that more empirical research is needed to further explore the linkage between these two topics. For example, Little emphasizes the complex nature of leisure constraints and their negotiation. She outlines that leisure constraints are located in the personal, situational, structural, social, and cultural worlds

of an individual. She also suggests that people's negotiation occurs on several levels including negotiating with oneself, others, the structure, social and cultural norms, and the leisure state. Furthermore, Little admits that stress coping literature may add another perspective that can lead to "a more holistic ways of viewing the person, the situation, the environment, the process, and the outcome of leisure constraint negotiation" (p.407). But she does warn the future researchers that simplifying the concept of leisure constraints and negotiation into a simplest, rational explanation may not work due to its complex nature. Rather than finding a simple way to represent the concept, she advises researchers that new understandings in different contexts and looking beyond rationalization can extend and shift perspectives. Walker's (2007) response to Schneider and Stanis (2007) argued that there is value in the coping model that Schneider and Stanis have described. Specifically, Walker believes that the model may help provide an effective framework in explaining the constraint negotiation and accommodation process rather than describing and identifying it.

Additional studies that have examined the leisure constraint negotiation process across different populations are Loucks-Atkinson and Mannell (2007) and Son, Mowen, and Kerstetter (2008). Loucks-Atkinson and Mannell examined the constraints negotiation process and participation in physically active leisure activities among people with fibromyalgia (FM). They developed and tested a measure of negotiation-efficacy (e.g., four models). Loucks-Atkinson and Mannell specifically looked at the "relations among constraints, motivation, negotiation, and negotiation-efficacy as they influenced the participation of individuals with FM in physically active leisure activities"(p. 22). They surveyed 185 participants. Loucks-Atkinson and Mannell found that constraints negatively influenced participation and positively influenced negotiation effects. They also found that negotiation efforts had a positive impact on participation and that

motivation increased negotiation effects. Furthermore, Loucks-Atkinson and Mannell found that negotiation-efficacy positively influenced strength of motivation to participate and negotiation efforts. Finally, they concluded that motivation positively influenced participation. This study further supports cohesion from Hubbard and Mannell (2001). For the future research purposes Loucks-Atkinson and Mannell suggest testing role of negotiation-efficacy across different populations and leisure activities, testing negotiation-efficacy across different types of constraints (intrapersonal vs. interpersonal), the role previous negotiation-efficacy plays in decision-making process, and identifying additional variables that may affect negotiation efforts and negotiation-efficacy.

The recent study of the leisure constraint negotiation models was conducted by Son, Mowen, and Kerstetter (2008) with the focus on extending the Hubbard and Mannell (2001) study. Son et al. used a multi-dimensional measure such as frequency, duration, and intensity of physically active leisure among middle aged (e.g., 50+) and older adults. The goal was to determine whether or not the models proposed in the Hubbard and Mannell study applied to a different age group. In this study, Son et al. modified the negotiation strategies scale and motivation items originally used by Hubbard and Mannell (2001) using the appropriate terminology for physical activity in older adults such as the physical activity scale for the elderly (PASE). They studied 271 adults who were either park visitors or volunteers. Son et al. found that respondents usually participated in light to strenuous physical activity either “at home, the neighbourhood, the metropolitan park system, other parks, and the gym” (p. 206). In their study the respondents reported being moderately constrained with structural constraints being ranked the highest, then interpersonal constraints, and intrapersonal constraints being ranked the lowest. They also found that the respondents reported using moderate levels of negotiation strategies.

According to Son et al. some of these negotiation strategies used included skill acquisition being used the most and time management being used the least. The most commonly reported motives for participation in physically active leisure activities among this sample included enjoyment and health benefits (Son et al., 2008).

Son et al. concluded that the constraint-negotiation dual channel model for physically active leisure in mid to late life (refer to figure 3, p. 210) was the most appropriate fit to their data. Son et al. explained that “the motivation positively influenced negotiation strategies, which in turn, positively influenced participation” (p. 210). They concluded that motivation plays an important role in development of negotiation strategies to overcome constraints to leisure participation. Son et al. recommend that understanding constraint negotiation process in different context (e.g., gender and age, various dimensions of leisure including intensity, duration, and frequency) is important to be addressed in the future research.

Constraints and Benefits

In addition to the connections of coping strategies (e.g., stress) and the importance of motivation a few studies have looked at the relationship between benefits and leisure constraints. One good example is a study by Crompton, Jackson, and Witt (2005). Leisure constraints and benefits of leisure are two widely studied topics in the field of recreation and leisure studies (Crompton, Jackson, & Witt, 2005). Crompton et al. also outline that the two topics have usually been studied as separate entities. However, they believe that leisure constraints and benefits of leisure are important to be addressed simultaneously with the focus on their linkages and interacting roles in people’s lives. According to Crompton et al. this is believed to help provide a more complete picture and fuller understanding of leisure behaviour. Furthermore, they explain that benefits take on different forms in the decision-making process to participate in an activity. For

example, anticipated and desired benefits may occur prior to preferences for a leisure activity, and realized benefits may occur after one's participation in an activity (Crompton et al., 2005). They also make mention of social benefits, economic benefits, and environmental benefits suggesting that individual's decisions happen within the broader society. To demonstrate the importance of studying benefits and constraints together, Crompton et al. proposed an integrated model of constraints and benefits (p. 251). They believed that studying benefits alone is assuming that benefits occur without any challenges faced by the individual. To address the connections between constraints and benefits they pointed out to an example that examined both topics for market segmentation in a tourism setting. In this example, they suggest that the use of benefits and constraints to derive market segments (e.g., child-centred adults) and select target markets (e.g., extensive benefit seekers who are committed to localities) may help address the strength (e.g., of the constraints) at different stages of the decision-making process.

Motivation and Perception of Constraints

As mentioned in studies by Hubbard and Mannell (2001), Loucks-Atkinson and Mannell (2007), and Son et al. (2008) motivation appears to play a vital role in leisure negotiation effects and negotiation-efficacy effects as well. Based on these studies this was evident among different populations including middle aged adults, older adults, people with FM, and full-time employees. The studies described in this section of motivation and perception of constraints will focus on describing the relationship between constraints and different types of motivation (e.g., intrinsic, extrinsic, Amotivation), the changes in perception of constraints over time among visitors of state parks (e.g., actual participation), as well as the relationship between motivation and perception of constraints in sport settings such as golf participation. I am including these

studies because I believe that they add to my understanding of motivation, constraints, sports participation, and how they relate to each other.

For example, Alexandris, Tsorbatzoudis, and Grouios (2002) were interested in examining the degree to which different types of constraints (e.g., intrapersonal, interpersonal, and structural) influence different types of motivation such as intrinsic motivation, extrinsic motivation and Amotivation. According to Alexandris et al. the negative findings of higher levels of motivation to participate in an activity not reducing the perception of constraints in Hubbard and Mannell (2001) study may be suggesting a presence of constraints in the early stages of decision making process, which in turn may affect motivation. Alexandris et al. defined motivation as “the forces that initiate, direct and sustain human behaviour” (Iso-Ahola, 1999, p. 236). Intrinsic motivation was defined as “doing an activity for its own sake, for the pleasure and satisfaction derived simply from performing it” (Deci, 1975, p. 236). According to Deci, 1975, extrinsic motivation was defined as participation by an individual in an activity as a means to an end and not for their own sake. Deci and Ryan (1985) explained that a leisure participant is amotivated when he or she experiences no motivation to participate in an activity (cited in Alexandris et al., 2002). Alexandris and colleagues used two measures, the multi-dimensional measure of sport motivation (Pelletier et al., 1995) to measure motivation, and the Greek version of the hierarchical model of leisure constraints that was originally developed by Crawford et al. (1999) to study constraints. Their sample consisted of two hundred and fifty seven sport participants. Sport participation in Alexandris et al. study was defined as “sporting activities that take place during leisure time” (p. 240). They indicated that intrapersonal constraints probably affect commitment through their negative impact on motivation. They found no relationship between interpersonal and structural constraints, and Amotivation, which they suggested that it

could be due to the model of constraints where the intrapersonal constraints are seen to be the most powerful type of constraint entering the decision-making process first. In their study, Alexandris et al. also reported intrapersonal constraints being a significant predictor of intrinsic motivation (e.g., high levels of lack of interest related with lower levels of intrinsic motivation). They found evidence for the positive relationship between motivation (e.g., both, intrinsic and extrinsic motivation) and frequency of participation; specifically they found Amotivation to be the best predictor of the frequency of participation. Alexandris et al. concluded that intrapersonal constraints interact with different types of motivation acting as mediators of intrinsic motivation and Amotivation. They suggested that more research using these two concepts is required in the future studies (e.g., the role of intrapersonal constraints as mediators, the influence the social environmental factors may play a role in intrapersonal constraints and motivation).

Constraints and motivation in sport context

In addition to analyzing and studying the relationship between motivation and constraints, some scholars have specifically looked at these two concepts in the sport context. One such example is a study by Petrick, Backman, Bixler, and Norman (2001). Petrick et al. realized that it is important for managers of recreation and sport services to be aware of the things that help attract and retain golf participants. The purpose of their study was to “examine how golfers with varying experience use histories differ in their motivation for and constraints to the game of golf” (p.61). They wanted to find out whether golfers can be segmented based on their experience use history, and whether their motivation to play and constraints not to play golf differ. According to Shiner (1993) and Williams et al. (1990) it is believed that one’s past experiences can mediate their present leisure behaviour. Petrick et al. randomly sampled 1,688 golfers over the six month in season period. Petrick et al. identified six different segments of

golfers: 1) in-frequents (e.g., low experience on few courses), 2) loyal-in-frequents (e.g., low experience mostly on the course of the study), 3) collectors (e.g., played many different courses with little experience on each one of them), 4) locals (e.g., high experience on study course only), 5) visitors (e.g., high total experience with little experience on course of the study), and 6) veterans (e.g., high total experience on many courses). According to Petrick et al. these six segments of golfers differed on both motivation and constraints measures. For example, they found that locals were more motivated by leisure than were collectors and low-in-frequents. They also found that visitors were more likely to be motivated by status than were in-frequents and loyal-in-frequents; and that visitors and collectors were significantly more motivated by competition than loyal-in-frequents, locals, and in-frequents. In terms of constraints, Petrick et al. found that collectors were more constrained by green fees costs than locals and loyal-in-frequents. They also reported visitors being more constrained by tee time availability than other groups and that loyal-in-frequents were more constrained by lack of time to play than the visitors. Petrick et al. concluded that the use of experience use history may help segment activity participants and that the identification of constraints and motives among different types of participants could be used for management purposes. However, they further suggest that more research in different contexts (e.g., sports vs. leisure activities, different sectors such as commercial vs. not-for-profit) is needed.

Sustainability of Constraints

To further the understanding of leisure constraints and leisure participation such as state park visitations, it has been reported that the perception of constraints may not be sustainable over time. For example, Crompton and Kim (2004) examined temporal changes in perceived constraints to visiting Texas state parks. Crompton and Kim tried to answer whether perceived

constraints change over time, and whether the changes of perceived constraints have an impact on visitation to state parks (e.g., intensity). Jackson and Scott (1999) noted that the majority of the leisure constraint research is cross-sectional in nature with longitudinal data (exception to Jackson & Witt, 1994; and Wright, Rogers, and Backman, 2001) mostly absent in this type of research (cited in Crompton & Kim, 2004). Crompton and Kim had three data samples surveyed over different time periods (e.g., summer of 1996, fall of 1996, and fall of 1997). Based on these three data sets and their data analysis they reported changes in the perceived constraints such as time availability, personal and facility constraints, and weather dimensions. In their study, cost related constraint showed no significant change. They also reported no significant relationship between constraints and variation in visitation levels. Crompton and Kim believe that it could have been that these constraints were not perceived to be strong enough to affect participants' decision to visit state parks. They warned that the results of their study might be biased and skewed given the use of secondary data, mortality rate, and some missing items in the instruments (e.g., no intrapersonal constraints, one interpersonal constraint, such as fear of crime). Based on this study one could conclude that more research is needed in examining the sustainability of leisure constraints and their impacts on participation (e.g., activity, spectating).

Constraints in sport and leisure related tourism

The section on motivation and perceptions of constraints above covered examples addressing the relationships between different types of motivation and constraints, as well as the sport context. In this section of constraints and sport related travel, I will refer to the literature that examined the motivation and constraints in the sport tourism context. I will also refer to the literature on travel constraints. The topics that will be covered in this section include leisure constraints

theory and sport tourism, and the effects of motivation, backgrounds, interests, and constraints on traveling among spectators (e.g., to watch sports live).

First, it is believed that the concepts of leisure, sport, and tourism are closely related (refer to figure 1 in Hinch, Jackson, Hudson, & Walker, 2005, p.143). According to Hinch et al. they are connected in that sport (e.g., structured, goal-oriented physical activity) can be situated as part of leisure (e.g., individual's time not directed towards work but rather used to meet one's personal needs for self-enrichment, relaxation, and pleasure for instance). Hinch et al. added that tourism such as spectating professional sports would also fall under the leisure parameter because tourism is mostly a leisure based travel. Furthermore, they explain how sport, tourism, and leisure can be converged together by constraints. In their study, sport tourism was defined as "travel away from one's primary residence to participate in a sport activity for recreation or competition, travel to observe sport at the grassroots or elite level, and travel to visit a sport attraction such as a sports hall of fame or water park" (p. 144). They also noted that in addition to sport tourism (e.g., spectators); there are different types of sport tourism including: active sport tourists (e.g., tourists' direct physical involvement in the sport such as golfers and downhill skiers), and nostalgia sport tourists such as visiting fantasy sport camps where tourists can mingle with their sporting heroes. Hinch and colleagues believed that each type of tourist would experience constraints differently. They pointed out that one of the most common constraints in sport tourism are geographic factors (e.g., distance one needs to travel to sporting events). Furthermore, they suggest that background and the literature on constraints-negotiation in the leisure research can be utilized when studying sport tourism qualitatively and quantitatively.

Second, the effects of motivation, backgrounds, interests, and constraints on traveling among spectators in particular (e.g., to watch sports live) have been examined as well. In

addition to the geographical factors being the most common constraints in sport tourism as explained by Hitch et al., other constraints such as event interest, risk constraint, and financial constraint are believed to play a role in decision making among spectators whether to attend the game. To gain a better understanding on why or why not spectators travel (e.g., international sport tourism) to attend the games in the sport of interest, Kim and Chalip (2004) analyzed web-based surveys of 556 members of American soccer clubs before the FIFA World Cup (e.g., mega event). Kim and Chalip measured fan motivation including five motivation dimensions (e.g., aesthetics, eustress, vicarious achievement, national team identification, and interest in the players). They measured travel motivation using three subscales (e.g., learning, social motives, and escape) from the Beard and Ragheb (1983) leisure motivation scale. Furthermore, they used a three-item measure (e.g., I would like to experience the atmosphere of the Soccer World Cup) to measure the event interest. To measure attendance motives they looked at desires to attend the event and the expectations that the spectator might have from attending the event. They found that “event interests and constraints fully mediated the effects of motives and background on respondent’s sense that it was feasible for them to attend” (p.695). They also reported that financial constraints did not affect the desire to attend among their sample. Instead they found that the desire to learn about the country hosting the event had a direct impact on interest in the World Cup as well as the desire to attend it. Kim and Chalip conclude that consumer’s interest in an event and his or her perception of constraints to attend are affected by the consumer’s background (e.g., younger participants showed higher desires to attend the event than did older participants), motives as a fan (e.g., interest in players), and motives for travel (e.g., to escape). Kim and Chalip suggest that more research is needed to explore the underlying causes and

consequences of fan motives and how these may affect travel to events, such as international mega events.

Leisure Travel Constraints

Given that the leisure travel constraints are closely related to sport tourism I have included the recent study by Nyaupane and Andereck (2008). They examined travel constraints among international and domestic travelers. Nyaupane and Andereck (2008) argued that gaining knowledge on why people do not travel could help develop strategies to overcome constraints. The original purpose of the study was to implement and extend on the leisure constraint model. Their study results revealed three separate sub-divisions of structural constraints in tourism: time, cost, and place attributes. They found place attributes to be less important once time and cost constraints were overcome. Nyaupane and Andereck discussed that place related constraining factors such as traffic and weather may not prevent travellers if the destination is very attractive to them. They found cost constraint to be more common among younger participants (30 and younger) and time constraint was more common among older age groups. The lower income group experienced more place attribute constraints than did those in higher income groups. Lack of money was also perceived to have a greater role among lower income groups than the higher income groups. Nyaupane and Andereck (2008) recommend that future research on determining the role of constraints at different stages of decision making process with a broader population was needed.

Economic Recession (Leisure Constraint Type)

Since Canada was undergoing the economic recession period when the study was conducted, this topic and its' effect are presented here as an example of potential constraint. Therefore, the fourth broad topic of my spectator loyalty literature review is on recent Canadian economy,

sports, and leisure in recession. This section is considered as an example of leisure constraints that spectators may face and negotiate through. It presents the economic recession, and how sports and leisure (e.g., forced free time) and its markets are affected.

Presence of Recent Canadian Economic Recession

The definition of recession adopted throughout this research was the widely used definition stating that “economic recession relates to lack of economic growth ... a country’s economy is in a recession if there have been two consecutive quarters of negative growth” (Rae & Drury, 1993, p. 330). Based on this definition, Canadian economy starting in the first and second quarter of 2009 was showing negative growth. The Bank of Canada stated that country’s economy shrunk at “the steepest rate in last 50 years in the first quarter of 2009” with the gross domestic product falling an approximate 7.3 percent (cited in Beltrame, 2009, p. 1). Beltrame reported the loss of 270,000 Canadian jobs in the first quarter of 2009. He predicted that Canada would start recovering in 2010 with a growth rate of 2.5 percent. He believed that in Canada, recession would leave a residual damage (e.g., limited advancing ability) due to re-structuring and shutting down of plants in auto and forestry sectors. In addition, the Waterloo, Ontario based Research in Motion (RIM) company reported a downfall of four percent in shares at Toronto Stock Exchange (The Canadian Press, 2009a). Canadian Press outlined that on August 11, 2009, the RIM shares ended \$3.91 lower to \$79.70, which was their lowest close since mid-July of 2009. Based on the newspaper reports on job loss, and market share decrease, a global recession was evident. It was unknown how long the downfall would last and how much it would affect different aspects of one’s life including sport spectating. I was anticipating recession to maybe emerge as an example of leisure constraints within this research.

Sports in Economic Recession

It has been shown that sports are not recession proof and that team sports such as football, basketball, and baseball and individual sports, such as golf, are affected during slower economic times. According to Campbell (2008) big sponsors such as General Motors (GM) ended their endorsement deals and pulled sponsorships from sports. For example, GM has “ended its nine-year endorsement deal with Tiger Woods, pulled sponsorship from NASCAR racetracks, and the Masters golf tournament” (Campbell, 2008, p. 31). Campbell stated that GM also decided not to run a single advertisement during 2008 Super Bowl. According to Crupi (2008) in 2007 GM spent ca. 5.4 million dollars on one sixty second commercial during Super Bowl. Crupi stated that advertisement sales in sports, such as basketball and football were down ca. fifteen percent in comparison to 2007. Campbell outlined that the LPGA planed to drop two to three tournaments and ca. five million dollars in prize money, while the NBA cut ca. ten percent of its workplace in addition to closing down of its Los Angeles office. Basketball, football, and baseball were perceived to feel the recession more than NHL because they are sponsorship based rather than gate-driven (Delrome, 2008 cited in Campbell, 2008). The Vancouver 2010 Winter Olympic Games were also affected by the slower economy with major sponsors like Johnson & Johnson, Kodak, Lenovo (computer company), and Manulife withdrawing their funds. Dorfman explained that investing into Olympics was not worth the return received for these agencies (cited in Thomaselli, 2008). Thomaselli stated that top sponsors pay on average eighty to one hundred million dollars for a four year cycle (e.g., 2009-2012). Due to economy and dropout rates it was predicted that the International Olympic Committee (IOC) would not reach the twelve top sponsors it had for the 2009-20012 season (Rogge, 2008 cited in Thomaselli, 2008).

Leisure and Economic Recession

The leisure stock markets showed drops in value. According to Greenburg (2008) leisure stocks depend on free-spending consumers and therefore, majority of investors tend to avoid these stocks when the economy is weak. For example, Carnival one of the leisure stocks suspended its dividends indefinitely with its stocks dropping down twelve percent in a day (Greenburg, 2008). Greenburg stated that Brunswick, the world's largest recreational boat maker, reported a ninety percent drop due to a forty five percent drop in retail sales and a loss of \$6.70 US per share accounting for five hundred and ninety one million dollars in the third quarter.

Leisure and Unemployment

Waters and Moore (2002) examined the role of meaningful leisure activity during unemployment. This study is seen to be relevant to leisure in the economic recession because the economic downtime is closely related to the job loss and unemployment. In their study, they found that participants who were unemployed engaged in social leisure activities with friends less frequently and more frequently in the solitary leisure activities than the participants who were working full-time. They also found that unemployed participants reported higher levels of depression and lower levels of self-esteem. They noted that ability to maintain meaningful leisure activity during unemployment was seen as a positive coping response concluding that social leisure activity (e.g., sense of belonging) contributes more to the psychological well-being.

Tennis Context

The fifth broad topic of this spectator loyalty research is the context of tennis. This topic consists of tennis facts identifying the industry (e.g., participation) and popularity of the sport, the nature of tennis spectating (e.g., the etiquette and seating procedures), purchase intention segmentation in relation to participation and its frequency, distinguishing between continuation versus

discontinuation in the sport, and motivation to process tennis product information in advertisements.

Tennis Industry

The tennis industry size and participation rates whether it is an increase or a decrease tend to be mostly determined based on tennis equipment sales and shipments such as tennis balls and tennis racquets. For example, the Tennis Industry Association (TIA) in 2007 reported a growth in tennis with a 48.9 % increase in junior racquet sales in 2006 since 2003 (Wallace, 2007). This growth in tennis participation is further supported by Gray (2009a). Gray explains that according to the Tennis Industry Association and the Taylor Research Group of the United States Tennis Association (USTA) more American tennis players played the sport at least once in 2008 with a rise of 12 % in participation since 2003 suggesting 27 million players. Furthermore, the ball sales increased to 15% from 2003 (Gray, 2009a). According to Gray (2009a) it is believed that this rise in tennis participation may be due to the popularity of the professional tours (e.g., Rafael Nadal vs. Roger Federer), and the new innovative programs (e.g., Quick Start Tennis and No-Cut Tennis). Quick Start Tennis is a program designed for the children ages ten and under to play tennis easier with the use of downsized equipment such as mini-nets, slower balls including foam and pressure less ball, and different sized racquets starting at nineteen inches in length (Gray, 2009a). On the other hand, Gray (2009a) describes the No-Cut Tennis as a high school program that encourages participation keeping everybody on the team. Furthermore, it is estimated that there will be thirty million American tennis players in 2010, which remains two million less tennis players than it was during the tennis boom in 1970s (Gray, 2009a).

In Ontario, there are two hundred and twenty two tennis clubs that promote the sport, encourage participation, organize competitive events, and sell memberships (Ontario Tennis

Association [OTA], 2009). This number excludes some seasonal member operated tennis clubs (e.g., Victoria Park Tennis Club in Cambridge, Ontario) that are not registered through the OTA. This number also excludes public tennis courts that encourage participation in form of lessons and weekly tournaments/competition among tennis players. One such example is the Jr. Tennis Camp including a social end of the camp weekly junior tournament that is organized and run through the City of Kitchener on Resurrection Tennis Courts, Budd Park Tennis Courts, and St. Mary's Tennis Courts in Kitchener, Ontario (J.R. Cooper, personal communication, March 23, 2009).

Tennis Spectating

Tennis spectating is believed to be different from other sports spectating. James (2008) explains that tennis spectator etiquette is an unofficial code of conduct that has been passed on from generation to generation. Further she explains that as a tennis spectator one is not to offer any advice or any other opinion from off the court because it would be considered coaching, which is not allowed during a match in tennis at any level with the exception in Team Tennis. James outlined some of the expectations and accepted code of conduct for tennis spectators. These include: 1) clapping on good shots by both players, 2) not clapping at a player's mistake such as a double fault, 3) reporting score properly (e.g., 40/love instead of 40 to nothing), 4) not criticizing player's technique (e.g., swinging motion) or tactic (e.g., lob and drop shot), 5) displaying good sportsmanship all the time, 6) not walking behind the court, jumping, or waving arms during a point, and 7) being quiet during a point (James, 2008).

In 2009, it is believed that there are more opportunities to watch tennis either live or on television than it was in the past. For example, Wertheim (2009) identifies seating as one of the major challenges in live spectating. At major Master and Grand Slam events the prime-ticket

holders are seated in the Very Important Person (VIP) boxes, which are located closest to the tennis courts with two hundred, three hundred levels, and finally the fan zone being the furthest away from the tennis court. Wertheim explains that some of the important matches such as men's semi-finals are played before half-full stadiums. Further, he suggested that the empty seats at these events look bad on television sending a message that a match is not important or worth watching. In order to solve or improve this problem of empty prime seats, Wertheim introduced some solutions that are already being taken into account by the tournament hosts. One such solution is the encouragement of fans with show –court tickets who decide to leave the grounds early to donate their tickets for discounted resale to the fans already there. In 2008, in Montreal, Quebec these tickets were resold for \$5.00 for fans already inside the gates and for \$20.00 for fans outside the gate with all the proceeds going toward funding of the tennis programs in Montreal and Toronto schools (Wertheim, 2009).

In terms of television viewing, Tignor (2009) outlines that tennis is being covered eleven to twelve hours per day on ESPN and ESPN2 during the Grand Slam and Master Series. Furthermore, Tignor and Gray (2009b) outline that during the US Open in 2009 spectators will have an opportunity to view the matches online (e.g., ESPN360.com) estimating additional two hundred and sixty hours of tennis on the website free of charge. This is believed to be especially useful for those spectators who would like to watch their favourite players rather than premier matches such as Federer and The Williams' aired on television (Tignor). According to Tignor 5.7 million people viewed the Wimbledon championship match between Roger Federer and Andy Roddick in the United States (US) and 3.3 million watched the final between Serena and Venus Williams. With the online ESPN360.com system in place, it is believed that tennis viewing will be available to many. For example, it is estimated that 21 million computer users connected to

educational networks and military networks in the US will have access to the network (Gray, 2009b). According to Gray (2009b) tennis viewers will also have an option to view matches online through tennischannel.com, which is believed to further increase the number in spectators watching the US Open.

Segmentation of Tennis Participation

In a study on US tennis participants and their segmentation based on age, gender, income, and skill level, Casper (2007) reports that tennis has ca. eighty three million tennis participants globally. According to Sport Marketing Survey (2005) and TIA (2005) there was no increase in consumer spending and participation frequency over a five year period and over 70 million Americans have tried to play tennis but over 97 % had no interest to continue to participate in the sport. Casper further explains that according to the Australian Bureau of Statistics (2000, 2007) the drop in interest and participation in tennis was also visible in Australia with 1.02 million players in 2000 to 768 thousand in 2006. Casper suggests that this lack of interest and participation frequency causes a challenge for tennis campaigns providing tennis programs and services in their marketing efforts to increase initial interest and retain current tennis players. He also suggests that these tennis campaigns possess knowledge of who their average tennis player is (e.g., their customer, the target market) but are less knowledgeable how these players differ, which may hinder their ability to resolve the challenge of increasing interest and retaining players. For example, it has been found that the average adult tennis player is a forty five years old who makes \$74, 000 US a year (TIA, 2005 cited in Casper, 2007).

To help understand how tennis players differ, Casper (2007) has conducted a study using a website questionnaire with five hundred and thirty seven community based tennis association members in the intermountain region in the US of whom two hundred and forty seven were male

and two hundred and ninety were female with the mean age of 47.5 years. The purpose of his study was “to examine how demographic market segments differ based on commitment to the sport (e.g., tennis), participation frequency, and purchase intention” (p.269). In his study he identified sport commitment as psychological attachment to tennis that does not include estimation of the intentions (e.g., probability). He also viewed sport commitment as a product of cognitive factors such as thinking and affective factors such as emotions. Casper also measured the demographics of his participants such as age, income, and tennis skill level. The latter one he measured using the United States Association National Tennis Rating Program (NTRP) self-reporting system with 3.0 (e.g., consistent but uncomfortable with all strokes, lacks control when trying to direct the shot and hit with power) being the lowest level to 4.5 (e.g., able to control depth of shots, has developed power, spin and good footwork) being the highest level. To measure the participants’ tennis commitment Casper posed six questions using a five point Likert scale (e.g., “not at all dedicated” to “very dedicated”). The six questions included: 1) how dedicated they are to tennis, 2) what they would be willing to do to be able to keep playing, 3) how hard it would be for them to quit tennis; 4) how determined they are to continue playing, 5) do they want to keep playing, and 6) how proud they are to tell others that they play tennis (Casper, 2007). To assess his participants’ participation frequency he posed four open –ended questions asking the participants to indicate how often they played per week in a tennis season (e.g., summer season vs. winter season). Finally, to address the participants’ future purchase intention he asked participants to provide an estimate on how much money they would spend on their future purchase of tennis equipment such as tennis shoes, racquets, and tennis balls.

Casper (2007) found that tennis participants in his study had high gross household income. For example, 30% of his survey sample reported to have a gross household income of

over \$120,000 US per year. The skill level of the majority of the participants in his study was 3.5. Casper found that the younger participants ages 19 to 39 were the least committed. He found no significant difference in commitment level based on gender, household income, and skill level. Furthermore, Casper's results indicated that participants with higher skill level played more tennis throughout the year where players of a 3.0 skill level played thirty seven times a year and a 4.5 level player played fifty one times a year. When Casper assessed the future purchase intention he found that "participants with higher incomes were willing to spend more money on equipment" (p. 276). He also found that participants with higher NTRP skill levels reported higher purchase intentions than participants with lower NTRP skill level. Based on his findings Casper concluded that tennis players do differ based on the market segments (e.g., income, skill level). He recommends that future studies should include longitudinal research testing marketing tactics, study actual consumptions (e.g., spending), and use a more random sample to help marketers develop more innovative marketing plans and/or better the current marketing strategies. According to Casper this is believed to help marketers more effectively and efficiently target market segments in their sport.

Participation Continuation vs. Discontinuation

An early study that used a tennis context along with the golf context was research conducted by Backman and Crompton (1989). Backman and Crompton focused on addressing the reasons why one individual continues to participate in an activity while another discontinues participating in the same activity. They took into account internal and external factors to determine continuation and/or discontinuation in an activity. Backman and Crompton identify continuation as a repeated use of the service, and discontinuance as "a withdrawal from a service in which there was previous participation" (p.57). In order to assess the internal and external factors that may play a

role in whether an individual continues or discontinues his/her participation Backman & Crompton used six internal variables and three external variables. The internal variables included in their research were: 1) motivation (e.g., rewards and continuous benefits of an activity), 2) locus of control (e.g., one's perception of what he/she can control, Rotter, 1966), 3) level of involvement (e.g., concern for an activity), 4) values, 5) degree of innovativeness (e.g., tendency to sign up for new services), and 6) service attitude. The three external variables included: 1) constraints, 2) perceived skill level, and 3) side bets. Backman & Crompton identified constraints as "barriers that inhibit continued use of recreation services" and side bets included equipment, such as tennis racquets and memberships that the participant may have accumulated over years (p. 59).

Backman and Crompton surveyed 134 continuing tennis players and 63 discontinuing tennis players. In order to measure the internal and external variables and whether they play a role in distinguishing between continuing participation versus discontinuing participation among people, Backman and Crompton used several measures including a seven item Rotter's (1966) locus of control scale, a seven item Likert scale used by Hurt, Joseph, and Cook (2007) and Midgley and Dowling (1978), Kahle's (1983) list of values, Zaickowsky's (1985) twenty item semantic differential scale for involvement, and the twenty one item constraints scale developed by Crompton and Lamb (1986). Backman and Crompton found that the scores of level of involvement, attitude towards tennis, and choice of external value were higher among those who continue participating than those who discontinue participation in tennis. As for the external factors they found that continuers reported higher levels of side bets, and perceived skill value than did discontinuers. They concluded that this information may be useful for service providers in that it can help in encouraging participants to invest in products that enhance enjoyment and

encourage participants to make participating in tennis a habit and part of their regular routine, which in the end can help increase their skill level.

Motivation and Tennis Advertising

Another early study that has used tennis as a context was done on the role of involvement in attention and comprehension processes by Celsi and Olson (1988). The purpose of their study was to clarify “the role of involvement in consumer’s attention and comprehension processes” (p.210). Celsi and Olson focused on the felt involvement and its effects on the cognitive efforts devoted to attention and comprehension processes of advertised information (e.g., product such as tennis shoes). They also examined the affect situation sources of personal relevance (SSPR) such as cues, stimuli in the environment (e.g., coupons, rebates) and intrinsic sources of personal relevance (ISPR) such as relevant knowledge from the past experience, had on felt involvement or motivation. They identified felt involvement as “consumer’s overall subjective feeling of personal relevance” (p. 211). They further explained that felt involvement is experienced in a given situation and it does not only influences attention and comprehension (e.g., cognitive processes) but can also influence behaviours such as shopping and participation.

In their experimental design they surveyed one hundred and thirty six students of which ninety one were undergraduate students, ten graduate students, twenty adult residents of the local community, and fifteen were past and present members of both, men’s and women’s university tennis team. According to Celsi and Olson the participants were between the ages of seventeen and seventy nine with the mean age of twenty three years. In their experiment they found that “SSPR and ISPR affected consumer’s felt involvement (motivation) to process the salient product information in advertisements” (p.221). Celsi and Olson reported that as customer’s felt involvement increased due to SSPR and/or ISPR they paid more attention to the advertisements,

they “exerted greater cognitive effort during comprehension of those ads, increasingly focused their attention on the product-related information in the ads, and engaged in more elaboration of the product information during comprehension” (p.211). Celsi and Olson conclude by clarifying that felt involvement controls knowledge in that it influences the focus and amount of the processing effort and knowledge tends to control felt involvement in that it influences the types of meanings discovered through comprehension processing. This means that participants’ knowledge becomes more influential as information processing progress moves from automatic to more focus (Celsi & Olson, 1988).

Conclusion

I have included an extensive literature review on five major topics: consumer loyalty, sporting events, leisure constraints including economic recession, and tennis context. These five sections were included because I believe that they provided a sound foundation in my understanding of leisure behaviour (e.g., spectating), and what may or may not influence this behaviour and the decision making process prior to spectating.

Through my literature review on the sporting events it became apparent that there are different definitions of a spectator and a fan that have been used in the past research. For the purposes of my study, I will be looking at spectators as those individuals who attend live tennis games either professional tournaments (e.g., Masters such as Rogers Cup), grand slams (e.g., The US Open, Wimbledon), or amateur tournaments (e.g., The Ontario Provincials, The Challengers or Satellites such as the WOW Challenger), and or smaller amateur tournaments (e.g., university competition, club championships). My literature review revealed that there are existing relationships between a number of constructs such as consumer loyalty, enduring involvement, psychological commitment, and leisure constraints as well as additional constructs such as

motivation, flow, socialization, self-efficacy, and personal relationships as antecedents to behaviour (e.g., involvement, loyalty, and commitment). Although these existing relationships were present in the literature there is no universal agreement among researchers on how they may be related to each other and how they contribute to the development of loyal participants. Furthermore, it was concluded that the loyalty construct including enduring involvement, psychological commitment, and leisure constraints is very complex and needs further exploring.

In addition, my literature review on the economic recession based on the job losses and stocks downfall revealed that the Canadian economy is in recession. It was suggested that sports are not recession proof and they can be affected in the economic downtime through lack of committed sponsors, and decreased ticket sales. Because of its presence it was anticipated that economic recession may appear as a leisure constraint among tennis spectators and therefore, it was not directly explored. It was understood that if this type of constraint was present to potentially be the result of its direct (e.g. job loss), or indirect (e.g., family member, workplace institution) experience. It was also anticipated that economic recession could also appear as having an affect or serving as a constraint to tennis spectators by simply possessing knowledge and being aware of the present Canadian economy. The effect could be being extra cautious about the money spending decisions that a spectator needs to make (e.g., the nature of spectating may take on a different form).

The theories of leisure behaviour presented in my literature review chapter will be used as the foundation to my understanding of what has been found and explored in the past literature. This means, that I will be aware of the pre-existing models and theories of each construct (e.g., loyalty, commitment, involvement, leisure constraints) as addressed in my literature review, but I would not consciously force them onto my participants in my study.

Following this literature review chapter is the methodology and methods chapter, which includes a discussion of my ontological and epistemological stand, data collection and analysis procedures.

CHAPTER THREE: METHODOLOGY AND METHODS

Ontological and Epistemological Stand

I approached my thesis from a constructivist paradigm. According to Daly (2007), researchers who are part of this epistemological stance, hold beliefs that there are shared meanings to be understood and known. I adopted a few assumptions of this paradigm throughout my research. First, as part of this paradigm, I as a researcher commit to multiple realities, specifically, the realist ontology. Guba & Lincoln (1989) state that a realist ontology asks the question, “What is there that can be known?” (cited in Manning, 1997, p. 95). These realities are seen to be multiple, socially constructed, uncertain, and tentative as stated by Kvale (1995), Morgan and Smircich, 1980, and Phillips, 1990 in Manning, (1997). Second, I believe in establishing a respectful and interactive researcher-respondent relationship known as, subjectivist epistemology (Manning, 1997). According to Guba and Lincoln (1989) a subjectivist epistemology asks the question: “What is the relationship of the knower to the known?” (cited in Manning, 1997, p. 98). This type of relationship is seen as trusting and collaborative where knowledge is shared and the mutual purpose of the study exists (Manning, 1997). Third, from the constructivist paradigm, I am concerned with what Manning (1997) refers to as “negotiating a mutually constructed research product” (e.g. hermeneutic methodology) with the goal on finding out how individuals make sense of their experiences in the given context (p. 95).

For this study, I have engaged with tennis spectators in person during reflexive dyadic interviewing. According to Ellis and Berger (2002) reflexive dyadic interviews are structured in that not only does the interviewer (e.g., researcher) ask questions and the interviewee (e.g., participant) answers them but the interviewer gets to share personal experience about the topic and/or reflect on the communication in the interview. Gubrium and Holstein (1997) state that the

reflexive dyadic interviews are conducted as “a conversation between two equals than as a distinctly hierarchical, question-answer exchange, and the interviewer tries to tune in to the interactively produced meanings and emotional dynamics within the interview itself” (cited in Ellis & Berger, 2002, p. 854). This type of personal interaction helped me establish a trusting relationship with my participants reaching the subjectivist epistemology stance. This was easier to achieve when I knew the participant from the past. Throughout the interviews I tried to stay true and respectful to what the participants were describing to me by allowing the data to speak to me, keeping my reflexive notes and engaging in memo writing at all times. This was to help me reach and negotiate a mutually constructed product; the third assumption of the constructivist paradigm. Here, I hoped that participants would help me discover and interpret meaning from their point of view rather than my own perspective. In addressing the challenges and being true to my epistemological stance I focused on staying fair to my participants and their stories through the use of direct quotes to explain the experience, derive themes, and construct categories to the best of my abilities.

Theoretical Perspective

Throughout my research I followed the Strauss Chicago school heritage based on the belief that human beings are “active agents in their lives and in their worlds rather than passive recipients of larger social forces” (Charmaz, 2006, p.7). More specifically, the theoretical perspective that falls under the Strauss Chicago school heritage that I followed in my research was symbolic interactionism. According to Charmaz (2006), there are three assumptions of the symbolic interactionism perspective. First, this perspective assumes that society, reality, and self are constructed through interaction (e.g., language and communication). Second, it assumes that “interaction is inherently dynamic and interpretive and addresses how people create, enact, and

change meaning and actions” (Charmaz, 2006, p. 7). Third, this theoretical perspective assumes that “people can and do think about their actions rather than respond mechanically to stimuli” (p. 7). In my research I looked at tennis spectators as active agents in their lives who consciously think about their actions (e.g., time and form of spectating) in the economic recession.

Constructivist Grounded Theory

Furthermore, I was interested in learning what participants’ (e.g., tennis spectators) lives are like when faced with constraints, how they explain their statements and actions, and what analytic sense I can make out of it. Since I was mainly interested in how tennis spectators respond to constraints and what contributes to their different responses, I planned to use grounded theory to guide me in my analysis and interpretation of this phenomenon. I chose grounded theory for two reasons. First, Daly (2007) indicates that grounded theory is “well suited to asking questions about sensitive topics that are complex, ambivalent, or changeable” (p. 102). In my research I was looking at constraints to tennis spectating (e.g., financial loss or burden) as ambivalent, changeable, and complex nature of human experience. I felt that talking about things constraining to an individual may be a sensitive topic that some people (e.g., tennis spectators) would find difficult to discuss and disclose because it could be a personal and private matter. Second, the grounded theory approach is believed to help “expedite the research to practice link” (Echevarria-Doan & Tubbs, 2005 cited in Daly, 2007, p. 102). For example, it was possible that the emergent theory of this research could highlight benefits of spectating and possible strategies (e.g., negotiation of constraints) embedded in the lived experience of the participants (e.g., tennis spectators). As a novice researcher using the grounded theory approach, the goal of my research was to generate theoretical explanation (e.g., substantive theory) of a social phenomenon (e.g., leisure constraints) experienced by the tennis spectators. I looked to achieve this through

construction of categories that reflected the main thematic pattern in my data based on the respondents' views (e.g., interview transcripts). At the end of my research I hoped to construct a substantive theory. According to Daly (2007) substantive theory is defined as a theoretical explanation of a particular phenomenon (e.g., leisure constraints) supported and grounded in the data (e.g., tennis spectators' interviews). In this research, it was substantive as it addressed problems in specific substantive areas (e.g., tennis spectators facing constraints and their negotiation techniques).

Throughout my research I tried to be consciously aware of the assumptions associated with my methodology (e.g., grounded theory) and my epistemological stance (e.g., constructivism). For example, as a novice constructivist grounded theorist I took on a reflexive stance toward my research process, product and how my theory was evolving as described by Charmaz (2006). I achieved this through the use of a reflexive journal where I jotted down my thoughts, experiences with the phenomenon, and how I understood the leisure constraints as reflected by my participants in their interviews rather than to bracket my prejudgments about the reality that I have. Therefore, my personal biases were explicated and integrated into the research findings as it was suggested by deWitt & Ploeg (2006).

Prior Interpretations of the Phenomenon

The argument of constructivist grounded theory of resulting theory being an interpretation as presented by Bryant (2002) and Charmaz (2000, 2002a) (cited in Charmaz, 2006) is further supported by Patton (2002) in the statement that "every researcher brings preconceptions and interpretations to the problem being studied, regardless of method used" (p. 569). In addition, Denzin (1989) suggests that unless the researcher states his or her prior interpretations of the phenomenon being investigated, their effects on the subsequent interpretations will continue to

be clouded and mostly misunderstood (cited in Patton, 2002). Taken the argument of constructivism, and suggestions on how to overcome it, my prior interpretations on tennis spectator loyalty and leisure constraints were the following:

When I think about tennis I feel energized, excited, and happy. I lose track of time and everything else that is happening around me disappears into a far distance and I become fully immersed in the sport. When I am not involved with tennis I feel empty and incomplete. My unconditional love for the sport and the indefinite benefits associated with it enables me to overcome any obstacle standing in the way to my participation in it. Simply put, I believe that being a tennis spectator is a life-long commitment and an intriguing experience leaving one looking for ways to stay involved for the rest of their life regardless of the situation.

Data Collection Procedures

Participants were purposefully selected for this research. Creswell (2008) suggests that in qualitative research the idea is to purposefully select participants to help the researcher understand the problem and the research questions the best. Furthermore, Daly (2007) states that purposeful sampling is appropriate in grounded theory because of the relevant experience participants (e.g., tennis spectators) may possess with the phenomenon (e.g., leisure constraints) to be explored. The participants in this research were people 19 years of age and older who spectate tennis matches and are experiencing constraints to their spectating. The research information poster was displayed in order to recruit the participants (see Appendix A). I planned to display this poster at the public recreation centres (e.g., Waterloo Recreation Complex), not-for profit year round tennis club (e.g., Waterloo Tennis Club), the University of Waterloo campus in Waterloo, Ontario, the Forest Heights community centre in Kitchener, Ontario,

Rosedale Tennis Club in Hamilton, Ontario, and UOIT and Durham College campus tennis centre in Oshawa, Ontario for the length of four weeks. I have specifically chosen the university campus, public recreation centres (e.g., with tennis courts at Forest Heights and without tennis courts at the Waterloo Recreation Complex but in the walking distance to the Waterloo Tennis Club tennis courts), a UOIT and Durham College campus tennis centre and a not-for-profit year round tennis club in hopes to attract a variety of participants. For example, a not-for-profit tennis club was believed to put me in touch with tennis players who spectate on a regular basis. Recreation centres were believed to provide access to non-tennis participants who enjoy watching tennis but may be dropping their child off for swimming lessons or personally engage in a social, discounted activity at the centre (e.g., seniors). The University of Waterloo campus was believed to provide the opportunity to spectators with different backgrounds (e.g., education) to participate in the study. UOIT and Durham College campus tennis centre in Oshawa, Ontario and Rosedale Tennis Club in Hamilton, Ontario was chosen to attract a population from the manufacturing industry dependent communities who may be experiencing different types of constraints (e.g., taking a hit in the Canadian economic downtime). Through the use of five different venues for research I hoped to gain access to people of various age groups, and ethnic backgrounds. Using grounded theory approach, the focus of this research was on leisure constraint experiences among tennis spectators. Their perceptions, views, meaning, and action associated to those experiences were explored. As part of the recruitment process all study participants received a keychain, a can of Dunlop tennis balls, and a chance to win a pair of Rogers Cup 2010 men's semi-final tickets as a thank you for their time. The cost of parking to interview settings was covered and free to all participants. These incentives were put in place to encourage participation among tennis spectators.

For the purposes of this study, I was to conduct face to face interviews with participants. I planned to conduct these interviews in public places such as the conference space at the Waterloo Tennis Club or the Burt Matthew's Hall at the University of Waterloo in Waterloo, Ontario. These places were considered to be safe (e.g., public), private (e.g., quiet) and comfortable. A quiet public place was believed to ensure the safety and comfort level of both, the researcher, and the participant. It further allowed for more effective note taking and interview audio taping. A different setting such as the Forest Heights Community Centre was also an option to participants (e.g., to reduce time traveled). Furthermore, two screening questions were included on the recruitment poster: 1) do you attend professional, amateur, or club level tennis tournaments, and 2) do you feel that you do not attend as many tennis tournaments as you would like. If the participants have answered yes to both of these questions they were eligible to participate in the study. I kept in mind that the people who volunteer to participate in the study may experience leisure constraints differently (e.g., some may experience a financial burden while others may experience lack of friends attending a tennis match).

In this study, participants were encouraged to bring memorabilia to the interview (e.g., a photograph of the last event they attended). It was believed that it would be a great conversation starter helping them talk and explain their spectating experience. I felt that a photograph capturing their experience was very relevant to the study at hand (e.g., participants enduring involvement). I have chosen to conduct interviews with my participants because I wanted to explore the topic of leisure constraints, spectators' experiences, and the affect it had on their behaviour in depth. According to Charmaz (2006) interviewing allows for an in-depth of a specific topic or experience of the given phenomenon. Creswell (2008) also outlines some of the advantages of doing interviews. He states that face to face interviews are useful when

participants (e.g., tennis spectators) cannot be directly observed (e.g., during a sporting event). Creswell (2008) suggests that in an interview participants can provide historical information (e.g., reflecting on an experience), and interviews allow the interviewer to have control over the questioning (e.g., asking for more detail or explanation). However, conducting interviews has its disadvantages and it does present some challenges for the researchers pursuing a topic that may be sensitive in nature, such as leisure constraints. For example, Charmaz (2006) states that studying certain topics (e.g., life disruptions) may be pursued by participants as intrusive. Some of the strategies that the researcher can use to overcome this challenge include as suggested by Charmaz (2006) include: 1) prioritizing participants' comfort level over data obtaining; 2) paying close attention to when to probe; 3) understanding the experience from the participants point of view; and 4) use of questions with positive responses towards the end. Furthermore, Creswell (2008) suggests that the presence of the researcher in the interview may lead to bias responses. Throughout my research, I tried to keep these challenges and strategies in mind when addressing the lived experience as explained in the participants' interviews. I also tried to look for non-verbal cues (e.g., sighs, laughter) that may prompt me to explore more and provide some additional insight to the analysis of the interview.

The face to face interviews in this study were unstructured including a few open-ended questions to bring out views and opinions about the experience and actions from participants' perspective. The interviews were audio taped and transcribed. The goal of the interviews was to gather rich data. Rich data is considered to be detailed, focused, and full (Charmaz, 2006). In order to obtain rich data I had to compile detailed narratives from transcribed tapes of my interviews as it was suggested by (Geertz, 1973 cited in Charmaz, 2006). During an interview I planned to take interview notes if they proved to be non-distracting to me and the participant. As

a novice researcher I wanted to take notes and not solely depend on the tape recorder. Therefore, prior to an interview, I tried to practice taking notes without having to look at the paper often so that I could maintain eye contact with the participant. My post interview included memo-writing on any non-verbal observations that happened during the interview. I further engaged in writing reflexive notes on my personal thoughts (e.g., feelings, ideas). Due to time constraints and a limited budget the number of interviewees I hoped to interview was a maximum of twelve participants at least one interview each. I sought approval by participants for a possible second and perhaps third set of interviews from the start that may be necessary in further exploration of gaps identified through theoretical sampling as suggested by Charmaz (2006). When time, transportation, and distance constrained the participant or the researcher, the interviews were to take a form of a phone call. Additional interviews were to serve for clarification on things discussed in the previous interview (e.g., you said here that ... can you explain what you mean by that? This was apparent in some of the other interviews ...how do you feel or what are your thoughts about that?). In case of more people interested in participating (e.g., 30), I planned to prioritize them based on a criteria. The criteria included those who have experienced leisure constraints and have a history of attending the most tournaments in the past. On the other hand, if I had a very few potential participants (e.g., two), I planned to utilize a snow-ball sampling. With snow-ball sampling tennis spectators could be identified and selected within a network of people who directly and indirectly are connected with each other. In this case, I planned to start with one or a few people that are familiar to me or have been referred to me through my link of friends and/or acquaintances. Neuman (2000) suggests that with snow-ball sampling the sample gets larger by spreading out on the basis of links (e.g., referrals) to these initial participants.

Throughout the interview I chose probe questions very carefully asking them slowly to encourage participants' reflection as suggested by Charmaz (2006). I tried to construct questions that explored the topic and helped me learn about participants' experience, their views, and actions. I believed this would help achieve the perspective of symbolic interactionism. I had an interview guide including a few open-ended questions and probes with me during interviews. I adopted a sample of grounded theory interview questions by Charmaz (2006, p. 30) when constructing my interview guide, which consisted of initial, intermediate, and ending questions related to my topic of research (see Appendix B). The initial open-ended questions focused on gaining more knowledge about the participants' spectating experience (e.g., tell me about how you came to watch live tennis?). They also focused on learning about the changes in tennis spectating behaviour (e.g., How would you describe the tennis spectator you are/want to be?). The intermediate questions I saw as an opportunity to learn about the reasons for changes in behaviour. For example, I asked the participant to tell me about the source of the constraints they are facing. Finally, according to Charmaz (2006), the ending questions lean toward positive responses ending the interview on a positive note. These questions to me put the focus back on tennis spectating (e.g., Is there anything else about tennis spectating that you would like to tell me about?) as well as allow the participant to offer any advice regarding the change in behaviour and how they dealt with it (e.g., After experiencing these challenges what advice would you give to other tennis spectators facing similar challenges?). I felt that the ending questions gave me and the participant an opportunity to offer advice (e.g., after having these experiences what advice would you give to someone experiencing similar constraints?) and learn from each other.

As a novice qualitative researcher I found having an interview guide readily available in an interview was beneficial and helpful to stay on track. Charmaz (2006) explains that novice

researchers need more structure as it helps increase researchers' confidence and allows them to stay focused on the task at hand and become less distracted (e.g., thinking about what question to ask next and the manner of doing it). Finally, to ensure rich data collection I tried to evaluate my data. In order to do this Charmaz (2006) suggested to the grounded theorists to search whether: 1) enough background data (e.g., processes, persons) has been collected to portray full range of contexts on the topic; 2) detailed descriptions of participants' views and actions was gained; 3) data reveal changes over time; 4) multiple views on participants action are gained; 5) data gathered allows for development of analytical categories; and 6) comparisons between data can be made and how they generate and inform my ideas.

Data Analysis and Interpretation

Throughout the data analysis and interpretation I kept the assumptions of my ontological and epistemological stance (e.g., the constructivist paradigm). The assumption that I hold were that the grounded theory would be constructed through my past and present interactions and involvements with people, perspectives, and the phenomenon at hand as explained by Charmaz (2006). Furthermore, I adopted the view stated by (Charmaz, 1995, 2000; Guba & Lincoln, 1994; Schwandt, 1994 cited in Charmaz, 2006) that any theoretical product (e.g., grounded theory) is an interpretive representation of the world under study and not an exact image of it. As a novice grounded theorist I tried to be aware of these assumptions and I tried to follow and do my best by applying the exact data analysis guidelines as presented by Charmaz (2006); and Dupuis (personal communications, January 20, 2009). The following were the planned steps and details of my data analysis in this research. Each of these steps I treated as "states" instead of "stages". This meant having the freedom to move back and forth from state to state, rather than completing one stage and moving to the next one without returning back to the previous stage. This

complimented the grounded theory approach of doing data collection and analysis simultaneously as it was suggested by Charmaz (2006).

Step One: Organizing and Transcribing of the Data

First, I prepared and organized my data for analysis as suggested by Creswell (2008). This process included transcribing of the interviews as they are being completed. Unfortunately my transcribing took place after most interviews were completed due to successive scheduling. After transcribing my interviews I read through all the data (e.g., transcribed interviews) to establish a sense of the data and write my understanding of what the key messages are in each interview. More specifically, I read through the transcribed interviews to get the sense of a whole and try to understand what the participants' (e.g., tennis spectator) feelings, thoughts, views, actions, and processes about tennis spectating in the economic recession are. I considered words, language, and non-verbal cues (e.g., sighs, pauses) about constraints experienced, changes in their spectating behaviour, reasons for these changes, and who played a role in them and the nature of their role (e.g., influence of a spouse, sibling). During this state, after reading each of the completed transcribed interviews, I tried to recall what the experience, views, actions, and processes are for the participant at hand by writing a summary of what they felt about their tennis spectating and leisure constraints experience.

Step Two: Grounded Theory Coding

Second, I engaged in grounded theory coding. The grounded theory coding is divided into four types of coding, the initial coding, focused coding, axial coding, and theoretical coding. Charmaz (2006) sees grounded theory coding as a way to shape an analytic frame from which an analysis can be built. She further explains that coding is a “pivotal link between collecting data and

developing an emergent theory to explain these data” (p. 46). During initial coding state I planned to study fragments of my data by naming each word, line, or segment. Charmaz (2006) indicates that the goal of initial coding in grounded theory is to remain open to all potential theoretical directions that I can come across as I read my data. During this type of coding I tried to ask the following questions: “1) What is this data a study of? 2) What does the data suggest? 3) From whose point of view? What theoretical category does this specific datum indicate?” (Glaser, 1978; Glaser & Strauss, 1967 cited in Charmaz, 2006, p. 47). Throughout the initial coding state I tried to see actions in each segment of data and I planned to avoid using pre-existing categories to the data (e.g., preconceived concepts, pre-existing theories such as leisure negotiation model). By keeping this initial coding open-ended and the acknowledgement of my prior ideas and skills, I was hoping to allow new ideas to emerge from the data. It was also believed that the initial coding in grounded theory may help me recognize areas that I may lack data in or need to further explore in my interviews or other sources (e.g., academic journals) to better understand them. Furthermore, my initial coding included word-by-word, line-by line, and incident-by-incident coding. Charmaz (2006) suggests that these steps of initial coding will help the researcher move toward completing a grounded theory analysis that fits and is relevant. Throughout the initial coding state I tried to remain open, stay close to my data, keep my codes simple and precise, construct short codes, preserve actions, compare data with data, and move quickly through the data as it was recommended by Charmaz (2006). In addition, I tried to pay close attention to the language of my participants while I am coding (e.g., in-vivo codes). Caelli (2001) suggests using the participants’ own words, verbatim as far as possible to better represent the participants’ own points of view.

After completing the initial coding I planned to engage in focused coding. According to Glaser (1978) focused codes are more directed, selective, and conceptual than the initial codes (e.g., word-by-word coding) (cited in Charmaz, 2006). During focused coding I looked to use the most significant and frequently used codes (e.g., initial codes) to swift through large amounts of data. Charmaz states that focused coding is believed to help the researcher decide what initial codes make the most analytic sense to categorize the data. Charmaz also explains that focused coding allows the researcher to move across interviews and compare participants' experiences, views, and actions. Here, it is suggested that I compare data to data, develop a focused code, and then compare data to focused codes. I hoped that this would help me refine these codes.

The third type of coding that I engaged in was axial coding. According to Creswell (1998) this includes sorting, synthesizing, organizing and reassembling large amounts of data in new ways (cited in Creswell, 2006). More specifically, Creswell (2006) states that axial coding involves relating categories to subcategories, specifying of the properties and dimensions of a category and reassembling of the data the researcher has developed during initial coding. Creswell (2006) believes that this process gives coherence to the emerging analysis. Here I tried to answer questions regarding when, where, why, who, how, and with what consequences. With answers to these questions I hoped to describe the tennis spectators' experience more fully through linking of categories with subcategories and asking how these are related. I focused on developing categories to help me make sense of data as I learn about the experience from tennis spectators' point of view. I hoped that the use of axial coding would help me clarify and extend the analytic power of my emerging ideas as suggested by Charmaz (2006).

The fourth type of grounded theory coding I utilized in my study was theoretical coding. According to Charmaz (2006) theoretical codes help specify possible relationships between

categories that have been developed in focused coding and help create coherent and comprehensible analytic story. Here I worked on developing theoretical coding families (e.g., causes, contexts, contingencies, consequences, covariances, and conditions, Glazer, 1978 cited in Charmaz, 2006). Throughout the theoretical coding process I had to be aware of some of the challenges associated with it. For example, Glazer (1978) outlines that “over-reliance on the strategy coding family leads scholars to impute conscious intentions when participants may not hold them” (cited in Charmaz, 2006, p. 64). Therefore, I tried to be cautious to use theoretical codes to help clarify and sharpen my analysis rather than impose a forced framework with these codes. I further kept in mind that theoretical codes need to earn their way into my grounded theory as suggested by Glazer (1978) cited in Charmaz (2006). Furthermore, I tried to be aware and try not to force my own preconceptions on the data I am coding. For example, Charmaz (2006) points out that preconceived theoretical concepts may help provide a starting point for looking at the data but more importantly they may not provide codes for analyzing this data. In my study, before I applied any theoretical concepts that existed in the discipline of recreation and leisure studies I tried to ensure that these concepts work while asking myself the questions that Charmaz (2006, p. 68) suggests. These questions include: “1) Do these concepts help understand what the data indicate? 2) If so, how do they help? 3) Can you explicate what is happening in this line or segment of data with these concepts? 4) Can you adequately interpret the segment of data without those concepts? What do they add?” I will also be cautious of some of the problems that Charmaz (2006) identified as challenges in coding (e.g., coding at too general level, identification of topics rather than actions and processes, using codes to summarize and not analyze). In order to overcome some of these challenges I kept in mind some of the questions that Charmaz (2006, p. 69) suggested. Some of these questions are: 1) how does my coding

reflect the incident or described experience? and 2) have I created clear connections between the data and codes?

Step 3: Reflexive Journal

In addition to coding interviews I coded my notes about the setting and the participant. Kusow (2003) believes that revealing data exists in these observations (cited in Charmaz, 2006). I also kept a journal of how I as a researcher felt and what I thought each experience displayed in the interview meant. From a constructivist point of view, I tried not to eliminate my feelings, presupposition that I am aware of, and my biases on the phenomenon itself. Instead, I let myself be immersed in the data as much as possible allowing my personal experience of the phenomenon to emerge and construct the categories I identified in this study from respondent's views.

Step 4: Memo-writing

Throughout collection of the data, data analysis, and reporting of the data I planned to engage in memo-writing. Charmaz (2006) states that memo-writing is a crucial step in a grounded theory study. She explains that writing successful memos prompts the researcher to analyze his/her data and codes early, keeps the researcher involved in the analysis and helps the researcher to develop abstract and new ideas about the data. As part of my study analysis I also planned to engage in memo-writing to help capture my thoughts, comparisons, and/or connections made. One of the challenges in memo writing that I foresaw was to effectively integrate them into the final product (e.g., the findings). To overcome this challenge I made an effort to include excerpts of my memos in the analysis and results sections. These memos included visual clues from interviews (e.g., pauses, sighs) and explanations on how I coded statements, noting things that stood out.

In the early stages of my data collection and analysis process I tried to use memos to explore and fill out the qualitative codes I developed. Then I used memos to categorize data, describe how categories were developed, how they evolved, and make comparisons between people (e.g., beliefs, situations, actions), individuals with themselves (e.g., at different times), categories with other categories (e.g., major versus minor categories), and subcategories with categories as recommended by Charmaz (2006).

Step 5: Reporting of Data

During the coding process I plan to identify five to seven major categories, sub-categories, and developed them into a theoretical model representing connections between categories and a process. I then compared this model to the already existent findings in the past literature to discuss the similarities and differences of each. In order to present these findings I worked on discussing the events in a chronological order, providing a detailed discussion of the major categories and their sub-categories. When reporting my findings I tried to represent multiple perspectives from tennis spectators through the use of direct quotes. In addition, I also worked on presenting a process model (e.g., a grounded theory) in a figure form.

Step 6: Data Interpretation and Meaning

A final step in my data analysis was to make an interpretation or meaning of the data. During this state I tried to derive meaning from both, my personal interpretation and understanding (e.g., based on sport culture and experiences) and from a comparison of my findings with information found in the literature (e.g., existing theories). This included identifying whether my findings diverge from the existent theories and how similar or different they are. I was also aware that additional questions may arise from my data analysis that I have not anticipated prior to my

study. This included questions for further exploration in the future research studies on spectating in tennis.

Strategies for validating Findings

The goal of my research was to collect rich data, have a focused analysis, and be able to develop a substantive grounded theory that matches my data and provides a detailed explanation of the processes on tennis spectating and experience of leisure constraints. In order to do so successfully and efficiently I followed the strategies and guidelines on how to conduct theoretical sampling, and saturation of categories as outlined by Glaser and Strauss (1967, Glaser, 1978, 1998, 2001; Strauss, 1987 cited in Charmaz, 2006). According to Charmaz (2006) theoretical sampling directs the researcher where to go and its purpose is to obtain data that will help clarify and explain the categories. Charmaz (2006) believes that when the categories are complete they tend to reflect qualities of the respondents' (e.g., tennis spectators) experience and provide an analytic way of understanding these categories. More importantly, she explains that theoretical sampling in grounded theory is used for conceptual and theoretical development only rather than generalizability of the results like in quantitative research. Furthermore, Charmaz (2006) suggests that grounded theorists avoid confusing theoretical sampling with collection of data until the same patterns start to reoccur. Instead she advises that the grounded theorists who utilize theoretical sampling look to collect data in order to develop theoretical categories. For the purposes of this study, I planned to start theoretical sampling strategy once I had a few preliminary categories developed using it to narrow my focus of emerging categories. I also planned to use it as a technique to develop and refine my categories as suggested by Charmaz (2006). I was aware that in some cases theoretical sampling (e.g., identification of gaps among categories) may include interviewing and re-interviewing (resource and participant tolerance

permitting) with the focus on my theoretical categories (e.g., going back and asking same participants more focused questions). In this case, I kept in mind that I may want to conduct member-checking taking ideas back to the participants for their confirmation regarding my understanding of their experience. This would have helped me gather additional material to extend on categories as suggested by Charmaz (2006). For example, I could have observed the participants reaction to the categories that I have developed (e.g., agreement or disagreement) to help me see whether I have touched on the vital points of the participants (e.g., tennis spectators) experience. Throughout this process I planned to be open to multiple models and/or variations of a main theme that best represent the respondents' view.

Another way of validating my findings was to stop gathering data when my categories are saturated. According to Charmaz (2006) categories in a grounded theory study are “saturated when gathering fresh data no longer sparks new theoretical insights, nor reveals new properties of [researcher's] core theoretical categories” (p. 113). For the purposes of this study I tried to conduct interviews necessary to develop comprehensive and full categories. However, I took into account the resource limitations such as lack of funds and time. In this case, I was aware that there may not be an opportunity to conduct two to three interviews per person and that there may be a limit number of tennis spectators participating in the study. Based on these potential limitations I tried my best to assess whether my categories were saturated by asking the following questions: “1) which comparisons do you make between data within and between categories? 2) What sense do you make of these comparisons? 3) Where do they lead to? 4) How do your comparisons illuminate your theoretical categories? 5) In what other directions, if any, do they take you? 6) What new conceptual relationships, if any, might you see? (p. 114). Throughout my research I was prepared to go back and recode earlier in the data and see whether

I may be getting new leads. As suggested by Charmaz (2006) I tried to critically and analytically use grounded theory guidelines as a tool to help me handle the data I have collected rather than something that does all the work for me. In addition to theoretical sampling and saturation, I was to sort, diagram, and integrate my material (e.g., memos, categories). For example, I believed that sorting would help me make comparisons between categories; diagrams (e.g., maps, charts, figures) would help me provide a visual representation of my categories, processes and their relationship, and integrating of memos would help me make interpretive understanding of what I have found in my data as recommended by Charmaz (2006).

Anticipated Ethical Issues in the Study

When conducting my research I needed to be aware of any risks or ethical dilemmas associated with participation in my study. There were no known risks (e.g., psychological and/or physical) in participating in this research. There were no potential psychological risks (e.g., stress) associated with participation in this study because I was not assessing my participants annual income (e.g., exact figures) for exploration of structural constraints that may have resulted in increased levels of stress and intrusion of privacy. There were no physical risks (e.g., use of drugs or alcohol) associated with participation in this study because participants were not asked to perform any physical activity that may lead to injury nor were they tasting alcoholic beverages and/or taking drugs (e.g., medicinal testing of drugs).

Although there were no known risks associated with participation in my study I still needed to consider and deal with potential ethical issues that may arise. In order to minimize any potential risks from participation in this study I as a researcher planned to do the following: 1) I protected my participants by developing a trust with them, 2) I promoted the integrity of research, 3) I guarded against misconduct and impropriety, and 4) I tried to cope with new and

challenging problems as suggested by Israel and Hay (2006) cited in Creswell (2008). Some of the ethical issues that I considered throughout my study included ethical issues in the research purpose statement and the questions, data collection, data analysis and interpretation. An informed consent form (see Appendix C) outlining the nature of the study, goals, and procedures was to be distributed for participants to sign before they engage in the research. In this consent form I described the purpose of my study, indicated that the participation in the study was voluntary and participants could withdraw at any time (e.g., during an interview), and that participants identity would be protected (e.g., confidentiality). However, Creswell (2008) notes that some participants may not want to have their identity remain confidential and in this case as a researcher I kept this in mind while explaining the potential risks of non-confidentiality (e.g., unexpected data in the final report). According to Sarantakos (2005), the informed consent form acknowledges that the participants' rights will be protected during the research processes (cited in Creswell, 2008).

Furthermore, I planned to protect my participants' anonymity by keeping the data locked at the University of Waterloo for a five to ten year period after the completion of the study and thereafter have it destroyed. According to Sieber (1998), this process should ensure that data does not end up lost and misused by someone else (cited in Creswell, 2008). When reporting the results I made sure not to use language (e.g., words) that is biased against people (e.g., gender, age, sexual orientation, and race). In addition, I tried to be cautious and work on presenting the findings from the participants' point of view to the best of my abilities through the use of direct quotes and in-vivo codes.

Research Limitations

Some of the limitations of this study that I have identified included: 1) the researcher's background and research experience, and 2) not having a representative sample. First, I saw my limited research background and research experience as a limitation in this study. In order to overcome this limitation to the best of my abilities, I tried my best to familiarize myself with the material at hand and learn how to conduct interviews, and interpret data using the guidelines outlined in the methodology and methods at hand. However, I did believe that the extensive tennis knowledge and background as, a highly involved participant, competitor, and a spectator, would help me approach the topic at hand in interviews as well as feel comfortable talking about it. Second, the sample of this study was anticipated to be fairly small and not representative of the population. This was fine based on the qualitative nature of the study and my focus to gather rich, in-depth data. In my opinion the qualitative approach was appropriate in that the leisure constraint concept was shown to be very complex not having been explored qualitatively.

CHAPTER FOUR: PARTICIPANTS, INTERVIEW SETTING, AND DATA ANALYSIS

The purpose of this study was to understand constraints to tennis spectating and constraints negotiation therein. The procedures and techniques used during collection (e.g., interviewing) and analysis (e.g., coding) of the data is outlined in this chapter. Furthermore, challenges in data collection and analysis are discussed. In addition, a detailed overview of the study participants is provided. Findings on involvement, constraints, negotiation theory, and grounded theory are presented in the next four chapters respectively.

Changes in Data Collection (Recruitment & Participant Selection)

The recruitment poster as outlined in chapter three (see Appendix A) was displayed at public and private recreation centres, university campus, and tennis clubs in Kitchener, Waterloo, Hamilton, and Oshawa as outlined in Table 1 below. Nine participants were recruited in this manner. The study was also publicized by the University of Waterloo (UW) varsity tennis team head coach through an e-mail blast to the current male and female varsity players. One study participant, Goran was reached using this method. Furthermore, study participants have recruited their friends for the study through word of mouth method (e.g., snowball sampling). Three study participants, Melanie, Kim, and Rod were reached using this method. Finally, one potential female participant for the study was unfortunately turned away because the data collection stage for the study was completed and the number of twelve tennis spectators sought to participate in the study was surpassed at that point.

TABLE 1: STUDY RECRUITMENT POSTER DISPLAY LOCATIONS

Geographical Region	Location	Facility/Programming Type
Waterloo, Ontario	<ol style="list-style-type: none"> 1. Four different community recreation locations chosen by the recreation department including Research in Motion (RIM) Park, and Waterloo Recreation Complex. 2. Courts Plus 3. Waterloo Tennis Club 4. UW Physical Activities Complex (PAC), and Student Life Centre (SLC). 	<ol style="list-style-type: none"> 1. City of Waterloo Recreation Department (public). 2. For-profit racquet sports specialty store. 3. Not-for –profit tennis club. 4. University of Waterloo
Kitchener, Ontario	Forest Heights Community Pool	City of Kitchener Aquatics Department (public).
Oshawa, Ontario	Campus Tennis Centre at Durham College	University of Ontario Institute of Technology (UOIT)
Hamilton, Ontario	Rosedale Tennis Club	For-profit tennis club.

Nature of Interviews (Type and Length)

The interviews conducted in the study included one-on- one (face to face) interviews and phone interviews. Interview format was determined based on the preference and convenience of the study participant. Ten of thirteen interviews were conducted in person and eight of these in

person interviews took place in a private conference room at the Waterloo Tennis Club in Waterloo, Ontario. Two interviews took place at the participants' homes. For these interviews I went to visit the participants' homes at a set time, day, and date suitable for them. Both home interviews took place in Waterloo, Ontario at a kitchen table. Three of thirteen interviews were phone interviews. Here, I called the participants at a time, day, date, and on the phone number that was suitable for the participant. These interviews were, on average, shorter than the interviews completed in person.

All in-person interviews were audio taped ranging between thirty minutes to one hour and ten minutes in length. The phone interviews were also audio taped but were shorter averaging twenty five minutes in length per interview. The majority of the interviews conducted in this study were one hour long. An interview guide with a set of outlined open-ended questions was used and followed. The order of the questions in the interview guide was not always followed exactly as sometimes answers overlapped across the topics and were approached simultaneously by the interviewee. Additional questions were explored in each interview based on the conversations from previous interviews or a topic that an interviewee found important. Three additional questions that were explored in the majority of interviews included the following:

1. As a tennis spectator do you think whether or not you play tennis matters? Why or why not?
2. How would you compare live tennis spectating to TV spectating? Describe it in detail.
3. What are your general thoughts on tennis spectating? Identify its advantages and disadvantages?

Interview Setting (Face to Face/One-on-One)

One-on-one interviews took place in a private office of the upstairs lounge at the Waterloo Tennis Club (the club) in Waterloo, Ontario. The office belonged to a tennis convenor who lost a long and painful battle with cancer less than a month prior to the interview. The tennis convenor spent twenty years of his life working at the club becoming a beloved friend of many members young and old. Because of his popularity within the tennis community in the Kitchener-Waterloo area a ceremony celebrating his life took place in the upstairs lounge of the club one week prior to my first interview. The upstairs lounge leading to the private office where all of the study interviews took place had a table full of picture albums and flowers along with an easel displayed with memorabilia and highlights of his life. The office where the interviews took place has two dart boards on the wall with one dart standing inside the board on the right, a number of square tables aligned together with a maximum number of eight people to be seated around it. The interviewees would sit across from me on whichever chair they felt most comfortable. I would have the tape recorder set up in the corner of the room and I would sit immediately beside the power outlet facing the wall with the dart boards. The study participants would sit across with a nice view out the window behind me looking into a beautiful Waterloo Park covered with a thick white layer of snow filled with Christmas lights in a shape of a candle along the trees. Their immediate view however, would be the big balcony also known as the patio by the members, with white railing overlooking the tennis courts below. Since it was the winter season the white railing was covered with colourful Christmas lights. Eight of twelve participants interviewed in the office of the upstairs lounge at the club took a moment to reflect on the tennis convenor's life, what a good person he was, how he left this place young at sixty four years of age, and that

the club has encountered a great loss losing such a wonderful man. I was able to relate very well to these stories as I grew up playing tennis at the club under his supervision.

Phone Interviews

Three of thirteen interviews were completed over the phone. These interviews took place from my home where I have phoned the participant at the phone number provided by them at a time, day, and date previously arranged via e-mail. These interviews on average were shorter in length than the face to face interviews. This could be due to the lack of face-to-face contact and body language present with these types of interviews. Long distance calls and their rates may have also contributed to these interviews being shorter. On average the phone interview lasted thirty minutes in length. The phone interviews were conducted with a female tennis spectator living in Hamilton, and two male tennis spectators with previous living experience in Oshawa and current residence in Toronto, Ontario. Since these participants lived outside of the Kitchener-Waterloo area, they expressed that talking about their tennis spectating experience over the phone was the most convenient way of participating in the study.

Study Participants

For the purposes of this study a total of thirteen tennis spectators were interviewed. Although the number thirteen is usually perceived to be a somewhat unlucky number I refer to the data set of this study as “Lucky 13”. Lucky 13 consisted of seven male and six female participants. There was a wide range in age among the participants. Although this demographic data was not specifically collected, the youngest participant was nineteen years old and the oldest was assumed to be in her mid seventies. Nine spectators were employed holding full-time, part-time, or casual work positions, one participant’s employment status was unknown, two of the participants were full-time Canadian university students, and one of the participants was retired.

Type of employment varied among the study participants ranging from coaches, high school teachers, self-employers, alumni affairs, and lawyers. At the time of the interview, three participants were part-time tennis coaches, one was employed at a local high school and two were employed at a local tennis club at the time of their interview. Through interview interactions it became apparent that at least two out of thirteen participants had a Master degree. Two participants, Kim and Marcos were a married couple. Marcos was the one who recruited his wife Kim to participate in the study. Four of the participants had a close friend who also participated in the study. For example, Melanie and Jana were friends, and Johnny and Rod were friends. Jana and Johnny recruited Melanie and Rod respectively to participate in the study.

All of the tennis spectators within this study play tennis but their respective levels of play range from recreational (intermediate), instructor, coaches, to varsity, and NCAA players. Three study participants had a competitive tennis background; a former NCAA tennis player, a former Ontario University Athletics (OUA) varsity player, and a current OUA varsity player. Nine of thirteen study participants ranged from recreational level of play to recreational competitive level of play (e.g., club leagues, championships, etc.). The level of play information was informally collected through the interview conversation and based on researcher's knowledge on participants' past playing experiences. Twelve of thirteen participants attended a live professional (top 100 players) tennis event in the past, and one participant has only attended an amateur (top 300 players) tennis event (e.g., challenger/satellite) with no experience of live professional tennis. All of the study participants were living in Ontario, Canada. The majority of the study participants resided in Kitchener- Waterloo (K-W) area including Guelph and Cambridge. Eight of thirteen participants were living in K-W at the time of the interview. Three study participants were residing in Toronto, Ontario of whom two were referring to some of their

tennis spectating experience while living in Oshawa, their previous place of residence. For example, both Johnny and Rod were previously residing in Oshawa; while Goran who was residing in Waterloo due to school, also identified Toronto as his place of residence because of his family living there. One of the study participants was living in Hamilton, at the time of the interview. The self-identified spectator type among the participants ranged from low, steady, moderate, and high. The spectator type was based on the participant's self-identification of their professional tennis events attendance as summarized in Table 2.

Study Participants' Nickname Giving Procedure

The participants in my study were nicknamed after their most favourite professional tennis player. The majority of the participants identified their player. In a few cases it was decided by me who their most favourite tennis player might have been based on the extent they talked about this particular player in their interviews. One of the participants chose his own nickname after his favourite player. The participant's real name is John and he wanted to be referred in the study as "Johnny" after Johnny Mac (McEnroe). Some of the participants shared the same most favourite player but according to gender their female versus male favourite player's name was chosen as their nickname instead. One woman's favourite male player was Roger Federer, whose playing style she absolutely adored, but her nickname was chosen after her favourite former female professional tennis player, Jana Novotna instead because of the appropriate gender representation.

TABLE 2: TENNIS SPECTATORS' BACKGROUNDS

N*	Nickname ¹	Gender	Age	Career	Residency	Spectator Type ²	Tennis Level ³
1	<i>Marcos</i>	Male	late 40s	Employed (full-time)	K-W	Active	Recreational/Competitive
2	<i>Rod</i>	Male	35	Employed (full-time)	Toronto (Oshawa)	Active	Varsity (competitive)
3	<i>Jana</i>	Female	late 40s	Lawyer	K-W	Casual	Recreational
4	<i>Kim</i>	Female	late 40s	UW Alumni affairs	K-W	Casual (self) (Active) actual	Recreational/Competitive
5	<i>André</i>	Male	late 40s	Car dealership owner	Guelph	Outspoken	Recreational/Competitive
6	<i>Serena</i>	Female	Unknown	Employed	Hamilton	Active	Recreational
7	<i>Melanie</i>	Female	late 40s	Unknown	K-W	Selective	Recreational
8	<i>Johnny</i>	Male	mid to late 20s	U of T student (full-time)	Toronto (Oshawa) (Waterloo)	Active	Recreational/Instructing
9	<i>Juan</i>	Male	19	Part-time coach High school graduate	K-W	Quiet & Respectful	Coaching
10	<i>Roger</i>	Male	mid to late 20s	High-school teacher (French immersion)	K-W	Knowledgeable	Recreational/Competitive
11	<i>Goran</i>	Male	19	University in Southern Ontario (full-time)	Toronto (Waterloo)	Quiet & Respectful	Varsity (competitive)
12	<i>Martina</i>	Female	late 60s to mid 70s	Retired	K-W	Knowledgeable	Recreational Competitive
13	<i>Ana</i>	Female	mid 20s	Part-time coach	K-W	Occasionally Distracted	NCAA/Coach

Note. Wide range in age values represent estimates determined upon interview completion.

*N represents the total number of 13 participants involved in the study.

¹Nicknames were based on each participant's favourite former or current professional tennis player.

²Spectator type identified by the participant based on past and current live and televised spectating behaviour.

³Recreational/Competitive represents an individual who plays and also competes at a recreational level including club tournaments. This individual is not and never was ranked at a higher level (e.g., provincial). Varsity (competitive) represents an individual who has had provincial or higher ranking points and was or is currently on the varsity tennis team at a Canadian university. Recreational/Instructing represents an individual who plays at a recreational level and instructs occasionally (e.g., summer job).

Lucky 13 Individual Characteristics

The participants in this study will be represented and referred to by their nickname in reporting of the findings, and their experiences. The participants' characteristics are based on what was known after the interview about them based on their answers (e.g., how they came to watch tennis) and my observations during the interview. For a more detailed description of each participant please refer to Journal Notes in Appendix E.

Marcos

Marcos is a recreational male tennis player in his late forties who plays in division two of the inter-urban league circuit in the Kitchener-Waterloo area representing his local tennis club.

Marcos is known to the researcher from seeing him and interacting with him at the club during social play or in passing by. Marcos holds a full – time job position and is currently between jobs with the new job including shift work. Marcos identifies himself as an active spectator attending Rogers Cup in Toronto, Ontario annually. He continuously attempts to stay informed and watch as much tennis as possible. He is married to Kim, who also participated in this research study.

Rod

Rod is a thirty five year old male. He is a former varsity player who resided in Oshawa prior to his job placement in Toronto, Ontario. Rod is employed full time and does not get to watch as much tennis as he would like to. He considers himself as an active spectator who enjoys everything about tennis including watching low and high level of play live, on television, and/or on the internet. His favourite former professional tennis player is Rod Laver. Rod believes that tennis will be his sport of interest in the future and he foresees his children playing the sport also.

Jana

Jana is a female in her late forties. She is a lawyer who has three children living at home. She places great value on her family and foresees watching tennis more in the future when she has more time. Currently she identifies herself as a casual spectator watching tennis on TV and attending live amateur level events occasionally. In 2009, she attended her first professional tennis tournament as a spectator and described the experience as a successful one. She plays tennis recreationally taking lessons from the local tennis club to improve her game. Her friend is Melanie who she recruited to participate in this study also.

Kim

Kim is a recreational female tennis player in her late forties. She participates in the inter-urban league in Kitchener-Waterloo along with her husband Marcos. Kim holds a full time job in the office of Alumni Affairs at the University of Waterloo, Ontario. She foresees her level of involvement with the sport as a player and a spectator to drop significantly with age. Currently she describes her spectating level as casual although she regularly attends the Rogers Cup in Toronto, Ontario. She tends to tag along with her husband, his father, and their mutual friends from the club to spectate tennis. She has been working at the venue with the university to connect with the Alumni during the Rogers Cup tournament.

Andre

Andre is a tennis enthusiast in his late forties. He owns a small car dealership in Guelph, Ontario. He has started to play tennis ten years ago and has been an active recreational competitor at the social tournament circuit. He perceives himself as an outspoken spectator who does not enjoy watching tennis with the people who are not friends of the game. As a spectator he likes to get

involved and foresees himself watching the game regularly in the future. His spectating goal is to attend one of the European Grand Slam venues.

Serena

Serena is a female who recently moved to Hamilton, Ontario. Her age is unknown. Her level of play is recreational at a local club in Hamilton. She was first introduced to tennis by her father and continues to be encouraged by him to participate in the sport as a spectator. Serena perceives herself as an active spectator attending Rogers Cup in Toronto and Montreal. Her spectating goal is to attend the US Open. She foresees her involvement with the sport to continue in the future during her life cycle changes.

Melanie

Melanie is of American nationality. She is a recreational tennis player in her late forties. She is friends with Jana with whom she occasionally takes tennis lessons to improve her current level of play. Melanie perceives herself as a selective spectator paying more attention to important matches (finals) and top players than earlier rounds of a tournament. She has two sons living at home and she finds that family responsibilities sometimes come in direct conflict with her tennis spectating. Melanie foresees many more years of active spectating. She has attended Wimbledon before and can see herself going back in the near future. She really likes tennis and would follow it in any form.

Johnny

Johnny is a full time student at the University of Toronto. He is in his mid to late twenties. Johnny plays tennis recreationally. In the summer, he teaches occasionally at local tennis clubs in Kitchener-Waterloo. He currently resides in Toronto but his family's permanent residence is in Waterloo, Ontario. Johnny is good friends with Rod, who he met while living in Oshawa few

years ago. He perceives himself as an active spectator who is easily able to use the resources necessary to overcome challenges. Johnny stays involved with the sport through his spectatorship behaviour, playing, reading and watching tennis clips on the internet.

Juan

Juan is a nineteen year old tennis instructor who previously competed on his high school team. He works part time as a tennis coach and is looking to go to college in the fall of 2010. Currently he is saving money for his college education and finds little time to attend professional tennis events. In fact, he has never attended a professional tennis event like Rogers Cup in Toronto in the past. His live spectating experience consists of varsity tennis and amateur events such as challengers. Juan's favourite tennis player is Juan Marten DelPotro who he hopes to see play live one day. Juan finds he does not have many tennis friends, which makes his social tennis viewing a challenge. He does not have a driver's license limiting him the ability to travel freely. In general, he perceives himself as a quiet and respectful spectator. He understands the effort and hard work players put into their performance and training and therefore, believes that no one has the right to degrade them when they make mistakes. He foresees spectating more tennis in the future where travelling to professional tennis events is on his schedule.

Roger

Roger is a male recreational/competitive tennis player of Latvian decent. He is in his mid to late twenties and he works as a full time teacher at a French Immersion High school in Cambridge, Ontario. Just like Kim, and Marcos, he also competes in inter urban league. Roger perceives himself as a knowledgeable spectator. He finds to be constrained by the finances when the tournament he wants to attend is far away from home such as Rogers Cup in Montreal, Quebec.

Roger likes to follow tennis on the internet, TV, and at the events. He foresees attending a Grand Slam venue in the near future.

Goran

Goran is a nineteen year old Mombasa, Kenya native. He is a varsity tennis player of the University in Southern Ontario. His family's permanent residence is in Toronto, Ontario. Goran perceives himself as a quiet and respectful spectator. As a spectator he dislikes any form of misconduct on the court and around him. He finds his school responsibilities conflict with tennis spectating. Goran understands that school is his number one priority right now. He foresees more spectating and tennis related travelling after his graduation.

Martina

Martina is a retired woman in her late sixties to mid seventies. She was born and raised in Scotland. She resides in Kitchener-Waterloo, Ontario and plays on inter-urban league. She is a regular participant of the Rogers Cup in Toronto, Ontario and perceives herself as a knowledgeable spectator. One of her biggest concerns with tennis spectating is players' late withdrawal on the women's tour and its impact on future attendance. Her spectating goal is to attend one or more Grand Slam venues. She also worries a lot about the recession and its impact.

Ana

Ana is a former NCAA varsity player from the Niagara University in Lewiston, New York, USA. She is a part time coach at a local tennis club. Ana perceives herself as an occasionally distracted spectator who tends to socialize more with those around her than watch the match. For Ana, tennis has been a family sport with her brother and dad playing regularly. She foresees watching more live tennis in the future when she finds a full time job and becomes more independent. Ana hopes to attend a Grand Slam venue in the near future.

Completion of Data Analysis

Interviews were audio taped immediately during the interview process. After each interview was conducted I would sit in the room of the interview for example and jot down any thoughts I may have on my impression of the interview at hand (e.g., reflexive journal) including what the overall message or meaning of each interview appeared to be to me. At this point in time I would summarize each interview including what happened, how I felt, how the participants appeared to be (e.g., answering questions with ease, did they feel comfortable talking about their experience, did they have trouble answering questions, did they appear open and relaxed willing to share their experience with me, etc.), and anything else that I might have noticed during the interview, and what the overall underlying meaning of the particular interview seemed to be.

Audio taped interviews were then downloaded onto my computer where a file folder was created holding all audio-taped interviews together in one place. After transferring taped interviews onto my computer I listened to them and transcribed them accordingly into Microsoft Word. This included word by word transcribing where all pauses (e.g., umm), noises (e.g., snapping of fingers), and hesitations that were audible by the participants during the interview. After I have completed a transcript I would listen to the interview while reading my transcript to ensure that everything was picked up that was present in the interview. Then I read each interview several times to achieve the sense of the whole and would then add any comments I had to the interview summaries I completed immediately after the interview was conducted. These notes were also kept together in one notebook to help with organization of thoughts and keep access to them easier. The interview notes (e.g., reflexive notes) and memo (e.g., coding practices) were kept together in two notebooks (I had to start a second note book because one was full with information). But overall the notes all appear in one spot. This was done on

purpose and mainly because I wanted to have all my information (e.g., written notes) in one spot as well (just like the typed up and computer files).

The next step of my data analysis included reading of the transcript and writing of the underlying meaning along with codes in the margin of the transcript using the “review” function in Microsoft Word. At this point of my analysis as I was writing down the underlying meaning and codes of each interview in the margin I have simultaneously developed a Microsoft Excel sheet for each participant containing a map of the overall meaning and codes in different stages of the interview. The maps contained topics that were discussed with the findings per participant below each topic. I also used lines to show any connections that appear to be present between the topics for each participant. Figure 2 illustrates the characteristics of a sample map developed in my study. For a detailed map refer to Appendix F.

Data Analysis Process

My grounded theory coding consisted of two stages, initial and focused coding. During the initial coding stage I have engaged in word-by-word, line-by-line detailed coding simultaneously where the majority of coding was line-by-line coding with close attention paid to words that stood out suggesting a strong message or a meaning. These words portrayed feelings, emotions, opinions, and meanings of their spectating experience. An example of such words containing strong messages included: “offends”, “obnoxious”, “overwhelmed”, and “risk”. These types of words helped describe, add meaning, and significance to their experience whether it was “frustration”, “annoyance” or simply “worry” that they have experienced. Throughout this process I tried to remain open to the data at hand and meanings emerging from it (see Figure 3).

FIGURE 2: A Sample Analysis Map

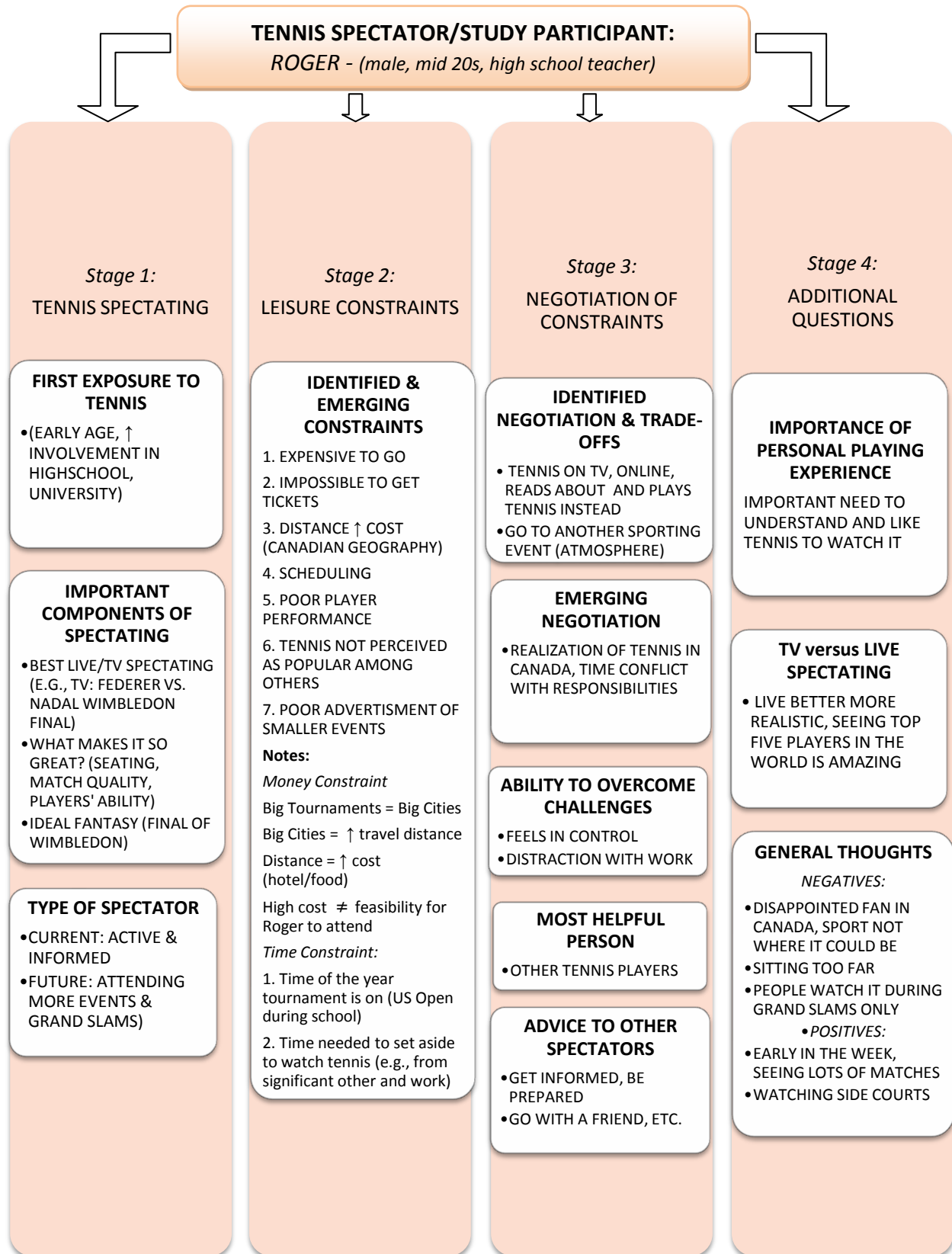


FIGURE 3: Initial Line-By-Line Coding

<p>Excerpt from an Interview <i>Jana, age 47, lawyer, mother of 3, recreational club player, novice live tennis spectator, steady TV tennis spectator (e.g., following all Grand Slam finals)- Setting: home at dinette table, Christmas carol “Dreaming of a white Christmas” playing in the background</i></p>	
<p>Importance of behaviour displayed by others on the court and its contribution and influence on one’s spectating experience.</p>	
<p>... the thing that I like about tennis is I expect people to be gracious, I expect people to have, ... maybe I tend to hold tennis players to a higher standard, I expect hockey players to be rough and coarse you know I don’t expect them to you know have any grace or honour of the court...</p>	<p>Expecting [tennis] people to be gracious</p> <p>Holding tennis players to a higher standard Having different expectations of hockey players (to be rough and coarse) and not grace or honour of the court</p>
<p>... on the tennis court I expect people to be gracious, polite, I expect them to kind of you know, play their best game, look like they are having fun, you know, appreciate the other player, respect the other player, respect... the rules of the game, and the umm officials of the game ... it’s that civilized component of tennis that I expect and when people digress from that it offends me.</p>	<p>Expecting [tennis] people to be polite, play their best game, look like they are having fun Having appreciation and respect for the other player. Respect the rules, officials</p> <p>Expecting civilized behaviour Finding digression from civilized behaviour offending</p>

During initial coding I further focused on preserving action, keeping codes simple and precise, and staying close to the data as recommended by Charmaz (2006). Throughout the initial coding stage I also included in vivo codes. Charmaz suggests that in vivo codes help preserve participants’ meanings of their views and actions. She concludes that in vivo codes do not stand alone but are rather integrated into the theory suggesting three types of in vivo codes: 1) general terms that everyone knows signifying meaning in a condense way, 2) participant’s innovative term capturing meaning and/or experience, and 3) insider shorthand terms specific to a particular group reflecting their perspective. The latter type of in vivo code was not present in my study. I have included an example of general and innovative in vivo quotes spectators within this study used to describe their challenging experience (see Figure 4). Codes “blow out” and “foregone

conclusion” identified poor player performance. The “element of mystery” was used to address spectators’ preference to watch live televised tennis. Codes “friends of tennis” and “timeless” addressed the challenge of being around people who lack knowledge about the sport. Lastly code “flexy” was an innovative term used by the participant to describe the nature of tennis.

FIGURE 4: Initial In Vivo Coding

BLOW OUT	Absolutely. No one wants a <i>blow out</i> , it’s boring...Right?!! It’s true. You want high quality stuff at least good rallies. (Roger, p. 4).
FOREGONE CONCLUSION	And just the back and forth of the match (made it exciting). It wasn’t a <i>foregone conclusion</i> (Kim, p.2).
ELEMENT OF MYSTERY	I don’t want to hear about it (result)... No, no! As soon as I know the result I don’t watch it...’cause it takes away that <i>element of mystery</i> , right? (Martina, p. 14).
FRIENDS OF TENNIS	...we always go with people that are <i>friends of tennis</i> , if they don’t like tennis then I don’t want to hang out with them... (Andre, p. 7).
TIMELESS	...it’s always complaining about something (like) it takes so long...because they don’t get tennis... <i>tennis is timeless</i> , really... (Andre, p.8)
FLEXY	...you don’t know when it’s going to end by the time they dry the courts or clean them for play...the weather can totally change it’s not like a sport where it’s on time... <i>tennis is kind of flexy</i> that way so... (Andre, p.15)

Second stage of my data coding I engaged in was focused coding. During this stage my goal was to sift through my data by using the most frequent and significant codes developed in the initial coding stage as suggested by Charmaz (2006). Further, I tried to explain larger sections of my data using initial codes to categorize it. As suggested by Charmaz, in this stage I had to make decisions on which initial codes made most analytic sense to use for data categorizing. Charmaz also suggested that in focused coding researchers should try to keep the codes active and close to their data. During my focused coding stage I consciously tried to remember to keep my codes

active and close to the data. Then I moved across interviews to make comparisons between spectators' experiences, actions, and interpretations. Charmaz concluded that through these types of data comparisons researchers develop focused codes (see Figure 5).

FIGURE 5: Focused Coding (Active)

<p>Quite pricy as a family outing</p> <p>Assessing potential change in behaviour if charges applied to free events</p>	<p>Excerpt 1: <i>Jana, late 40s, lawyer, mother of 3, recreational club player, novice live tennis spectator (attended Rogers Cup once)</i></p> <p>I must say too that the price is a factor...I am less inclined to haul all my kids [has three kids] in for a day to Rogers cup with the family of five at the price that it is...I think as a family outing it tends to be quite pricy...Price is a factor...it's not just something you...undertake, I mean...if they [her kids] had to drop even 5 bucks every time they had to drop in [at the ITF local Challenger event] and out they probably wouldn't be going, we would say "Okay we'll go during this time", but because they can just go in and out they were watching a lot more I think than they would otherwise.</p>
<p>Feeling unable to pay the increasing ticket price</p> <p>Realizing the high expense to watch tennis in the present</p>	<p>Excerpt 2: <i>Johnny, mid 20s, full time student, recreational player, seasonal instructor, watches live, televised, web based tennis</i></p> <p>I guess the cost, now that tennis is getting more popular the tickets cost went up quite a bit. I mean if you don't have any hook ups you can't really try to pay \$60 every time you go see the tennisOther stuff... parking ...it's not overly hard but there are a few challenges. Then food's super expensive too...you definitely need to have a good chunk of change to go watch the tennis these days.</p>

I compared situations in which spectators spoke about financial challenges in tennis spectating. For example, Jana talked about the high cost of attending as a family, while Johnny talked about the ticket cost and the overall expense of attending live tennis events. I developed a code "too costly to attend a professional tennis event", which was perceived negatively. I further compared the incidents of cost challenge for their intensity and impact and found that the effect of cost varied among spectators. "Too expensive to attend a professional tennis event" then evolved into a category with subcategories describing the various impacts cost had on spectators. This brought me to the third type of coding, axial coding. According to Strauss and Cobin axial coding

includes relating categories to subcategories (Charmaz, 2006). Charmaz further stated that axial coding helped specify the properties and dimensions of a category. Here, I looked at how categories and subcategories are related to each other. As a result, I developed subcategories of a category and described the links between them. For example, subcategories to the category “too costly to attend a professional tennis event” included: high ticket price, high food cost (price exceeds perceived product quality), expensive accommodations, and too pricy as a family leisure activity. These subcategories seemed to contribute and increase the overall cost of attending a live event. It further suggested that the more subcategories were present at once the more impact they had on the overall cost. For example, expensive accommodations in addition to ticket price and food increase the overall cost that a spectator has to undertake. I found that this category and subcategories represented the way I understood and made sense of the data.

Finally I engaged in theoretical coding to help develop a theory that is grounded in data. Charmaz (2006) stated that “theoretical codes specify possible relationships between categories you have developed in focused coding” (p.63). Within this coding stage I have tried to keep in mind the theoretical coding families presented by Glaser (1978) (cited in Charmaz, 2006). These coding families are believed to include analytic categories. Some of the specific analytic categories that I found helpful for my data included six C’s (causes, contexts, contingencies, consequences, covariance, and conditions). I also tried to be mindful of situations, social worlds, and social contexts. Glaser indicated that these may serve as units of analysis (cited in Charmaz). Although I was mindful of these analytic categories I did not solely rely on them instead I tried to allow my data to emerge without forcing it into one of these categories. By doing this, I addressed one of the challenges indicated by Glaser. Glaser warned researchers that over relying on the strategy coding families could result in ascribing conscious intentions that study

participants may not hold (cited in Charmaz, 2006). At this stage I was able to see relationships that existed within categories of a given topic (negotiation) as well as the relationship between each topic and their respective categories. For example, within the negotiation topic I found that being an enthusiastic fan (involvement) positively affected the efforts made to negotiate and through efforts made an enthusiastic fan used resources, which in turn increased their self-efficacy. Another example of relationship between categories existed within the constraints topic. For example, long and inconvenient distance to be travelled increased the impact of cost on a spectator. Finally a relationship between two topics of negotiation and constraints were also present. For example, when spectators were faced with inclement weather they tried to negotiate the situation immediately by taking cover or in the future by planning ahead and bringing extra layers of clothing.

Conclusion of Coding in Grounded Theory

Throughout my data analysis process I tried to be aware of some of the common problems in coding. First, I tried to be aware of “common sense theorizing” as described by Charmaz (2006). Charmaz suggested that every researcher has preconceptions that may influence our data analysis. She pointed out that these preconceptions although existent should not determine what researchers attend to in their data and how they make sense of it. In order to minimize the challenge of common sense theorizing I tried to become familiar with the topic I studied. This included involvement (loyalty), constraints, negotiation, and sport spectating. I also kept in mind that each preconceived idea needs to earn its way into my analysis as outlined by Glaser (cited in Charmaz, 2006). Further, I tried to refrain from reframing the spectators’ statements in order to ensure that I am not forcing the data into my preconceived categories. Here, I tried to make comparisons about what people say and do. Throughout the coding practice I tried to keep my

codes close to the data to help me explain what I was seeing. This helped me minimize the challenge of coding at a general level. Furthermore, I transcribed all my data, and coded both, my interviews and notes including observations of the setting, scene, and spectators. It is believed that coding notes and observations also reveal data (Charmaz, 2006).

Challenges in Data Collection and Data Analysis

When conducting this study I have encountered some challenges at data collection and analysis stages. These challenges are presented in this section and some of the recommendations to overcome these are included in the discussion chapter of the study (see Chapter 9).

Challenges in Data Collection

One of the major challenges I faced when conducting interviews was the consistency of each interview and exploring certain experiences in greater detail. For example, the initial interviews sometimes failed to follow the exact outline of the interview guide because either the participant has started to address the topic that was going to be discussed later in which case I discussed it as it appeared at the time and returned back to the interview guidelines after exploring the topic or interviewee's idea. Also, in these initial interviews sometimes an emotion, feeling, or the experience was not discussed in as much detail as one would have liked. This would have helped gain a better insight on the experience as to why and how something has happened and I as a researcher have failed to follow up on it at the time. This became apparent to me when I started to do the analysis of my interviews. I noticed that some of the initial interviews contained information that stands alone (e.g., not following up as to why a spectator chose a certain context or event such as Wimbledon). This was not intentionally done but rather it was a mechanic reaction or lack of on my part as a novice researcher.

I did however, print the interview guide with blank space in between each question per interview that way I was able to write down notes underneath the question being answered to help me keep my notes better organized (well organized) and easier to follow. I also generally memorized my interview guide questions in specific order to allow me to have more eye contact with the participant as suggested by Creswell (1997). This helped me create an intimate and more personal connection with my participant instead of constantly looking at the paper, writing down notes, and not being able to connect with my interviewee. I also believed it helped me spend more time observing non-verbal cues and body language that may aid in understanding the study participant's experience at hand (e.g., does he/she feel comfortable answering the question). In addition, I found this to be helpful in noticing that the participant did not address all the questions and I was able to go back and ask the question again.

Challenges in Data Analysis and Interpretation

In terms of data analysis and interpretation, as a novice grounded theorist I was very overwhelmed with the amount of textual data I had collected in each of the interviews conducted. I did not know where to start or how to analyze it because of the amount of information I was presented. The first challenge was transcribing my data. I found this to be a very tedious and lengthy process for which I felt the reward or outcome was long waited for. A second challenge I faced included the qualitative analysis software, namely nVivo. That software did not work for me because it took me a while to study the software and once I started to use it I felt that I could not see the big picture of each of my interviews at all times. The codes would disappear and could be presented on the border with the writing facing in the opposite direction. After a lengthy process of learning the software and realizing that it did not help me see the connections and the big picture I decided to develop a visual map for each interview that contains the major topics of

the study (e.g., tennis spectating experience, leisure constraints and negotiation through them as well as other additional information that came up in each interview, which included general thoughts on spectating, etc.). My map also included the underlying meaning of each interview under each topic. Then I developed a “master map” of my data set (e.g., Lucky 13) where similar topics were clustered together. These topics were arrayed as major topics, unique topics, and leftovers as suggested by Creswell (2009). Then these topics were turned into categories where similar topics got grouped together. Throughout this process I used a research tip recommended by Creswell (2009). He suggested that qualitative researchers should analyze their textual data for material that can address: 1) codes on topics that one would expect to find based on literature review or common sense, 2) codes that are surprising and were not anticipated at the beginning of the study, 3) codes that are unusual but of potential interest to readers, and 4) codes that address a theoretical perspective in research at large.

Throughout my data collection and data analysis/interpretation process I kept track of my thoughts and ways of coding and interpreting of the data in a “Thought Book”. This book consisted of both, a reflexive journal and memos. Thought Book was appropriate based on my way of thinking. This allowed me to keep information, thoughts, feelings, and first impressions of interviews and how I coded passages of text and interpreted data in one place. Keeping this information in one book allowed the information, thoughts to be presented in the chronological way they happened. It also included explanation to “why” I did certain things (e.g., coding) and why I felt the way I did about an interview (e.g., setting, context, previous events leading up to the interview, the person I was interviewing, etc.). This way I was able to follow my track of thought throughout the study. My thoughts and feelings about each interview for example did not happen separately for instance but rather simultaneously or immediately following one or the

other. The Thought Book allowed for my thoughts and ideas as well as coding procedures to intertwine together which helped clarify the information and identify the unity of the big picture of an interview for instance.

CHAPTER FIVE: TENNIS SPECTATING INVOLVEMENT

In the involvement section I have explored first exposure to tennis spectating among interviewees based on their memory. Second, I asked spectators to describe their best live and televised tennis spectating experience. Third, spectators were asked to describe what their ideal fantasy spectating tennis would look like. Respondents also described the spectator they perceive themselves to be at present and in the future. This helped identify important and meaningful components of spectating. The overall purpose of this section was to get spectators within this study to think about their experience. Preferences in types of spectating and the importance of being a tennis player were also addressed.

First exposure to tennis

First exposure to tennis among the spectators took on several forms starting from being introduced to the game as children through playing the sport, watching it on TV, and observing a family member play the sport. Only one of the tennis spectators was first introduced to live professional tennis that translated into playing the sport at a young age.

Being introduced to tennis as children

The majority of spectators were initially introduced to tennis as children. The first exposure usually took on a form of playing the sport or watching it on TV, which later translated into more active spectating behaviour (e.g., attending events). Roger discussed his evolving spectating process:

Well basically ... I played as a kid ... Didn't like it that much. But then towards the end of high school, started university, started playing again and kind of became my favourite sport. (I) played a lot. Loved watching it on TV and then finally a couple of years ago I decided: "Wow I would really like to get up close and you know check the whole scene out" and that is exactly what I did. I [pause] went to go see the Rogers Cup, not this summer but I guess two summers ago (year 2007) and it was awesome! I mean, the whole industry was there. And it is actually not that expensive to go during the week.

That was it, basically, curiosity and yeah so I'd definitely do it again. It is just fun to be there and actually see these guys (pros) in person.

Juan discussed his first exposure to a live tennis event:

I was playing tennis here at the club, walked outside and then saw people (competitive women) playing tennis, that's basically it. Then I just ended up staying because I thought that was pretty cool...I watched tennis all the time on TV and then I saw the WOW (ITF) Challenger.

Goran also discussed his evolution of playing tennis as a kid to attending events:

I started (to play tennis), it was in Mombasa, I was born there...it was a sports club there and my dad used to play there so, he got me a racket (and) I started hitting against the wall. Same like any old story and then he slowly brought me to the club and then from there onwards I started playing and I'd come to watch ... any tournaments they had there. I'd come to watch my dad play or just friends in general, who I would like to play with. I started watching and hitting against the wall (when I was) 7 or 8 years old.

Like Roger, Juan, and Goran, Serena was also introduced to tennis through playing at a very young age. She discussed becoming a spectator because she was playing the sport:

Well it's (tennis watching) started because I started playing tennis at a young age and then I just grew to really enjoy the sport so I started watching it on TV and then I eventually headed to different events being a spectator...When did I start to play tennis? ...I was about 5 years old.

First exposure to tennis through televised viewing of the professional tennis events

Some spectators were first introduced to tennis through television watching, which later translated into actively playing. For example, Marcos discussed the introduction to tennis spectating and family member's influence on it:

...My father is a big tennis fan so whenever tennis was on the weekends when he wasn't working then we would spend a lot of time in front of a TV watching a lot of tennis. People like Sampras and Agassi in his day and the red headed guy, I can't remember his name, ah, Jim Courier! So that kind of group of people, Ilie Nastase watched him play as well. So, that's kind of, those are the earliest players I remember watching, Roscoe Tanner...That would have been, I probably was somewhere between 5 and 10 at that time so it would be about 35 years ago or so...I am having a hard time remembering exactly who the first people were that I saw...I certainly saw Connors playing and McEnroe as well, I remember watching those... That was the first exposure I had to tennis. (I started to play tennis) when I, that was in Toronto, then we moved to St. George another

community and my father was asked to be on the board of directors for a small tennis club in St. George. So he did that and along with that kind of came free membership, so the interest...He probably paid for the membership but told me it was free or whatever. So we kind of started hacking around as a couple of kids outdoor playing, probably 13 to 14 years old, without instruction just trying to figure (it) out for ourselves.

Johnny also explained his first exposure to tennis being in a form of televised spectating, which later contributed to him trying to play the sport. Johnny described being introduced to when he was tuned into a channel showing the French Open match with Michael Chang:

I was probably about 10 years ago... I was tuned into a channel as a child and I saw a French Open match with Michael Chang. And I was watching and was confused by all the scoring ...the love and all that stuff and you know (I) tried to figure it out.

In his response, Johnny suggested his first exposure to tennis to be coincidental and unintentional. In the reflexive journal I wrote the following on Johnny's first exposure to tennis:

Johnny does not identify who exposed him to this first TV tennis match. Was it himself by flipping through channels on his own or was it by a family member? This is unknown to the researcher. It is assumed that Johnny himself played with the remote and came across a French Open Tennis Match on TV that he decided to watch.

Jana, a Halifax native, echoed Marcos's and Johnny's first exposure to tennis through television viewing while very young:

Oh well umm I started watching tennis on TV as a kid I never had the advantage or privilege of being able to take tennis lessons or anything as a kid so I used to watch them on TV and then I'd hit the wall at the local school and I play. So I used to watch them and try to imitate the movement so I just loved watching it umm it was a different game when I was a kid watching it than it is now...I was probably about 12 or 13 when I got my first tennis racket. My home is in Halifax so there was no professional tennis going on at the time or if there was I wasn't aware of it, my parents don't play tennis so it wasn't kind of like a family activity...I picked it up as an adult [laughs].

While the majority of spectators were first introduced to tennis as a child through playing and watching tennis on TV, only a few have been exposed to live professional or amateur events prior to trying the sport.

Watching live professional tennis as first exposure to tennis spectating

One of the respondents was first introduced to tennis through live spectating of a professional tennis event. Rod discussed watch professional tennis as his first exposure to tennis:

I think I was given some free tickets to go to the ATP masters series, when it was still the Masters series. I went with my dad. So they gave us these tickets to the qualifying round 'cause I was just starting to get interested in tennis. So I decided to go to the matches and watch the tennis and I think that's how I got hooked to tennis...I was about 14 or 15 at the time...that was the same time I started to play tennis... I knew at my tennis club they had some ... As, and Bs. they used to host some tournaments and they had like an interclub competitive matches, so I started to become a monitor around 16. So when I was a monitor I got a chance to watch a lot of the top (amateur) quality tennis.

Watching live amateur events as first exposure to tennis spectating

Similar to Rod's experience, Ana, a former NCAA tennis player, was first exposed to live tennis prior to becoming a player and a spectator herself. She was first introduced by watching her brother play:

Well it is something that interests me because I play the sport so I just like watching professionals because then that gives me a chance to see what the level is like at the highest level of competition and ...it gives me a chance to also improve on my game, too because I get to watch people hit on a professional level... (My first exposure to tennis was) when my brother started playing in a park and my dad took me, so I started playing too and I liked it so...I was about 9 and a half...I didn't watch tennis when I was small, I was just kind of there when my brother played. So I went too...

Although the majority of spectators were introduced to tennis at a young age, one spectator was first introduced as a teenager and a couple were introduced as adults.

First exposure to tennis as a teenager

For example, Kim was introduced to tennis in high school with the interest in the sport being reinforced and strengthened by her husband, Marcos:

Well I played in high school and I didn't watch much and Marcos [referring to her husband here] and his father used to go to the Rogers Cup so I went one year with them but then I started playing again and watched people we (my husband and I) played in tournaments at clubs...Usually when I was playing we'd stop and watch...I took lessons only from the gym teacher (in high school) (Kim).

First exposure to tennis as an adult

Martina and Melanie were first introduced to tennis in their adulthood. For example, Martina was first exposed to tennis in her late 50s, early 60s by a friend. Martina discussed being asked to play and participate in the ladies round robin group prior to any previous tennis experience:

I came to watch tennis because a lady in Florida had/was playing golf with me and she said you are athletic you must play tennis and I said: *"No I don't"* and she said: *"Well we have a round robin this afternoon you can come out and play, you are athletic"* and so I said: *"No"* and then the next week after golf she gave me lunch, gave me wine and took me to the round robin...That's when I started playing tennis...That was 11 years ago... Then I really started, I fell in love with the game and I started to play and then I started to follow it whenever I saw it on TV...At that time, at the beginning I was still living out in western Canada and there is no way that you can get to any tennis again ... They just didn't, well tennis was not a major or even a sport of interest, it was hardly on a radar out there...(in) Saskatchewan ...it was only after I moved here and joined this club and got tickets. I think the first year I got them it was on the club rate and I go with some of the club members here down and that was my first venture to watching real live tennis...It (was) du Maurier (then) from the cigarettes? ...10 years ago... I really enjoy it, I watch it on television, it is nice to take that extra step and see it in real life.

On the other hand, Melanie, although she played tennis in high school marks her first "true" introduction to tennis playing and spectating when she met her husband as a young adult.

Melanie said:

Well I've always been athletic as a as a kid, as a teenager, and as an adult and I've always liked all kinds of sports and participated in all kinds of sports. (I) even played on a high school tennis team but really had no formal instruction. But when I met the man who I eventually married it turned out he was an avid tennis player who had received instruction from a very young age and that was one of the things that he introduced me to, is playing tennis. And because I am athletic I've embraced that, started to play and in addition to playing we have also then started to go to the Rogers Cup and watch matches there...Then subsequently having introduced our children to tennis and taking a family holiday we went to a Wimbledon and spent a day there watching tennis matches and watching a lot of tennis on TV, too made us even more keen to watch tennis live. So we always make a point getting out to the Rogers Cup every year....when the Davis Cup was played in Kitchener...any chance we have to see some umm competitive tennis.

Regarding Melanie's first "true" exposure to tennis I wrote the following:

Throughout the interview Melanie showed high level of tennis spectating at professional and amateur events. Although she shows a very high involvement in professional events including Wimbledon, she also enjoys tennis matches played closer to home and would follow tennis in any form available to her”.

First professional live tennis spectating experience

Andre, a Quebec native, discussed his fond memories of his very first exposure to professional live tennis, namely the Davis Cup in Montreal:

First one I went to was Davis Cup match in, I think it was in Montreal...My cousins have a tennis club in Montreal west Island and we go down to visit. I can't remember the first match I went to see...but it was really cool with the Davis Cup team ...it was really spectacular...and the Quebec people you know they have fun, they drink in the park and everywhere...they enjoy it, they understand the game too.

Andre suggested that French Canadian spectators understand and know how to enjoy themselves.

This is not surprising as he may feel that it is closer to home given that he is a Quebec native.

Family and friends playing an influential role in first exposure to tennis

Throughout interviews with participants it became evident that family members and friends played an influential role in spectating behaviour at an early age and adulthood. The majority of respondents were first introduced to tennis by a family member as a child. Family members also influenced respondents by encouraging continued participation in their adulthood. This was apparent among two study participants. Finally, friends' influence was apparent through initial sport introduction in late adulthood for one of the participants.

a. Friend's influence on first exposure to tennis

Martina is the tennis spectator who was first introduced to tennis in her late 50s to early 60s by a friend. Martina discussed this introduction to be the reason she spectates tennis:

I came to watch tennis because (of) a lady in Florida (who) was playing golf with me...(one week) she gave me lunch, gave me wine and took me to the round robin...That's when I started playing tennis... Then...I fell in love with the game and I started to play and then I started to follow it whenever I saw it on TV...I really enjoy it,...it is nice to take that extra step and see it in real life.

b. Family influence on first exposure to tennis

Family members' encouragement to play the sport has a significant role in tennis spectating behaviour and the level of involvement among respondents. For example, Serena said: "My dad just encouraged us (my sister and I) to play tennis so we kind of took it up at a young age...He has always encouraged me to play tennis so he'd encourage me to go watch matches or suggest that we go watch a match". Ana also discussed starting to play tennis because of her dad: "...when my brother started playing in a park and my dad took me, so I started playing too and I liked it..." Marcos echoed Serena and Ana: "...My father is a big tennis fan so whenever tennis was on the weekends when he wasn't working then we would spend a lot of time in front of a TV watching a lot of tennis...in St. George...came free membership, so the interest...He probably paid for the membership but told me it was free or whatever...."

I wrote the following thoughts on Marcos' first tennis spectating experience, his exposure to the sport, and his dad's role in tennis involvement:

Marcos' first exposure to tennis was through watching televised matches with his dad. He was introduced to tennis spectating at a very young age when he was anywhere between five to ten years old by his father and later at age thirteen or fourteen he was given an opportunity to play the sport by his father again. In sum, Marcos came to be a tennis enthusiast (tennis spectator and a tennis player) because of his dad.

Goran also discussed his father's tennis influence at an early age: "...my dad used to play ... so he got me a racket... I started hitting against the wall...then he slowly brought me to the club and then from there onwards I started playing and I'd come to watch... any tournaments they had there, I'd...watch my dad play or ...friends in general..."

c. Significant other and their tennis influence

Kim and Melanie discussed how their interest in the sport they once had in high school was reinforced and strengthened by their significant other in adulthood:

...I played in high school and I didn't watch much and Marcos [her husband] and his father used to go to the Rogers Cup so I went one year with them but then I started playing again and watching...(Kim)

...when I met the man who I eventually married...he was an avid tennis player ...and that was one of the things that he introduced me to...we...then started to go to the Rogers Cup (to) watch matches... then subsequently having introduced our children to tennis and taking a family holiday...to ...Wimbledon ...any chance we have to see some competitive tennis... (Melanie).

Best tennis spectating experience and its' meaningful components

The meaningful components were derived from the best spectating experiences and ideal spectating fantasy. A meaningful tennis spectating experience consisted of: 1) good company (social aspect), 2) close seating, 3) comfortable weather, 4) upbeat atmosphere, 5) player's ability and conduct on the court (e.g., beautiful strokes, elegant, and graceful on-court movement), 6) history making, 7) opportunity to watch players in a context that is not readily available to the spectators (practice match), and 8) a good quality match. A good quality tennis match was defined as a long match with unpredictable outcome and evenly matched players executing good quality of play. Good quality of play included long rallies, well structured points, as well as power play such as aces, shot making, and ground stroke winners. Within this study it was further suggested that the components constructing a meaningful tennis spectating experience differed in a live and televised tournament setting. Having preferences in the type of tournaments spectators chose to engage in appeared to be gender based. Live spectating was discussed to produce more enjoyment and was preferred by respondents. In addition, respondents felt that being a tennis player was important to the level of spectatorship one engages in.

Best televised tennis spectating experience and its meaningful components

Best televised tennis spectating among the study respondents included: 1) good company, 2) crowd involvement captured on camera, 3) players' on-court ability, 4) history making, and 5) good quality tennis match.

a) Good company (opportunity to socialize)

First, spectators discussed that “who” they watch tennis with is important to their enjoyment and overall meaning of the experience. For example, Ana discussed that watching 2009 US Open final with her dad made a difference:

...I was watching it with my dad I think, yeah it did make a difference because my dad gets into it when he watches so it's, he kind of picks favourites so it's ...so he gets a little frustrated when they don't win... [laughs]... Well we were both for Federer that time so it was (too bad)... Yeah [laughs], yeah, sometimes I do, yeah, sometimes he likes someone that I don't so ... (we) kind of dispute [laughs]... (I find it) exciting, 'cause yeah it's just funny... [laughs]...He gets pretty into it [laughs]...

Ana suggested that being able to engage in rivalry behaviour with her dad made it an exciting and fun spectating experience. Marcos echoed Ana: “...the Nadal/Federer Wimbledon match was the best match I have ever seen...and I was watching it with my **dad** (emphasis here)...” About Marcos' spectating experiences with his dad I wrote: “*Throughout the interview Marcos talked a lot about his dad and based on his experiences watching tennis and being with his dad seemed to add significance to his overall experience*”.

Some spectators found the social setting to provide an exciting spectating experience.

Serena for instance said:

... there was a match that I was watching this summer and DelPotro was playing and I think it went over in 5 sets and it was a really close game ... My sister and I ended up watching the match and where we were staying in the summer we didn't have a TV so we ended up going to a coffee shop and then they put on a match for us [laughs] and we stayed there for a few hours to watch the game... it was really exciting because the other people in the coffee shop started to watch the match and they seemed to take an interest I don't think that was the original purpose for going there but then other people sort of got involved in the game and

certain people were cheering for certain people out of the two that were involved in the singles match and it was an excruciating match because they were both playing hard tennis in the heat of the day for number of hours so it was really exciting

Serena's experience suggested that closeness of the match and player compatibility may have initially influenced the spectating interest of the other people at the coffee shop.

b) Crowd involvement captured on camera

Second, Johnny found crowd involvement captured on camera as exciting. Johnny discussed the full stadium shown on TV while watching the 2001 Wimbledon final:

I think it was the first time Wimbledon was played on the third Monday because of the rain delay or something... I think they played on the Monday afterwards and it was full of tennis fans...it was crazy...it was awesome!

c) Players' on-court ability and conduct (e.g., elegance, gracefulness, beauty, passion)

Third, spectators discussed that players' on court ability made their spectating experience more enjoyable and meaningful. The players' on court ability came in a form of controlling the ball, artistry of their strokes, and gracefulness in their movement. For example, Jana discussed that she thoroughly enjoyed watching players conduct and appearance on the court. She said:

...it was the Wimbledon final between Jana Novotna and Martina Hingis...Well for one thing... both of those players are elegant to watch. It was before the days of a lot of grunting and moaning, the motivation behind which I understand in terms of you know power and things like that. But I thought that was kind of like a finish of an era of women's tennis that was a very high calibre I mean I think that it was of a much higher calibre of the days Chris Evert and Martina Navratilova where they were just kind of pounding from the back of the court back and forth. I mean these two players (Hingis and Novotna) really knew the whole game, they could move in, they could volley, they could rally, their serving, and I must say Jana Novotna was my favourite person to watch to serve, because her serve was so unique... it was the motion, it was her back swing I mean she would backswing and her tennis racket would practically touch the ground behind her before she would and she was just beautiful to watch so I just found that the two of them at the time they were also partners they play together in doubles together but they played each other and I, I think that was the year that Jana Novotna actually won...I think, they have played each other previously and she had lost Wimbledon the year before, made it to the finals I think she won that game, I can't remember, I didn't really care who won because I loved watching both of them play and so I was truly inspired I think that I, I think that was about the year that I signed up for adult lessons, right. I signed up for my first tennis lessons...well I think because it was really the

very ...beginning of my understanding of the game of tennis, I think that that was the thing. I used to watch them before and to me it was kind of...they'd serve the ball, they'd hit it back and forth someone would win the point, that was kind of the end of it and to me watching these two women play because they were moving around the court and the variety of their shots... there was so much variety in their shots that that was intriguing to me...

In addition, Martina discussed the battle of the wits and physical ability of players as exciting: "There was a brilliant match about 4, 5 years ago between Andre Agassi and Patrick Rafter. (It) was absolutely fantastic because of the style that both those players played. They are not people who were standing just at the baseline and slogging away and it was...a battle of wits along with physical battle".

Furthermore, Juan found the players' ability to come back in a match and compete at a high level as enjoyable to watch. He said:

I got to say, I think it was the Gasquet/Roddick match, where, aaah, Roddick was up two sets and I think he was up 4:2 or something like that and Gasquet came back to win it, pulling backhands like...It was a good match (says it while raising his eyebrows making his eyes big and popping out)...The fact that Gasquet who is down so far came back to win and he was hitting these backhands that no one has seen before...I couldn't understand, to this day I can't understand how he was hitting those. It was awesome!

Johnny on the other hand found players' passion to be entertaining adding to his spectating experience. He described how player's character, passion to win, combined with outbursts and temper made the spectating experience very enjoyable and memorable for him:

The best tennis match I watched was probably the 2001 Wimbledon final between Patrick Rafter and Goran Ivanisevic. Back in the day Rafter was like my favourite tennis player so, it was totally exciting to watch. But I was also a big fan of Goran Ivanisevic...and also a similar contrast in playing styles...they are both net rushers so they are both rushing to the net, they both had a big serve. Well Goran had a big serve and Rafter was more of a kick server and ...serve and volley that type, ...and there were a lot of questionable line calls... and of course, Goran with his personality was getting all crazy and he was kicking the net and like throwing his racket and stuff and...There was amazing points made [getting excited talking about it] and rallies and it was just you know, it was crazy...

d) *History making*

Fourth, watching history being made was perceived to play an important contributing role in a meaningful spectating experience. For example, Ana discussed that the final match of the 2009 Wimbledon was exciting to watch because Federer, one of the finalists, would make tennis history if he won the match: "...it was a Grand Slam final so that made it really exciting, ...it was just kind of interesting to see if Federer would pull it off, and you know win his 15th I don't know Grand Slam or not. So I think that made it really exciting, I wasn't really at the location, but..." Regarding the topic of history making specific to Roger Federer's tennis match against Andy Roddick and its' importance in tennis I wrote the following:

Sometimes defining a match to be the best match ever seen in one spectator's life may have mattered a lot to them not only because they were watching their favourite tennis player compete (e.g., Roger Federer) but because it was a significant time and perhaps a onetime chance for their favourite tennis player to make and rewrite tennis history. This particular match was Roger Federer's chance to break the record of the Grand Slam titles held by Pete Sampras, which is fourteen. It was an opportunity for Federer to earn his 15th Grand Slam title, which he did by beating Andy Roddick in 2009 Wimbledon final (US Open, 2009). Winning fifteen Grand Slam title is pretty amazing. Given that there are only four Grand Slams a year one can appreciate the consistency and high quality in this player's performance over the years. It is also important to note that one's tennis career is not very long, based on my own knowledge watching tennis it is anywhere between 10 to 15 years maximum depending on when the player turned pro, which also makes it more significant for the spectators.

Johnny also discussed watching history be made on TV. His best televised tennis spectating match included the 2001 Wimbledon final between Patrick Rafter and Goran Ivanisevic. After winning this Grand Slam final, Goran Ivanisevic became the lowest ranked player (at time he was ranked the world number 125) and a wildcard to win Wimbledon (Wikipedia, 2010). Furthermore, according to Wikipedia (2010) Ivanisevic is to date the only male tennis player to have won a Grand Slam title as a wildcard. Johnny found exciting: "...it

was awesome! ...Goran won! ...Yeah! ...He was the wild card entry there and he got all the way to finals ...and won it, so that was the first time (ever)”.

e) Good quality tennis match

Finally, a good quality tennis match was perceived to play an important role in making one's spectating experience meaningful and memorable. For example, Ana discussed how the inability for a spectator to tell who is going to win a match between Federer and Roddick in the 2009 US Open final made it very exciting:

...I mean quite recently that I can remember (is) the one against Federer and Roddick because I, you just didn't really know who was going to win ...until the very last point, especially in the fifth set when it just kind of depended whose serve was going to break down because they both have such a great serve, and Roddick is just really dangerous with his serve when it's going well, probably that one (match) was the most exciting one to watch, so far...

Jana also discussed how the closeness of the match was important making her feel indifferent towards who she wanted to win: “...I think if it hadn't been close I probably would have felt one way or another about who would win but I didn't have a strong feeling who I wanted to win...” Melanie also discussed the closeness of the match and the overall level of play being an important and a contributing factor to a meaningful experience. She described how the 2008 Wimbledon final between Federer and Nadal was fascinating:

...the Wimbledon Final between Federer and Nadal ... in 2008...That was (a) fabulous match...I really wanted Federer to win but you know there was a part of me that wanted Nadal to win too. You just can't help but respect that courage that Nadal has, both players, really. I thought that was fabulous, I've seen a lot of great Wimbledon matches but I guess that one sticks out in my mind because it is the most recent. Just...how long it was (and) that the both players...did not give up...Their desire to win to ...compete... until death, until the final...point, it was just sooooo great. I mean they never gave up and that's what I really liked about that...I have always liked to watch a close match as suppose to a one sided match.

According to Jana and Melanie a close match and players' display of great competitiveness can sometimes make a spectator feel indifferent who to cheer for.

Martina echoed Melanie and Jana:

...and I think it (Agassi vs. Rafter) went 5 sets and it was just absolutely brilliant match and then...last year's Wimbledon, Nadal and Federer and Nadal won it and that was an amazing match... to grind it out and play every point and yeah...I mean a runaway match...if they are up 6-2, 6-2 there is not much to watch, you know you kind of do something else while it's going on cause you can pretty well tell the outcome, but those two particular matches you absolutely could not tell..."

Goran added that long matches are interesting and intense:

"...any long match...it's very tense...it's just that feeling when you are watching a match, it feels nice to watch the match regardless of who wins... I think that was the best TV match I ever watched in a long time... the length made it interesting...The emotions...how it changed during the last set... he (Roddick) lost the momentum..."

Johnny suggested that viewing long tennis matches is exciting:

"...the 2001 Wimbledon final between Patrick Rafter and Goran Ivanisevic... it went pretty long and it went into pretty close sets and the final set was...I think the score was like 14:12 or something crazy and there was amazing points made [getting excited talking about it] and rallies..." (Johnny).

Furthermore, Marcos discussed that closeness and players' compatibility makes tennis spectating experience memorable:

...the closeness...the compatibility between the two of them, they were just like slugging it out between the two of them. It was very, very, close throughout the entire match...They had a stats somewhere in the fifth set where they were differencing the total points between the two of them it was like two points or one point or something like that so it was that even...

Kim identified closeness of the match and overall quality of play in her best televised spectating experience:

I really enjoyed the Federer match with (thinking)...Roddick. Down to the wire Roddick was due to win and just went on and on and on and they both were playing so well... (the score) it was way up there...Just the level of play and Roddick coming back from being nowhere for a couple of years (laughs) and sort of Federer was not doing so well, hadn't been doing so well...and just the back and forth of the match...It wasn't a foregone conclusion.

In addition to players' compatibility, closeness of the match Rod added that rivalry between the two competitors and who the competitors were made his fondest and best televised spectating experience more interesting:

...the best match I ever saw on the **TV** was probably ... when Agassi and Sampras were at the tail of their career and Sampras won the US Open. They met at the quarter final...it was four sets... and every set went into a tiebreaker because it was very high quality tennis...that was my fondest memory...I think it was the fact that you have the two of the greatest tennis players playing each other... Just the rivalry that the two had ... made it a little bit more interesting, you know when you have two notable players playing each other.

Remembering the details

When exploring the best televised tennis spectating experience it was apparent that most of the spectators could remember vivid details of their experiences. The details included the entire context consisting of match evolvment, final result, where spectators were at the time and who they were with. Roger's quote below is a fine example of the spectators' ability to remember all the details. In addition, Roger touches on various aspects such as socialization, history making, and play quality that marked his experience a meaningful one:

The best match was Nadal versus Federer ... not this... Wimbledon ... but the one before (2008). It was actually funny; it's probably the greatest match in history. That's what everyone says. But I was actually in Sudbury for school. It was a Sunday. I was there with my roommates; just hanging out...As everyone knows that match was delayed ridiculously. So basically we had all this homework to do, all these assignments, so we did nothing the whole day. We just watched the tennis match. And it was awesome, it was incredible! Just the swing of momentum! At the end I was kind of disappointed but it was such a good match so I didn't care...It was great to be with friends and the match itself... what was on the line. I mean Federer if he would have won that I think he would have won his 15th (Grand Slam title)...I just wanted to see (him) make some history and the shot making was just insane. So it was just like the best match I have ever seen. The atmosphere, friends, the shot making... and ... yeah it was just everything in one. It was amazing. How it ended at night, they don't even have lights at Wimbledon. It was just intense. I actually have it on DVD.... I can lend it to you. I actually... I liked it so much that I actually bought the DVD afterwards...There is no commentary. It's just them playing and it's like really good quality.

After my interview with Roger I wrote:

Roger is able to recall the series of events on the day that he got to watch the best tennis match he has ever seen on TV. Furthermore, Roger can remember his location, where he was, what day it was, who he was with, what he was doing, what he had to do (responsibilities), what he ended up doing instead (watch the match instead of homework), and the airing of the match (the match being delayed ridiculously). He clearly defines his emotions and feelings towards the match. He felt that the match was amazing, incredible and the swing of the momentum between the two players made the experience awesome for him. Based on this one could conclude that Roger experienced anxiety and excitement about the match. He also stated that he has experienced disappointment (with the result and the player he was rooting for not winning it all) but then in the end experienced clear mind (calmness about the result) because when evaluating the experience, the overall match, was a very good one so the outcome of it all did not matter to him.

Best live tennis spectating experience and its meaningful components

In addition to the meaningful components of televised spectating, participants identified five new components that emerged from live spectating. These included: 1) upbeat atmosphere, 2) location importance, 3) comfortable weather, 4) seating proximity (being close to the player), and 5) seeing an aspect of tennis that spectators do not usually see on television (e.g., practice match). The similarities that existed between televised and live tennis spectating experience included the closeness of the match, player's quality of play, and the company one was with (e.g., socialization). These components will emerge within the quotes presented.

a) Upbeat atmosphere

First, an upbeat atmosphere is an important component of a meaningful live tennis spectating experience. For example, Ana discussed watching two college teams in her school's NCAA division play in the final of the year end team championship. She stated that the rivalry and overall atmosphere of the tournament made the experience very enjoyable making it her best live tennis spectating experience to date:

...I was an NCAA athlete so I mean, one of the matches that I watched was the finals at the NCAA in that region, so it was the ITA and the Northeast Regional championships

and that was the final, I mean my school competed in that tournament but it... was really exciting to see that match because it was a very high level of competition and both schools were just kind of roaring so it was like a really intense rivalry between those schools, so...that made it really exciting because it was so many people (there), the teams were just kind of cheering for each other, and every time, every single point was so intense...They were very close, both of them, and it was the third set tiebreaker and ...I am not sure exactly who that school was ... I can't remember right now, but, yeah, so it was very close between them there was lots of rallies and both of them were really skilled and really creative...

Rod echoed Ana's experience of an upbeat atmosphere at a college and university competition and its importance in his spectating experience. Unlike Ana, Rod, a former Canadian varsity tennis player, described his school's competition he played in at the time as his best live tennis spectating experience:

I would say the best was playing for my school...the doubles match...that was the first victory for our school in doubles...it was the combination...we were playing at our home, at our club on campus, it is a public campus tennis centre and we were playing at home and we had the support of the other teams that were watching there as well... there were some people that were just there to watch the match ... it is nice to see...you know...when there is a first year sports team (like our school was at that time) you don't have too much success...it is hard to get a competitive program... so, it probably put pride into our school because we only had 5 victories the whole year...it was pretty pride owned for our school...(and cheering) it's got a little bit of a Davis Cup...

Serena and Marcos also discussed that an upbeat atmosphere and crowd involvement were an important aspect of their best live tennis spectating experience at a professional event. For example, Serena discussed the atmosphere at the 2009 Rogers Cup in Toronto: "...the energy, the atmosphere of the stadium, everyone was really excited...anticipating seeing a top player...we were really looking forward to seeing Serena play ... she's just kind of a good player to watch ... she shows a lot of expression... she is a really passionate player". Serena outlined that the anticipation to see the top player who shows a lot of expression and passion was important to her. Marcos also discussed that crowd involvement and closeness of the match was an exciting experience for him:

It was actually the best set that I have seen I wouldn't call it the best match but the best set, and it was last time we went to...Toronto, at Rogers...It was Nadal against Gasquet and the first set was a lot of long rallies, both guys were just cracking the ball like crazy...both were hitting as hard as they possibly could but unable to put it away. So I remember the rallies went for quite some time and set ended up, I think Gasquet won in a tiebreak like 14-12 or something like that...so that was really, really, exciting and the place was packed as well and the crowd was really into it. It was a night match so I think night matches the crowd seems to get more into them.

Based on his past spectating experience, Marcos observed that crowd appeared to be more involved in a night match.

b) *Location importance*

Melanie identified event location to be of significant importance to her joy of spectating:

My husband and I have a cottage in Southampton, Ontario, which is on Lake Huron. Southampton is a beautiful little town that is very well known for its tennis program, and it's a town of a four thousand people. They have thirteen outdoor tennis courts in that town...and they have a tennis club that runs...officially from July 1st to September 1st. The club itself is over fifty years old. It started just with two or three courts and grew to 13 at three locations around town. Every August they have a club championship...There is some very good players, all amateurs obviously. Some players are...university tennis players. A lot of the kids would have been playing tennis at that club since they were 4 or 5. So they had a racket in their hands since they were very little and not only receiving instruction in Southampton in the summers but probably... (playing) in the offseason as well where they live...The combination of the summer and the club championships is just a big thing in Southampton and there are some fabulous tennis matches to see. The one match that everybody is always anxious to see is the men's doubles. There are various levels...under 10 doubles...under 13 doubles... junior, intermediate...super seniors' doubles (laughs). The men's doubles would probably be between the ages of 18 and 40; it depends ... once you get over 40 you have to leave that category. This past summer (August 2009) I was watching the men's doubles match ...I've seen these quote on quote "kids" ... now young men,...come up through the ranks... one of them is on the team at Brock, and the other... is on the tennis team ... (at) Niagara University...The other guys were just really good players. I don't think they played at the university level...not only was it the combination of strength (and) finesse, it wasn't just whacking the ball, it was true doubles... The guys were serving and volleying...and it was really, really, exciting match and I guess you really have to be there ... because it's this tennis court and this old club and Lake Huron is in the background and there are a lot of people...in lawn chairs standing up... "ooohing and aaawing" going on...clapping...(It) happens every year that these guys ...are in the final ...because they are so good and nobody ever gets tired of watching them play because it's ...that good...(and)...exciting. I would like to say that ...the atmosphere to me contributed to it being a great match...That particular place, Southampton Tennis Club, is very special to me because of the people that I know there,

the fact that we play tennis all summer long... I don't necessarily see them outside of the summer season but then everybody is up there for ...the whole ...or some of the summer and you get together...you play tennis... it's a renewal of old friendships...this particular tennis tournament is a combination of the summer (coming) to end and people go their own ways and you are in my opinion in one of the most beautiful spots in Ontario and maybe possibly Canada, it is very special to me so it meant a lot.

c) *Comfortable weather*

Third, comfortable weather on the tournament site played an important role in one's spectating enjoyment. For example, in addition to the quality of play, Jana observed comfortable weather at the final of an amateur event:

...my favourite live spectating experience would have been this year when I watched the finals at the WOW Women's Challenger...and I thoroughly enjoyed watching both of those women play. I thought that they both had really good games you know, they were both very strong players with, again with good variety, it wasn't I didn't feel that either of those players relied on the same shot over and over to win their point, so I really appreciate a player that really has a well rounded game...and the weather, it was comfortable. It was comfortable [smiles] for that game... So the weather really helps... it didn't rain it was kind of like overcast, comfortable day [laughs].

d) *Close seating and being close to the player*

Fourth, spectators discussed that close seating at a live event made their spectating experience very enjoyable. For example, Johnny suggested that close seating and being close to the players was important to his spectating experience and enjoyment of the match:

...the Rogers Cup few years back I saw Roddick playing... score wise it was pretty intense because it was a third set tiebreak ...and it was on one of the side courts and that's pretty close so I was up close with the Roddick and he is playing one of those Spanish guys...I think it was Fernando Verdasco and they got to a tiebreaker...and there was some close, close calls...and it was some amazing rallies and they are both baseliners so they are just smacking the ball back and forth and eventually Roddick won it...

He also discussed the combination of upbeat atmosphere (e.g., screaming fans) and the overall tennis tournament scene (e.g., officials) contributed to his enjoyment of the match:

I think it's a combination of you know like everything, the whole atmosphere, the live fans you know like yelling and cheering and the other tennis fans who are in stands...near you, who understand the rules and can relate with all the strokes and everything...if you

are lucky you'd be sitting with some good tennis heads and the umpires there, the skill, the level of course...just the whole experience. It's good.

Serena also discussed having good seats as an important aspect of the match enjoyment: "We had good seats... which really helped I find because I had other experiences when you are way up in the bleachers and it is really not the same feel. It's not the same experience. But we had excellent seats and it was a really fantastic match". Goran echoed Johnny's and Serena's enjoyable experience of sitting close to the players. In addition to being fascinated by the players' ability, he discussed that being able to see the speed, spin, and direction of the ball generated by the player from up close was really enjoyable. Goran said:

...the Rogers Cup...it was Gonzalez and Tipsarevic...They were playing a friendly match on one of the practice courts. That was probably one of the most interesting matches I watched. Because when you see it in person, the speed at which the ball is going and what type of spin they add and how quickly they move... it's elaborative...you know...It's a little more exciting to watch rather than when you are standing up high in the stands where the perception is gone...they were playing a match and that is what I was fascinated by: the speed, the spin, how quickly they got to the ball, how hard they were hitting the ball, how they anticipated the shots and how they even place the ball...especially on the service games, they would place it almost at the corners or on the line where ever they wanted to so that was really good. (I was) the closest you can be, there is a fence and that is the closest they could allow you...it's fascinating actually...

Furthermore, Andre and Juan just like Johnny, Serena, and Goran discussed the importance of sitting and being close to the player. For example, Andre, who had trouble picking his best live tennis spectating experience, discussed that being there live and watching someone so close was very meaningful and important to him: "...I mean there is so many... it's a blur now how many good ones were. I think when you are there live and you see it, I was at the finals of Nadal playing Agassi in Montreal, the last one he played there, when you are that close...we had front row seats and it was beautiful..." Juan on the other hand outlined that having talked to the player prior to their advancement in the tournament was even more meaningful: "... (my best live spectating experience)...It was probably the final (at the WOW Challenger), Konta versus El

Tabakh...Good quality rallies, risks were taken when they needed to be, it was just...the fact that I actually talked with Joanna Konta, we became like little buddies”.

e) *Opportunity to watch pros in a different context (e.g., friendly practice match)*

Finally, Martina discussed that seeing a live practice match between top players made her spectating experience very enjoyable, describing it as her best live tennis spectating experience:

...the best tennis match I saw was a practice with Roger Federer and Thomas Berdych....we were down on a Sunday at the beginning of the Rogers and the rumour started flying around that Roger Federer was going to be practicing around 4 o'clock on the centre court...I was with Val...So we went. We were in the front row behind a baseline and we saw them do an hour of practice and then they played a set, and they were right there. That is the closest I ever sat and what was really neat...while they were doing their practice they would take an occasional break and they would talk...But when they were playing it was really neat to actually see them sit together instead of like at the competition they are always so far apart...to see them sit together and be able to see them laughing and joking and obviously really enjoying what they were doing and each other's company...that was the one I really enjoyed the best because...that feeling of being right **there** [emphasis] and seeing an aspect of the game that we generally don't get to see.

In addition to sitting close to the players, she suggested that having an opportunity to watch an aspect of the game not commonly experienced was very enjoyable. She further suggested that the players' interaction with one another (e.g., sitting and laughing together), and the relaxing atmosphere contributed to the overall experience.

Roger also discussed that seeing professional players in a different context is an awesome experience. Unlike Martina, Roger referred to being able to run into players on the premises: “If you can be there and see the top five players in the world then that's awesome! I love the fact that you can walk around the grounds and they will be there. It's hilarious...it's fun!”

Watching a new face (rookie) do well

Kim stated that her best live spectating experience involved an unknown player do well against one of the top players: “...it was nice to see somebody I never heard of taking on one of the big names and doing well”.

Watching one's student succeed on the court

Another meaningful component of live spectating was being able to watch one's student do well in competition. Although this was not common, the finding does not come surprisingly as four out of thirteen study participants were actively coaching tennis at the time of their interview. For example, Roger discussed that being in a coach's position to watch a successful performance by a student was his best live tennis spectating experience:

I guess on a pro level I haven't really seen anything that memorable (live) unfortunately...but... if I can actually...maybe use the example of my high school tennis team ... I am the coach... and last year...one of the kids, she ended up winning the singles...that was pretty cool, just being in the coaching situation. And you know... we worked hard to get there and then she pulled through it was something...She won like in three tight sets. It's just high school tennis but it's just fun to see...

Missing that "important" person to spectate tennis with

The majority of tennis spectators discussed that the social component of being with good "tennis heads" (Johnny) or that special someone who is a "friend of tennis" (Andre) played an important role in live and televised tennis spectating context. Marcos indirectly discussed that the social component was important to his spectating experience as long as it was with the "right person".

When asked whether who he was with made a difference to his live spectating experience at Rogers Cup he replied:

No, no, no, I was very focused on the tennis, I was, yeah. But usually when I go down to the Rogers cup I go down with dad just because he likes to go so it gives me the chance to spend a day with him and go down and kind of look after him, you know. He is not old but he is not young, so ...that way I can keep an eye on him, make sure he doesn't get into any trouble down there.

Based on Marcos' response it was evident that at the time of the event he was missing spending time and sharing the experience with his dad. I wrote the following note on my interpretation of Marcos and his dad's tennis spectating relationship:

Although Marcos suggested that his friends' presence did not matter as much because he was focused on the tennis they were important to some aspect in that he can remember who he was with. From talking to Marcos, being with his dad at a tennis event and watching tennis with him means a lot to him. This was evident because throughout the interview he goes back to talking about his dad and watching tennis with his dad. This is not surprising as Marcos' dad was the person who introduced Marcos to tennis and ever since then they watched tennis together. Marcos also suggests in his interview that going to a live event in this case, the Rogers Cup in Toronto gives him a chance to spend some time with his dad as well as look after him for the day. This suggests that Marcos feels a sense of joy caring for his dad. This could also mean a sense of worth for Marcos, perhaps? Marcos' continuous reference to his dad's company demonstrates a close and enjoyable relationship between the two.

Ideal fantasy spectating tennis

When exploring one's ideal fantasy, the meaningful components of tennis spectating emerged.

The majority of these components included the already mentioned meaningful components of the live and televised tennis spectating experience discussed above. Additional components that emerged from ideal tennis fantasies included sitting in the coaches box along with family members and a professional match announcer, being at a Grand Slam venue such as Roland Garros, Wimbledon, US Open, and Australian Open, watching their favourite player, having a clear preference of the tournament type (women's versus men's and vice versa), and seeing the two greatest players of all time from different eras compete against each other in their prime time. Ideal tennis fantasy descriptions reflected that a live tennis experience was wished for.

a) Sitting in the box (e.g., players', coaches', executive)

In their ideal fantasy, respondents wanted to be really close to the action by sitting in the players' or coaches' box among players' and their own family members and professional announcers.

Marcos fantasized about sitting in the players' box to get more insight on the players and the match:

I think to get back to your question about being, you know the ideal fantasy type of thing would have been to be able to be in a in a player's box or coaches box, or something that's

close to the action but you know somewhere we can see the match, too, with people that either know some of the players or that really know tennis, and I mean like somebody who used to coach somebody that is now playing or a former player or something like that. I think the insight from somebody like that would be really, really, good to have...to go to Wimbledon kind of like in a family box, or a coaches box with somebody umm that can really help commentate the game so to speak or just you know add some insight or be able to speak about it that way...and just the interesting comments about that player that they might know, an insider might know where it's not general knowledge so to speak...it would be nice if I can get my dad there with me because I know he really, really, really enjoys his tennis and I think that would be nice to do that with him, and then commentating, I really like McEnroe to be honest...he is up front and he doesn't pull any punches, he says the way it is and he is not trying to suck up to them and I think to have him there and kind of chatting away during the play it would be pretty interesting.

According to Marcos' ideal fantasy description, he valued being with his dad and finding out more about the players. Regarding Marcos' ideal fantasy I wrote:

Ideal tennis spectating fantasy is important because it shows what the spectator identifies with and finds important in their spectating experience. For example, for Marcos being with his dad adds to the quality of his experience. Also being close to the player (in coaches' box or players' box) is important to Marcos because he likes to find out personal and intimate information about the player, being close to the player not only watching but also getting to know them on a more personal level. Having his favourite commentator seemed to also add to Marcos' experience and it appears that he finds that important. His ideal fantasy of having the chosen commentator in the box with him and that commentator's personality suggests that Marcos values true comments and thoughts expressed by this person, namely McEnroe instead of having a hidden meaning or untrue comments made because of the player's status.

Jana and Serena also fantasized having box seats and being really close to the match:

I would love to have a really great box at Wimbledon...and ... be sitting...with someone like Martina Hingis or Jana Novotna or people that I really enjoyed watching...along with my kids and my husband because they will enjoy watching it, too...and a really fine glass of wine. [Thinks about it and confirms the thought with a "yeah"]. That would be great. I think that would be really exciting (Jana).

...I would have box seats [laughs], some good quality seats, have a good view of the match to feel like you are part of the atmosphere and where all the energy is, close to the court, and I would probably be with my family... (and) a good friend of mine that I play tennis with, she would probably be there, too...it would be between like two top ranked players like within the top ten, whether it be the women's or the men's...I would say it would have to be a close match something where you are not really sure what exactly is going to happen and you are kind of on the edge of your seat and you are trying to see what will happen and (a) match where there is a lot of rallies where it's not just serve, big

serves, and miss hits but there is actually like excellent rallies going on and they are really working hard for every point...but being up close would be phenomenal (Serena).

Regarding Jana's fantasy I wrote: *"Being with her family was important to Jana. She did not specify if she would like to be sitting in the coaches' or players' box and it is unclear whether she might be referring to the executive box. Based on her wish to have a "fine glass of wine" it is more likely that she was referring to the executive suite where the food and drinks are usually served"*.

In her quote above, Serena described the setting of her ideal fantasy very well. She identified previously mentioned meaningful components of live and televised events. Serena discussed the opportunity to socialize and be with her family and a friend, closeness of the match, quality of play, and close seating to be the important aspects of tennis spectating to her. Regarding the box seats and the importance tennis spectators within this study attached to being very close to the player and the match I wrote:

...box seats relates to being close to the player except box seats actually indicate closeness to the player, their family, coach, and announcer as well. It is also nearly impossible to get invited into the coaches' box; you would need to be really close to the player or famous to make it in their box. It is interesting but not all that surprising to find out that "being in the player's box" is part of one's fantasy as it may appear unattainable to an average spectator.

Why being close is important

In her ideal fantasy description, Serena discussed that being in a box at the US Open is close to the player and the match, and being close was important to her because she suggested that that is where all the energy is. When I asked Roger why in his ideal fantasy he chose to sit "front row" at the finals of Wimbledon, he gave a more concrete explanation:

...Just to be there...The closer you are, the more you feel the match...last time when I was at the Rogers Cup, I mean it was okay but...I was kind of far away. You didn't see the facial expressions, you didn't hear quite as much....So it is nice to be up close to see all that.

b) Being at a Grand Slam venue

Tennis spectators within this study fantasized about spectating live tennis at one of the four Grand Slam venues. The most fantasized about Grand Slam venue was Wimbledon, London, England, followed by Australian and US Open, and finally the French Open. The reasons for this ranged from perception of class, prestige, challenging surface to the time of the year of one's residence during the event.

b.1) Wimbledon Championships, London, England

Choosing Wimbledon as their most fantasized about Grand Slam tournament venue was done due to several reasons. Reasons included: the difficult (challenging) court playability, prestige it had over the other venues, class, and tradition. For example, Ana discussed the difficulty she as a player encountered on grass courts as a reason for wanting to attend Wimbledon:

I always wanted to watch Wimbledon...I just want to see how it is different (live from) TV...I played on grass before and it's really fast, and I just kind of want to see if that's how it is live, 'cause I can never get a really good picture of the participation at Wimbledon.

Roger also wanted to be at Wimbledon: "...I'd like to go see Wimbledon...Finals of Wimbledon...I know it's very expensive and pretty much impossible to get tickets but that is where I'd definitely want to be..." When asked why he chose Wimbledon Roger addressed his like for grass courts and the prestige of the event:

I like the grass courts...It is so...old school but modern at the same time and it is such a prestigious thing. I mean, they only have like three or four grass court tournaments in the whole tennis calendar...it is a very bizarre type of blip in the schedule. To me that is where tennis all started...Just classy, you know.

Marcos just like Roger and Ana wanted to be at Wimbledon. He said: "I am a fan of Wimbledon. I like Wimbledon. I am a fan of grass court".

Jana like Ana also found grass courts to be challenging for players. She further added to Roger's reasoning of prestige and class at Wimbledon by discussing that to her Wimbledon holds a lot of tradition:

...just because...I am just somebody who is a sucker for tradition... I am a very traditional kind of a person, not that I do not appreciate the new and novel things but I just think if you were going to have your fantasy you wouldn't want it and because I have attempted to play on grass and it is really hard [says it laughingly] you just think "*well playing on the grass would be so soft and fun*". And it's really, really hard, and it is the only surface that I played on where I have just given up like: "I can't play on that surface, I don't enjoy it", so to see that level of skill on a grass court I think would be really great.

b.2) Australian Open, Melbourne, Australia

Some spectators felt that going to the Australian Open was their ideal tennis fantasy due to its' warm climate during Canadian winters. For example Martina said:

Ideally I would like to be at the Australian Open and I would like to have several of my friends from the club with me so let's say three to make it a nice round number of 4 so manageable ...and I would like to start off with an exhibition match with Patrick Rafter and Andre Agassi...that would be good and then it could be followed up by Federer and Andy Murray, 'cause he is a Scott you see. And it's going to be a 5 setter and it's going to be a set each you know... let's say that Murray is going to get the first set, Federer second, Murray third, Federer the fourth and then it's going to be into the tiebreaker in the 5th set...I don't care who wins, you are going to say: "*what a brilliant match!*" (Laughs) It's going to be a nice sunny day but not extremely hot cause they do get some horrible hot days...(and) I would be sitting ideally not at centre court 'cause you end up doing that [moving her head from side to side a lot], I'd be sitting like at a corner, front row, in the corner. Oh that would be great [as she looking into the distance dreamlike]...the fact that you are in Australia...I have been to Australia, I would go back in the heart beat ...Ideally I would like to go to Wimbledon, French Open, Australian and US Open before I go [leave this world]...So let's start with Australia first because it is the farthest away...(and) it does happen when it's cold here...Yes, yes, yes, yes, yes, yes, so good time to be away...another reason...it would be good. Yeah!

As seen in her ideal fantasy description above, Martina also discussed that being with her friends, comfortable weather, close seating, and a good quality match between her favourite player and the best player in the world all play an important role in her spectating preference.

Melanie, in addition to the weather reasoning suggested that going to the Australian Open would be great as it is the “kick off” of the season and most spectators have not seen any professional tennis since the US Open in mid September of the previous year. The US Open tournament schedule in 2010 was from August 24th until September 12th (US Open, 2010). When asked to construct an ideal tennis fantasy Melanie said:

...for me a fantasy match would have to be at the Australian Open, in January when it's freezing in Canada but you are in Australia and it's warm and it's sunny...and I would be with my husband and two sons...someday I really hope to do this too [wants to make her fantasy into reality] ...watching a match at the Australian Open with that intense heat blazing down and being down under, right now that would be a fantasy for me for sure...Besides the weather (thinking), because it's the kick off of the Grand Slam season and I am always eager to watch the Australian Open because we haven't seen a Grand Slam tennis since the US Open in September so that's why I would pick the Australian Open...I really do love to watch tennis (laughs).

Amongst other important things in Melanie's tennis spectating experience were comfortable, nice weather, and being with her husband and two sons.

b.3) US Open, New York, United States of America (USA)

Like Wimbledon fans, the US Open enthusiasts also indicated that the court preference played a role in them choosing the venue. Furthermore, the fans that preferred the US Open over Wimbledon suggested that tennis started on hard courts rather than grass, making it classier. The stadium size was also one of the reasons why some spectators preferred the US Open over Wimbledon. For example, Goran discussed being a fan of hard courts, feeling that the US Open was very classy, and that its' huge stadium played an important role to him:

...at the US Open...any front row seats...with my brother or my mom and dad...I haven't been to the US Open, I wanted to go (and) I've been to Washington. I was almost about to go but it didn't happen...The US open is just...I like the hard courts more than any (other surface)...I don't know how people prefer Wimbledon...because it is more prestigious I guess, I just prefer hard courts, it's more classic I guess. That's how tennis started on the hard court then on grass and it's a huge stadium so...even the outside practice courts...

Although Roger felt that to him tennis started on grass courts, it was reported that real game of tennis was played first on hard surfaces such as wood or stone as suggested by Goran. According to the International Tennis Federation [ITF] (2010) tennis dates back to the 11th century and it was not until the 18th century that tennis was played on grass court. Based on this finding one could state that hard surface is the surface on which tennis started, therefore making Goran's statement correct. However, it was also found that until the early 1970s the majority of tennis tournaments were played on grass including the three Grand Slam tournaments such as Wimbledon, Australian Open, and the US Open (ITF, 2010). The ITF (2010) outlined that it was not until the 1940s that hard courts (the surface that the US Open is presently played on) were used in official tennis tournaments. According to these findings and the tennis court history both Roger and Goran are essentially right as tennis was truly first played on hard surfaces but it was also first officially played on grass in the tournament form.

In addition, Serena discussed that hearing about the US Open made her choose it as her fantasy Grand Slam venue: "I heard a lot about it and I've never had a chance to go there myself but my friend has gone..." Based on Serena's reasoning it may be suggested that the positive word of mouth was a strong influential factor in Serena's future spectating intentions.

b.4) Roland Garros (French Open), Paris, France

One of the tennis spectators indicated that either Roland Garros (French Open) or Wimbledon would be his fantasized Grand Slam venue. He had no preference over these two but he did however, prefer these two over the Australian and US Open. In his opinion, the reason why he preferred the French Open over Australian and US Open was the prestigious status assigned to them. Rod discussed wanting to go on an inclusive trip that provided him with an opportunity to get behind the scenes of what happens at a Grand Slam venue:

...my ideal tennis thing would be probably going with a bunch of my tennis buddies from my tennis team that I played on and I think we would basically be given an all-inclusive trip to one of the tennis majors (Grand Slams)...I'd probably, personally, would want to go to Wimbledon or French Open and then basically just have them pay for everything (laughs)...They take us on the guide tour of the facilities and get to see the behind the scenes, you know, what happens at the tennis major... is just the prestige of the Wimbledon and the French Open... They are a little bit more prestigious in my mind than the Aussie Open... the US Open I mean it is in New York so I could, if I really wanted to, just drive there...

It is interesting to note that Rod is the only tennis spectator within this study who had indirectly mentioned the issue of money. He suggested that not having to worry about the finances and how to afford for his trip to Wimbledon or the French Open was an important and meaningful aspect of his ideal tennis fantasy. For instance, he pictured being on an all-inclusive trip to Europe (e.g., London or Paris) with his close friends from the varsity tennis team free of charge.

Based on the ideal fantasies described by the spectators within this study it can be concluded that everyone had their reasoning for choosing the specific Grand Slam venue. For example, Rod suggested that Wimbledon and Roland Garros were more prestigious than the Australian Open. Perception of what is more prestigious also differed among the study participants. Also, some spectators felt that Wimbledon is more prestigious because that is where tennis started while others argued that tennis started on hard courts and preferred the US Open. Values also differed among spectators. Some valued nice and comfortable weather preferring the Australian Open. In sum, tennis spectators within this study had different preferences and reasoning behind their fantasized tournament location.

c) Watching their favourite tennis player

Including one's favourite tennis player in their ideal fantasy spectating tennis was common among the study participants. For example, Ana discussed that her ideal fantasy would include her two favourite tennis players competing against each other: "...my favourite player is

Ivanovic, so I would probably want her to be playing, and ...I like Clijsters as well, I like watching the women's tennis more so my ideal tennis match would probably be on the women's side... her (Ivanovic) and Clijsters playing against each other..." Martina, a Scotland native, discussed wanting to see her favourite player, Andy Murray, compete against the best player in the world, Roger Federer at the Australian Open in a very close match: "... (Roger) Federer and Andy Murray because he is a Scott you see. And it's going to be a 5 setter...a set each ...and then...into the tiebreaker in the 5th set..." Furthermore, Juan discussed wanting to watch his favourite player do well against a number one player in the world, Roger Federer. He specifically wanted to watch his player repeat the victory over Federer at Wimbledon: "Going to Wimbledon, front row watching DelPotro take on Federer and then winning again..."

Jana also discussed wanting to watch her favourite male tennis player, Roger Federer, compete at Wimbledon: "...I would love to see Roger Federer play live... probably against just about anybody because I wouldn't be paying attention to the other person anyway". When asked why she chose this player, she discussed that Federer's on-court elegance and gentleman like behaviour is the core reasoning for her fantasizing:

...in terms of players right now, again to me, his game is elegant in that you don't see him running around grunting and moving, he moves (thinking) because I really enjoy ballet I really appreciate people who can move smoothly, gracefully (and) he always seems to be in control, he doesn't fly off the handle, he is not erratic, ... and he also in my mind, this may sound very old fashioned, but he strikes me as... being a gentleman... The thing that I like about tennis is I expect people to be gracious, I expect people to have... maybe I tend to hold tennis players to a higher standard, I expect hockey players to be rough and course you know I don't expect them ...have any grace or honour of the court. But on the tennis court I expect people to be gracious, polite, I expect them to ...play their best game, look like they are having fun, ...appreciate the other player, respect the other player, respect ... the rules of the game, and the officials...So to me he [ROGER FEDERER] kind of epitomizes what I think is really sophisticated about the game (tennis), ...he seems civilized to me, it's that civilized component of tennis that I expect and when people digress from that it offends me.

d) Having a clear preference of the tournament type (women's vs. men's tennis)

Some of the respondents had a clear preference of the tournament type they would like to watch. The preference appeared to be gender based among the spectators where female spectators preferred to watch the women's tennis over men's and male spectators preferred to watch men's tennis over women's. The majority of the study participants enjoyed watching both tournament types equally. Ana and Marcos on the other hand, preferred to watch their gender representative tournament type discussing that it interests them the most. For example, Ana preferred women's tennis over men's because of the on court performance (e.g., point structure and longer rallies) and appearance (e.g., fashion in tennis):

...I like watching the women's tennis more so my ideal tennis match would probably be on the women's side...well for one, it's a lot slower, (and) it's not like just if someone has a big serve they are just going to get the game. It is not like that in women's tennis ...it's more, in my opinion, it's more strategy than men's tennis, like in men's tennis you just need a few weapons, like the serve and a big forehand or something you know, you are pretty much in the top ten. But with women's tennis I think they are similar in skill level and it just makes a really big difference who is mentally more tough and like...who's got this strategy, and it's also the fact that it is a little more interesting with the outfits and everything...Men's tennis is more like "oh, they are all the same" [laughs], well not all but... and in women's tennis...there is fashion...

Serena also discussed that fashion in women's tennis makes the sport more fun and interesting to watch. She said:

Well maybe one thing for the women too I don't know I think it's kind of fun to look at the fashions too thinking tennis is kind of taken off in that regard, there is more interest in getting to know some of the top female players and it seems like you know they are willing to wear rather than just in whites from head to toe they are willing to mix it up a little bit so it's interesting to see what they are wearing too and some of them design their own outfits as well so I like to see what they are wearing.

Andre, who equally enjoyed watching men and women play, also discussed the difference between spectating a women's tournament versus men's. Andre discussed the on-court performance of the women's tennis:

I think it's good for the game...putting a pretty face...nice hair, nice skirts... In the old days...Gabriela Sabatini made it so elegant and so classy, she was so attractive and...I feel like I can actually have a rally like those girls, where the points are longer, nicely structured, where sometimes I watch a guy's match and I don't know about you but sometimes it goes "WOW" the serve is done in a second and you know there is no way you can return that guy's serve you know and I...feel they are just super human when you get to the top ten guysyou can't, I can't imagine...

Andre perceived points in women's tennis to be constructed more realistically than man's tennis.

For example, he described top male players as "super human".

Marcos like Ana also preferred to watch the tournament type that is representative of his gender. Marcos discussed preferring men's tennis over women's. Unfortunately, Marcos did not go into great detail why men's tennis interests him the most:

...Finals of Wimbledon...Probably men's singles, because that is the game that interests me the most...just to be there...I'd like to see someone like Federer (against) one of the top five guys you know crazy final, epic final, kind of like the last two have **been** [emphasis here]... Unpredictable, 5 sets...long rallies...a lot of aces.

In relation to Marcos' ideal fantasy preference I wrote:

Based on Marcos' discussion of his ideal tennis spectating fantasy he referred to the epic finals in the past and suggested wanting to see one of those live at Wimbledon. It could be concluded that extremely long matches in the past have happened on the men's side. This is most likely due to the fact that men play best three out of five sets in order to win the match while the women play two out of three sets to victory. Based on the length and winning standards men's matches are more likely to be longer and this could be the very reason why Marcos has indicated to have more interest in men's tennis. Of course, it could also be due to other factors such as his age, gender, and that he can relate better to men's tennis over women's tennis.

e) *Watching players from different eras play each other while in their prime time*

A couple of spectators fantasized about watching their favourite player versus a player from a different era or two top players from different eras playing each other in their prime time. For example, Goran fantasized about watching his retired favourite player, Goran Ivanisevic play currently top ranked player, Roger Federer where both players are of similar age and in prime time of their tennis careers:

I'd actually want to see Ivanisevic again...His game, I liked his off beats, I like that about him...He'd be playing Federer, but you know they are the same age. Not (where) one is retired and one is not. Then they both would be at the peak of their game. I think that would be the best match to watch...

Johnny on the other hand, fantasized watching two top players from different eras play each other to answer the ongoing controversy of who is the better player of all time:

...I'd...love to see Roger Federer play Rod Laver, just because a lot of people think that Rod Laver was the best of all time because he won a Grand Slam twice and Federer has only won it once but arguably they could say that Federer had more competition so he is the better player 'cause he has a tougher generation to play with. I think it would be cool to see Rod Laver in his prime playing Roger Federer in his prime...like Wimbledon or something. That would be cool.

Remembering the details II

Throughout the ideal fantasies it can be concluded that tennis spectators were able to describe the details well both with their best live and televised tennis spectating experiences. They were able to describe the whole context and experience in great detail.

Other interesting and unusual ideal tennis fantasies

Two of the respondents had slightly different ideal fantasies involving the club where they play. First fantasy focused on any type of play and the second included professionals playing in a specific format at the local club.

1. Play close to home

Although Kim shared some important components of tennis spectating with other respondents she also discussed that to her, the level of play and who is playing is not important as much as the competitive and evenly matched doubles play would be:

...with friends, on a nice sunny day outside no bugs and I'd like to watch some good doubles, any evenly matched doubles pair, two pairs...as long as it's good tennis...I don't get a chance to see it (doubles) very often and that's what you see at the professional level is conservatively different than what you see at the club level and ...I play more doubles...it seems to happen a lot faster in doubles. There is so much more going on, a lot more net play....It is my preference to play (it), too.... Preferably somewhere not so big

that you get crowded, (but) where you have a nice comfortable seat too...with enough people to make crowd sounds (laughs)...Don't care who plays...just competitive and evenly matched...It's more interesting to watch then because if it's when you know the outcome you can go watch someone else and pretty much know what's going to happen...Just where it could go either way or where there is a strong chance of the underdog winning....

Kim outlined preferring tennis spectating on a smaller scale with less people, in a non-crowded place with comfortable seating. It is unclear why Kim preferred spectating on a smaller scale with a limited number of people. However, she outlined wanting to have enough people around her to "make crowd sounds". This could suggest that Kim may find big crowds and big stadiums overwhelming but that she still valued the crowd behaviour and the atmosphere that it created.

2. Pros playing at home courts in a team tennis format

Andre also discussed watching tennis on a smaller scale that is closer to home. Unlike Kim Andre wanted professional tennis players to play at his home tennis club in a team tennis format:

I would like to see one of those serious team tennis matches that we play with you know the top, top, top players...I think that would be just spectacular on a court that is big enough just for people to come and see on a nice perfect day like this local tennis club...you can sit up here on the balcony over watch the top two teams right there in front of you play, where **you** actually play on that court and you are going to see these pros how they can perform on your court. That's pretty spectacular I think...the level is the playing field 'cause a lot of people say the courts are much better here and this is better, hard court, it's easier...come and play where I play I 'd like to see how they do.

Andre discussed that he would love to watch pros play in a team tennis format. The concept of team tennis was created by Billie Jean King, a former professional tennis player and an advocate for women's tennis, in the early 1970s (World Team Tennis, 2008). According to World Team Tennis (WTT) (2008) team tennis is a balanced gender competition that follows a shorter format of 1, 2, 3, 4 scoring and a tiebreak at 4-4 to determine the winning team. Furthermore, WTT (2008) outlined that during a team tennis match spectators are welcome to make lots of noise while cheering and are allowed to leave the court site during play whenever they wish to. In

addition, on-court coaching and four coach call challenges are also allowed in team tennis competition (WTT, 2008). Andre suggested that he would like to see how the professionals do on his club's court surface because he has experienced hearing people say that courts were different for better or worse at various locations.

Perception of one's tennis spectating involvement in the present and future

To further explore the level of involvement and spectating behaviour among participants I have asked them to describe the tennis spectator they currently are and the spectator they would like to be. This helped me look at the present and future predicted level of involvement as they perceived it. It also allowed me to see whether they are reaching their spectating goals and whether they plan, wish, or expect their level of involvement to change in the future. Future spectating behaviour was further explored by looking at specific number of years down the road. This included a short-term outlook of two to five years from the present date and long-term outlook of ten years into the future.

Self-perceived tennis spectator type and the type they would want to be in the future

First, respondents described the tennis spectator they presently perceive themselves to be and the spectator they want to be in the future. The majority of respondents indicated being fairly dedicated looked to improve their level of involvement in the future. Very few of the respondents expressed low involvement in the present and even lower involvement in the future.

Current level of involvement (Perception of the spectator they are)

Respondents described their current level of involvement and the type of spectator they perceived themselves to be as active, knowledgeable, quiet and respectful; selective, outspoken,

occasionally distracted, and casual. The latter description represented the lower level of involvement.

Active Spectator

An active spectator was defined as someone who is dedicated to the sport, and participating in spectator like activities on a regular basis in relation to the yearly professional tennis tournament calendar. An example of this would include attending a live professional event once a year, watching all the Grand Slam tournaments on television or other electronic sources of entertainment such as internet, you tube, or online tennis streaming.

Four of thirteen respondents perceived their current spectating involvement as active. For example, Serena described herself as being dedicated to the sport and sometimes even cheering for the “underdog”: “The spectator I am, I guess I am pretty dedicated, sometimes I am kind of rooting for the underdog I find”.

Marcos, Rod, and Johnny discussed their current spectating involvement as consistent and active. It was consistent in that they watched tennis on a regular basis by either going to a live tennis event once a year, watching the tournaments and Grand Slams on television, and/or actively seeking tennis on the internet. For example, Marcos discussed going to the Rogers Cup in Toronto every year to enjoy tennis, shopping, and socializing on the premises:

...the tennis spectator I am is...I go down to the Rogers Cup each year...and on TV if time allows I watch it but I don't tape, I don't record...so...the tennis spectator that I am I think it is a bit more than casual but not in the round of serious ...I do enjoy when I am going down there to have a beer or two or something like that. As well I like to wander around the different sub courts not necessarily stand in the grand stand all day, I like the atmosphere that it has too I like to check out the shops and see what they got to offer...There (are) lots of things to go buy and everything else, so that's the kind of spectator I am.

Rod, also discussed his active tennis spectating behaviour as watching tennis whenever it was on television and actively checking the tournament statistics on national and international tennis websites:

I'd say I am pretty active I try to watch tennis whenever it's on TV. It's not often that is on TV...other than the majors and couple of tier 2 tournaments...I usually try to go online and check out the stats on tennis website like tennis.com and the men's and women's sites...I check it out couple of times and I like to go on the provincial and the national tennis site just to see what is going on...

Johnny echoed Rod by discussing his active tennis spectating behaviour of all the Grand Slam tournaments and keeping up with the scores online:

...I got really into tennis like three years ago but I still keep up with it, the scores online and everything, I watch all the major matches; I keep up with the US Open all the Grand Slams...

Knowledgeable

A knowledgeable spectator was defined as someone who is well informed about the sport and the player. Being well informed may include reading about the player, ability to observe the technical aspect of the players' performance, and overall knowledge about the sport including rules, tournaments, and rankings.

For example, Martina described herself as a knowledgeable spectator: "I would say I am a knowledgeable spectator". She did not specify what "knowledgeable meant to her" but throughout the interview it was apparent that she was well informed about the players (e.g., Andy Murray) and the overall structure of the tournament (e.g., best seating). Roger on the other hand discussed being informed about the players and the matchups throughout the tournament. He also suggested being knowledgeable when discussing his ability to observe and implement players' technique on the court himself:

I am pretty informed. I read about it a lot. I watch it when I can. I really try to... I just like to read up on the players so I have an idea what the match up would be like and then

I...try to observe their strengths. Like some players have an awesome serve so I would always look into that and try to learn stuff myself actually. So I am kind of observing so I can bring that to my game.

Quiet and Respectful

A quiet and respectful spectator is described as someone who shows support for the players in a respectful and appropriate manner. This type of spectator would follow the rules of the game by remaining quiet during the points and clapping only at winners displayed by both players regardless of who the spectator was cheering for.

For example, Goran discussed being a quiet spectator: “Spectator wise, I’ve always been quiet. I don’t make a lot of noise. I’ll applaud for a good shot regardless who I am rooting for”.

Juan discussed being respectful:

Respectful, I cheer when I need to; I am not talking during points. I don’t try to make one player feel badly saying like “Booo that was a bad shot” because well I couldn’t have done any better (and) especially because these people are putting their heart and soul into this, they do this for a living, (and) I don’t think anyone should be shun for it!

In his discussion, Juan observed the hard work and effort put out by the players and for that reason he felt that no one had the right to disrespect the players and their efforts.

Selective

A selective spectator is someone who chooses to attentively watch matches of significance and not the matches with a lower level of importance. An example of a significant (“big”) match includes a semi-final or a final of a Grand Slam tournament such as Wimbledon, Roland Garros, US Open, the Australian Open or a Masters Series 1000 level tournament (e.g., Rogers Cup). A significant match also showcased one of the top players in the world rather than a lower ranked player, which would be considered as a less significant match to the selective spectator.

Melanie for example described the nature of her tennis spectating involvement as being interested in “big matches” only. She outlined paying less attention when watching a minor

match with lower ranked players. Based on her own observation Melanie concluded that she is more interested and more attentive when spectating a “big match” than a “minor match”:

...as a tennis spectator ...if I am going to see a tennis match live I want to see a big match ... so I want to see a final or a semi-final and when I am watching on TV...especially if I am watching one of the Grand Slams...for example... at Wimbledon or the US Open (and they are showing some minor matches on side courts, my attention is probably not as vivid as with...a semi-final or a final on the major courts... And the minor players, when I watch the top ranked players play I will take the time to pause, analyze the match and how they are constructing the points but if I am watching a lower ranked player or a lesser match I am probably not as involved.

Outspoken

An outspoken spectator was defined as someone who likes to chat and get involved in discussions and debates with other spectators in his/her surroundings. An outspoken spectator was also perceived as someone who places a great emphasis on socializing aspects of spectating including social drinking.

For example, Andre described himself as “not shy”. He discussed being very outspoken engaging in debates and discussions with other spectators in his surroundings. He also discussed being very engaged and paying attention to every point in the match. Furthermore, he discussed being critical of less-engaged spectators indicating to hold enough knowledge about the sport to pick out these types of spectators:

...I am not shy. I like to get involved...when I am there I always like to see who is around me, (and who) is knowledgeable...when I go to a hockey match a lot of times in Toronto the guys will have free tickets, they don't even know why the referee blew the whistle: *what happened there? Why did the referee blow the whistle?* Well didn't you play hockey or didn't you play baseball as a kid? Don't you know that the guy got a double play? Come on man! How did you get this good of a seat? You know, I always like teasing the people...I mean what? Did you win these seats? Come on!...I am the one to get involved in every point...I relate it with hockey, one person got hurt with the hockey puck and they put the big net all around the arena and you can't really get involved...Whereas in tennis you are not going to get hurt with the ball flying over the net but if you watch every point it's important, it's what you came for, ...there is a lot of stop and go in tennis...it's not like you have to be on it every time, and it gives you a second to breathe, sometimes it's so exciting...and the level of players that are out there...it's just if you are a spectator you are

either it or you are not...You can tell in tennis a fan when they watch tennis, I really believe when they watch it on the news highlights later, that (it) was barely anything that happened in that point. (For example) that point the guy fell down...made no part in how he won, you had to see... the moral of the story like in the book I think...I like to question...I like to have a bunch of people,...when I am in those Montreal matches the people that are there know that we are the ones that really like it,...there are five or ten of us that have the money, will go drink during the match points and enjoy it. As well they are so knowledgeable about the players...that's the type of people I like to be with, like-minded...that they all like to watch every point to the last point...and a lot of times that really makes (it) more enthusiastic to watch the games...

Occasionally distracted

Occasionally distracted spectator is someone who gets distracted by the external factors such as the setting, atmosphere, and people.

Ana was the only tennis spectator within this study who discussed being distracted by external factors. She discussed zoning out and not paying attention to the match resulting her to ask for the score. Ana realized that she would be talking more than watching a tennis match:

...sometimes I zone out because there is so many people and especially if I am there with my brother or my friend or something then I tend to do more talking and then I don't really pay attention to some points... sometimes I end up asking what the score is even though it's right there on the board so... don't know, sometimes something just catches my attention and yeah, then I just zone out for a second and then I come back.

Casual

A casual tennis spectator was defined as someone who does not prioritize or make an effort to spectate tennis and/or stay informed on the rankings, players, and tournaments. This type of spectator would occasionally watch the sport on TV or live when they get a chance to.

Jana, who attended the live professional tennis event (e.g., Rogers Cup) in 2009 for the first time, discussed not prioritizing her tennis spectating and occasionally watching tennis on television:

...I do not prioritize my tennis spectating, so that even though I always thoroughly enjoy it, and I occasionally watch it on TV...and I would say that I would watch tennis more than any other sport...I love watching...major Grand slam finals on TV...

Kim, on the other hand expressed low levels of tennis spectating involvement although she attends the Rogers Cup each year with her husband Marcos. For example, Kim discussed that tennis spectating is not a “high thing” in her life suggesting not to attach a lot of meaning to it. She also discussed preferring to watch people she knows play local and recreational level tournaments in the area where she lives:

Not overly involved and not a high thing in my life...I am not really your best spectator I guess...I actually almost prefer watching people here at the club that I know...I usually like to come and watch the finals of the club tournaments, they are always interesting because you know the people playing...

It is interesting to find that Kim’s perception of her own tennis spectating involvement is ranked a lot lower than what her actual spectating behaviour is. According to the frequency of her live professional tennis tournament attendance she could be perceived as an active tennis spectator rather than a casual one.

Future Level of Involvement (Perception of the spectator they want to be)

The majority of respondents expressed wanting to change their future spectating behaviour. The change in spectating behaviour ranged from wanting to be more involved; more knowledgeable; rich and adventurous; and quiet. Two of thirteen respondents expressed no wish or need for changes in their future spectating behaviour and one of the respondents did not specify the type of spectator he wanted to be.

More Involved

Being more involved was a common future goal and want among the respondents. “Being more involved” came in various forms. The main difference between the respondents existed on the strength of the involvement. For some respondents being more involved meant increased interest in tennis while to others it meant increased attendance frequency of the professional tennis

tournaments. The level of future involvement appeared to be specific to the current level of involvement.

For example, Jana who currently does not prioritize tennis watching, discussed wanting to be more involved in the future. To Jana being more involved meant watching more tennis on television. Although she indicated wanting to be more involved she also discussed being inclined to play more tennis rather than watch tennis in the future:

I would be happy to spend more time just watching tennis if I could budget it in and I am kind of hoping for when my life settles into a you know a more retired pace then I would spend much more time playing and spectating....although I must say I am also inclined if I have more time, I'd rather actually be playing than watching other people play.

In her description, Jana suggested that her tennis watching will increase with leisure time available. Jana also suggested that her leisure time would increase with age (e.g., retirement) and that more leisure time she had the more tennis spectating she could do.

Juan who has yet to attend a live professional tennis event also discussed wanting to increase his level of involvement in the future. He discussed wanting to get out to see professionals play live and watch more matches on television: "I guess getting out to see more matches...seeing them on TV a little more, mind you that requires ESPN 2..." Based on Juan's response he would like to attend an event and watch more tennis however; he did not suggest what effort he would take to make it happen. There was no indication on subscribing to ESPN2 for example.

Melanie and Ana on the other hand perceived being more involved as increasing their attention to the match in the future. For instance, Melanie wished to increase her involvement by increasing her interest in the minor matches with lower ranked players while Ana, who discussed being easily distracted by external factors, hoped to become more focused:

...I'd really like to just be able to be more interested in the minor matches... I'd like to be more involved in watching lesser ranked players and earlier matches in the tournament...more involved meaning as I said I would do it with watching a top ranked player to dissect their serve analyze how they are playing that match, what they could be doing better, what they are doing well (Melanie).

...how I would want to be is probably just pay more attention (to the match)... (Ana).

In her quote Melanie suggested that being more involved was not only related to the increased interest in the minor matches but also to the nature of spectating. For Melanie, spectating a "big match" included being involved in dissecting the players' shots, analyzing what they are doing well in the match and what they could be doing better. She hoped to engage in the same type of in-depth analysis with the minor matches in the future.

The level of predicted, planned, or wanted future spectating involvement seemed to increase and strengthen more among the respondents who are currently highly involved. This was concluded based on respondents' planning to use a certain set of tools to increase their involvement. Serena, Rod, Johnny, and Roger discussed negotiations to a specific outcome. For example, Serena discussed wanting to attend a professional tournament more than once in a week the tournament is on:

...and the spectator that I want to be, I want to be more consistent, like be able to attend more regularly but usually when I go to the Rogers it is only for a day and we try to make the most of it, so we'd go for a day, afternoon, and evening matches if possible, but I haven't really gone more than once per tournament, so ideally I'd be able to go few days

Roger also discussed wanting to attend more tennis tournaments in the future: "I'd like to be...someone that gets to go to tournaments more often... I'd like to go to more ATP level tournaments". He identified the ATP level tournaments as the specific type of tournament that he would try to attend to reach his goal of increased attendance frequency. Why Roger chose this type of tournament could be due to the lower attendance cost.

In addition, Johnny identified the internet as a source that would enable more tennis spectating. He also discussed subscribing to a tennis channel in the future to help increase his level of involvement:

...in the future, for sure I would love to...when I am working a nine to five job or whatever and I have weekends off and stuff like that I'd love to watch more tennis you know get the tennis channel and watch it online, get more involved.

Regarding the tennis spectator type and future involvement as it was perceived by the respondents I wrote the following observation:

Often when respondents spoke about the type of spectator they would like to be, constraints to spectating emerged in the process. Some of them like Roger tend to identify the reasons why they do not participate as often as they would like to (e.g., lower level tournaments not advertised well). As part of this thinking process some study participants identified potential negotiation skills and steps to be taken to overcome these constraints or to reach the desired level or type of spectator they would like to be in the future.

Increased Knowledge

Martina described herself as a knowledgeable tennis spectator who wanted to increase her current knowledge about the sport. Martina discussed wanting gain a better understand the why and how of shots by a player: "...the spectator I would want to be, I would like to be more knowledgeable. I would like to have a better understanding of why they choose the particular shots, and how they do it, how they execute..."

Rich and Adventurous

Marcos discussed wanting to be in a position where money was no object and he could travel to exotic places. He dreamed of being adventurous and going to Grand Slams:

The kind of spectator that I'd like to be, I don't know that's a tough one. I'd like, I'd like to be in a position where money was no object and I could travel the world and at the same time watch some tennis ... I'd like to be able to watch it in some of the more exotic places, I think it would be great to go to the Slam venues it would be neat to go to Dubai to watch it you know Rome, Paris. For me those would be really neat, but money is an issue for that of course, right now at least, not until I get retired or something....just to get some half decent tickets perhaps, too...

Learn to be Quiet

Andre, who described himself as an outspoken spectator wanted to learn to be a quiet spectator.

For example, Andre discussed the perceived future need to be quiet while watching:

Sometimes, I guess, I have to shut my mouth, sometimes, I just have to watch them compete and be, just to go sit on my hands and go sometimes, I know what the guy is going through I can see him squirming he is coming into the net I know he is more confident this time or whatever...

It is unknown whether it has been brought to Andre's attention by other spectators that his outspoken behaviour may be intrusive and distracting to some.

Remain the same (unchanged behaviour)

Goran and Kim discussed no perceived changes necessary in their future tennis spectating behaviour. For example, Goran who described himself as a quiet spectator wanted to remain quiet and respectful to the players:

I don't think I want to change just because I don't know how people would react, I know I don't like it when people are sitting around me start yelling, I understand if it is a big point or a set is dependent on it, but I prefer if you'd be a quiet spectator, just a spectator, you know.

When asked what type of tennis spectator Kim wants to be in the future she replied:

"About the same as I am now... I don't see any need or interest in changing a lot, I haven't been much of a spectator; I'd rather play".

Looking ahead: Prediction of long-term and short-term future spectating behaviour

In order to learn more about the future spectating behaviour participants were asked to look into the short-term (two to five year) and long-term (ten year) and predict changes in their spectating behaviour. When exploring the short-term period the participants expected no major changes in their behaviour. They expected a slight increase in their tennis involvement in the five year

period. However, the main changes in the spectating behaviour were expected to occur in a ten year period. The majority of participants expected their spectating involvement to increase in frequency with age while only one suggested their behaviour would decrease significantly. Participants expected changes in their lifestyle to affect their spectating behaviour and decision-making process in the future. Also, participants found predicting their behaviour more difficult in the long-term.

Short-Term Spectating (2- 5 years)

When looking two to five years ahead participants identified very little change in their spectating behaviour. Components that the participants valued became more evident when looking ahead.

One such example was Marcos' reflection to his dad's life stage rather than his own:

...well I might be more knowledgeable by then you know I am still for myself kind of still learning the game a little bit, anyway I always try to improve and you know maybe I will be a little more knowledgeable by then and ...I anticipate if I am down there with my dad he is going to be another two years older, it wouldn't surprise me if we stay more on the ground stand instead of you know working the grounds as far as that goes, but that won't really be it will be my choice to stay in the grand stand I would prefer to be out but I don't think it's going to work out that way as far as that goes....(Marcos, year 2011).

In two years, Marcos anticipated being more knowledgeable about the game and reflected that his spectating behaviour would change based on his dad's physical state. This behaviour he expected to further change in five years:

Certainly I want still to be heading out to the to go and watch in Toronto each year and in another 5 years that I can zip down to Montreal too cause I also too you know another 5 years you know dad might not be exactly into going down anymore and then I won't need to worry about going to Montreal without him. Whereas you know Montreal it would be more of a place to go with the boys perhaps and watch some tennis and enjoy some of the Montreal night life too...I've been just going to Toronto one ...close to ... and that's one reason why we go as well because it is very local, if it was happening both men and women in Montreal then I probably wouldn't be going as far as I know so, it's nice to have just an hour away (Marcos, year 2014).

Marcos anticipated continuing his attendance of the Rogers Cup. He foresees a possibility of going out of the province to Montreal for Rogers Cup. Marcos expected his dad's spectating behaviour to diminish and did not feel bad leaving him behind to go as far as Montreal.

Most of the tennis spectators discussed no major changes when looking at their short-term spectating behaviour. Changes foreseen among the participants in the five year period included taking their spectating further by travelling farther to watch tennis and attend at least one Grand Slam. The following examples demonstrate the intention to travel farther to watch live tennis.

Looking two years ahead, Roger expected going to lower tier tournaments within Canada:

I would like to go to more...small events...Just want to maybe try to go to some of these events in Canada. I am sure there is some stuff going in Toronto ...I don't know if I would go out to BC for one of them. I know there is a big one in Vancouver. Well not big but relatively speaking...I just want to go to more stuff. Once a year is kind of not enough, I'd love to (go to) the US Open but ... I don't think... the timing isn't good for me unfortunately. Wimbledon would be more realistic [chuckles]... but then again, that is WOW yeah that's kind of (PRICEY!)Anyway, I don't see myself going to Wimbledon anytime soon (Roger, in year 2011).

In five years, he anticipated attending tournaments outside of Canada:

...I think with time, I mean financially it should be more feasible. So, I think in 5 years I would have seen a Grand Slam that is my goal. Probably I am guessing it might be Wimbledon then, just based on my schedule...Or maybe go to see one of these Master series tournaments in the States in the summer that is pretty cool too. They have couple of nice ones there. They have the Cincinnati...I forget the other ones. But yeah anyway, they have a bunch of hard court tournaments (Roger, in year 2014).

Serena and Martina also predicted more international tennis related travelling. Serena said: "my goal by five years from now (is) to attend the US Open" (year 2014). Martina also anticipated: "I would hope by then I have taken in... a Grand Slam" (year 2014).

Long-Term spectating (10 years)

Spectators like Rod found answering long-term questions more difficult: “That I couldn’t answer for you, I can see myself in 5 years but 10 years from now, I am 35 (laughs), I can’t see myself in tennis years...” Besides the difficulty faced in answering the question, the respondents outlined that lifestyle and moving through life stages would determine their future spectating behaviour. They discussed how the possibility of having a family would influence their tennis spectating behaviour:

I don’t know to be honest with you [both laugh here], I might have a family or something like that I don’t know if I will end up taking little kids to the games because they probably wouldn’t be patient enough to sit quietly and watch they would probably find it boring so I might have to alter my plans or make arrangements if I do have children for them to be elsewhere if I am going to attend a match... (Serena, year 2019).

Serena outlined that having a family would increase her organization steps such as finding a baby sitter in order to attend. She did not specify that her interest in tennis spectating would decrease rather she outlined a step to make her tennis spectating possible. This showed high level of involvement in the future.

Rod also discussed that having a family would impact his spectating and anticipated introducing his children to tennis so he would be able to continue to participate in the sport as a player and spectator:

I’ll still try to watch tennis. Actually I don’t know, my parties might change...if I will have a family by then...where I am living, I mean there is going to be different parties by then...I think it would affect me for the good obviously, I mean...oh yeah by then I’d have a couple of kids and they will be starting to get into tennis and wanting to play, so maybe their interest will keep my interest alive as well (Rod, year 2019).

Participants also foresaw an empty nest experience in ten years. Jana and Melanie discussed that children leaving home would increase the travelling and spectating behaviour with their significant others:

...in ten years if all goes according to plan I will have all three children no longer living at home, so depending on my own work schedule and how many hours I am putting in outside of the home umm I can certainly see you know in terms of as we approach retirement and things like that I would, I can certainly see spending more time doing it (Jana, year 2019).

Jana related the experience of an empty nest to growing older and retiring which to her translated into more free time to watch tennis. Melanie anticipated experiencing the empty nest in five years. By year 2019 together with her husband she expected to combine travelling and tennis watching:

I would say that in maybe 5 years, my husband and I talk about when our kids are out of the house and away at school then we will make that trip to Australia and go to the Australian Open and will be and go to the French Open... Ten years as a spectator I'll still be interested in tennis and I hope to be still playing tennis...and...my husband and I both really like to travel and I think that we would probably combine travel with being able to go to Wimbledon again or go to the French Open or go to the US Open, that's a dream of ours, to go to the US Open and spend some time in New York city but also watch tennis...a dream of travelling and exploring the city and also being able to watch tennis that would be quite a bonus so I see myself doing that (Melanie, years 2014-2019).

Marcos expected to also combine travelling to tennis watching. However, he was very selective on his travelling locations expressing more interest in travelling to exotic places to watch tennis rather than within North America:

...ten years, I wonder how old I'd be in ten years. I'd say almost I would like to be traveling more by then to go see some tennis umm to places I would also like to go to vacation as well. That's where I'd like to see it going, whether I get there or not remains to be seen...I think that's where I'd like to be. To be able to go to Monaco or something like that, that would be really neat to watch some tennis there...I've never been there and you know...and it is fairly exotic place...I wouldn't really care if I go to Cincinnati to watch tennis right, like who cares...That would have to be coincidental to business trip or something like that, whereas you know Monaco or Dubai or some of the more exotic places I think would be really interesting to go ...to see more than just tennis...and see...the world you know...(Marcos, year 2019).

Furthermore, participants discussed that starting their career would change and increase their spectating. For example, Goran and Ana discussed that a career would provide them with more financial opportunities as well as freedom to engage in tennis spectating:

10 years? 10 years (repeatedly then silence). Okay... (long pause)... I'll have more free time then, so I am pretty sure I am going to go watch more matches. That's one thing. Because there is no workload like, University right now, a lot of studying to do... in that sense I will not have the workload that I would be focused on so I'd be able to take a week off...and go watch more matches, and spectator wise, I still think I would be pretty much the same way I am right now, (quiet) (Goran, year 2019).

In his quote, Goran also discussed that his personal attitude and behaviour as a spectator would not change and that he would remain the quiet spectator he currently is.

In addition to having more financial opportunities when having a career Ana also discussed her long term tennis spectating goal to be going to all four Grand Slam venues:

10 years? "How old am I going to be?" 32 in ten years? Okay...I definitely want to travel and I would definitely want to see all the four Grand Slams, so yes, by age 32 that's my goal [laughs] to see all 4 of them. I mean ...Well I will have more money [laughs], and I'll be just probably...more grown up I guess, ... I wouldn't have to rely on my parents to really go, umm, I'll be able to go with you know, a significant other [laughs loudly about it] (agrees that she will have more independence), freedom, and financial security (Ana, year 2019).

On the other hand, Juan, a tennis instructor, discussed that having a tennis specific career would increase his level of involvement as a tennis spectator gaining more knowledge to be transferred onto his students:

...I do want to continue my coaching and if I can I would like to continue on to coach 2, coach 3 (certification) and be on passed that so you know it would be nice if I could be like a possible...full time coach... going there with...some of the people I teach..(be) a little more knowledgeable about the game, just being able to identify a couple of things that they did wrong...even though they are professionals they are not perfect, they do have form problems...just to be able to actually identify that well...then I can explain that to the kids I am with and be like "*they did that wrong, don't do that, see how hard they are hitting it, hit it that hard*". So the spectator now doesn't know as much as the spectator then, (or) would be as good a tennis spectator (then)...Nothing is going to change on a visual/observing basis, I am still going to be respectful then as I am now (Juan, year 2019).

Some participants discussed anticipating the evolution of tennis to enhance their spectating experience. For example, Johnny discussed that increased popularity of the sport and introduction of new upcoming competitors would make him a more enthusiastic fan:

(Laughs) 10 years from now? ...well it's probably going to be different and more interesting I guess because Federer and Nadal will probably be in their twilight or retired by then, so it would probably be new players and it would be more exciting again. I'll probably be, I don't know more into it than maybe I am now...Tennis has been getting more popular over the years (and) I think in ten years the sport is going to be even more popular than it is now. So it would probably be easier to talk with friends and maybe by then I will have you know even more tennis friends, so I'll probably be a more enthusiastic tennis fan (Johnny, year 2019).

Andre also discussed how the evolution of tennis technology would make tennis more exciting:

“Is the tennis racket going to be that much better? What you got to do with that racket now, it's spectacular... how much better it's going to be in ...years from now...”

In addition, participant discussed expecting a significant decrease in her tennis spectating involvement and perhaps even a complete diminishment by the year 2019:

Maybe less...Probably...Other interests will get in the way...Maybe golf. Who knows? Not spectating, just more playing or summer vacations... I guess it will sort of depend on how much I am playing too and keeping up an interest in the sport. If I am not playing as much which could be who knows, I would probably be interested in watching less. (She agreed to watch golf) ...only when I have to, when I have visitors. My parents are big golfers so, when they come to visit they want to watch and Marcos' (her husband's) family, his brother in law likes to watch golf... And I might not be in this job again. So I might not be going every Thursday working (at the Rogers Cup), too, so you never know. I might shift to another position. It's hard to say... (Kim, year 2019).

Interestingly, Kim discussed that her spectating behaviour in ten years would heavily depend on other interests and whether or not she would still be playing the sport herself. Since Kim's husband Marcos is a very enthusiastic spectator it could be assumed that Kim may not enjoy spectating of live events but rather does it because of the nature of her job, and because her husband, her father in law, and her friends enjoy it.

Additional exploration on tennis spectating

Additionally, the differences between live and televised spectating and whether being a tennis player contributed to the spectating behaviour were explored.

Preferences to watching live over televised tennis

Majority of the participants preferred live over televised tennis spectating. Further, the participants discussed how televised spectating clouds one's perception of what tennis is really about in terms of the atmosphere, one's ability required to play the sport, the speed and spin of the ball. Ana compared the clouded and unreal spectating experience shown on television to the reality of experiencing live tennis:

On TV you don't get the whole atmosphere from a match. While when you are in live, there is people around you and they have your comments..., and you can actually hear the players; you can see their emotions more,... you don't really have a camera pointing at just one player, ...you get to see everything, what's going on, so... I think you definitely get a more realistic picture of what they [the players] are going through, and on TV, I almost feel like it's not real in a way..., especially ...with big events, such as the US Open, watching Sharapova for example in a night match, like you know, you are in a fairy tale almost, it's so dark and it's her glitzy dress and everything, and when you are there, it's not like that, she is on the court and it's just a tennis court, you know, it is nothing special.

Tennis spectators felt that television viewing can also downplay the ability required to play the sport. For example, Ana described how television viewing made her friends think that tennis is easy: "some of my friends even say: 'wow tennis is so easy' when they watch it on TV but they don't realize how fit you have to be to play tennis".

Like Ana, Rod also discussed how television spectating clouded one's perception of what the sport is about:

...Anytime you watch professional sports (on TV) I think they make it look too easy like, I mean people don't see the amount of hours of training like physical and mental approaches they have to take to the game, they just see...them hitting the ball around and get paid and get good money for it...How fast the ball is spinning and moving around ...they don't realize that...

In addition to Ana and Rod's discussion of clouded perception of tennis performance as shown on television, Marcos described how TV made everything look smaller and unreal:

...it's not the same on TV at all. In fact there is, they just had London on and they had a terrible TV angle and I don't know if it's just my TV screen and the aspect ratio and everything else but the court looks really short and fat, and it looks like they can, they are covering huge ground this way [showing with his arms the width wise] because it is wider than it should be and they are moving to the net very quickly because it looks like it's so short too and it's just it wasn't good to watch and the crowd was really boring too, I found. Like just you know they didn't seem to be into it or they had the volume turned right down it sounded like a very very quiet tennis match and that was even in the finals...

Furthermore, Melanie discussed preferring to watch live tennis at an event rather than sitting at home and viewing it on television:

...when you are watching at home you have good seats ...But...you are not there in the crowd – so what I really enjoy about a live event is to really be able to be in the crowd and talking to people who might be sitting around me, or hearing the way people are cheering so that mix...that whole experience is that much more enjoyable and memorable as suppose to being at home, possibly watching on your own or watching with the couple of people.

Martina on the other hand discussed that watching tennis on television to her was fine as long as it was aired live. She discussed that watching a replay of a match was not as interesting, and it was not worth watching if she already knew the result:

Because so often you have the radio on or the TV on during the day and watching the news and you'll catch the result and then I don't get any pleasure from watching the match when I know the result where as if I watch ... it live ...then I know exactly what happens at the end of it without the radio telling me what the news is...As soon as I know the result I don't watch it...because it takes away that element of mystery, right? (There is) no point, I've seen... the players so many times right? You know the style of play they are going to play...so the outcome is the only thing that is going to change so if you know what the outcome is "poof" [makes the noise], why watch the match? There is another one coming up anyway, that's the thing?

Just like Martina, Andre also expressed not wanting to hear the score if he was unable to see the match when it happened:

You have a conversation and you are like "don't tell me what happened cause I didn't see that match you know, I didn't know he lost already...With the new technology you don't have to worry about staying up all night, you can tape it but if anybody in here sees the video and tells you the news its crazy, right, I like it live it's not the same...it's not the same...

Furthermore, Andre discussed how watching live tennis can influence and increase one's appreciation of the level of play displayed by the professionals. He suggested that spectating at a live professional tennis event portrayed the reality of the sport and its athletes:

...tennis is such a **friendly game**...(and)...**an athletic game** ...when you actually see it, it's like hockey to me, you can see other sports on TV like baseball it's very similar, but **when you see (tennis live) and how quick those guys and ladies, and women are, the way they can run side to side ...when you could actually see it from that close up, those back courts you really appreciate the level, they are never going to play that way, these guys and girls are so phenomenally fit it's just incredible how quick they hit and how fast they hit the ball and ...then run side to side twenty times each side and barely even breathe...I am so amazed at that...it boggles my mind ...they make it look so easy** and Federer then...makes it look easier... Isn't that amazing...how those guys can play? [Emphasis in original]

Being a tennis player is an important trait in tennis spectating

Because this study was attracting tennis players and coaches I was also interested in finding out whether being a player mattered in tennis spectating. Unfortunately, I was only able to pose this question to a few participants.

Those who were asked the question discussed that being a player helped in terms of understanding and appreciating the game. For example, Serena discussed that being a spectator who is also a tennis player made a difference as she could appreciate and enjoy the game:

I think it does make a difference...if you play tennis you can kind of appreciate what they are doing because I hear some people that don't play tennis talk about tennis on TV and they think it looks really boring and I guess that's their perception but if maybe they tried the sport they might be able to see it from a different perspective.

Marcos, Andre, and Martina also discussed that spectators who are tennis players themselves can appreciate, respect, and relate to the professional players' abilities and efforts.

Marcos discussed this:

I think you can appreciate better what they are actually doing how difficult the shot being that they just did, how fast that serve really is umm as supposed to not having a clue what a fast serve looks like and then all of a sudden that was like wow out of nowhere. So I

think you respect maybe the fitness more too after going through some grilling matches yourself then you realize that they are playing down there in 110 degree weather...

Andre also discussed that being a spectator who played tennis helped understand the sport and enjoy the “classy” component of it:

...I just started tennis about ten years ago but I think the players who have played it from when they were a kid...they get it...you feel good when you play tennis, it's not like anything else (other sports)...because age doesn't mean that much, you can have a 50 year old person on the court and ...a twenty year old player playing... I think...when you watch it at a certain level and you understand... the humanity of winning and losing and...Tennis is so classy...it's not like “naananana“[pretending to mock and make fun of someone not doing well in sports]...The guy goes out and brings up his racket and the girls kiss the crowd it's very classy...

Andre further discussed that in order to understand tennis one needs to be a player: “...you have to be a player...you can't just be a fan of things, you have to understand that that guy is eating different foods and sleeping in different beds it's twenty hours different than his normal life [his regular schedule]. How long did he get there before that match to get used to that time and the weather...” In addition, Andre also suggested that spectators who are tennis players can better relate to the climate, context and surface played on:

I am really impressed with tennis, it's a whole year, hockey has a season biking they had a season but I am telling ya, tennis players... how do you teach them ...to be cool all the time ...they make it look so easy...they must eat certain foods, (play in) certain climates... play in the wind, you can't teach that you just need to keep playing in the wind to learn to play some courses...the Rome is on the water, the first time I played at the Rexall Centre at one of those (courts), I was never aware of how fast the ball goes for the pros...That ball swirls in the wind and the echo ...the sound of the ball when I hit it...that was so incredible, you don't realize how much the ball bounces of another person's racket and how much you can tell if it was top spin or if he hit it flat...

Martina on the other hand discussed that being a player herself who faced challenges on the court enabled her to appreciate and relate to the professional tennis players facing similar challenges:

...since I have serving issues I can always feel for them...I can ... **totally relate** because and... You can see it oh my god in the net again, second serve, second serve. Oh I've been there done that, it's no fun and you know with those ones [pros] they are in such a rhythm with their serve normally they must feel that they are serving the same way and

whatever they are doing they are just not getting the result, they must feel the same motion, it's probably the ball toss [laughs]...

Conclusion

In conclusion, being introduced to tennis spectating at an early age was very common among the participants. Family and friends were perceived to have the most influence in the exposure and overall spectating behaviour. Meaningful components of tennis spectating included socialization, close seating, upbeat atmosphere, comfortable weather, players' on-court ability, history making, watching a practice match, location importance, and overall quality of the match. Ideal fantasy came in a form of live tennis spectating including one of the four Grand Slam venues. Pride in tennis spectating was taken by the majority of participants describing themselves as active, knowledgeable, respectful, selective, and outspoken. Improvements in future spectating behaviour such as increased involvement through attendance, travelling nationally and internationally was foreseen by the majority of the study participants. Finally, live spectating was favoured and being a tennis player was seen as an important trait in tennis spectating.

CHAPTER SIX: CONSTRAINTS TO TENNIS SPECTATING

Tennis spectators experienced constraints prior, during, and sometimes after watching live or televised events. This section focuses on exploring the most common constraints experienced. Each constraint is organized into a category in the order of its commonality. The number in brackets of constraints headings represents how many spectators experienced it. Constraints represented also contain related subcategories. The nature and context in which constraints were experienced was explored. Throughout, tennis spectators' perceptions, values, and actions were discussed. Sometimes negotiation was presented for the representative constraint.

1. Too costly to attend a professional tennis event (11)

One of the main constraints to one's spectating experience (e.g., attendance) included the *high cost to attend a professional event*. Attendance cost served as a major constraint to one's attendance frequency and enjoyment. High cost to attend a professional tennis event is defined as cost that is above and beyond what spectators are willing to pay for products (e.g., food at the venue) or services (e.g., seat at centre court). It included: high ticket price, expensive accommodations, and overpriced food at tournaments. For example, *ticket price* (e.g., low discount offers), *cost of food* (e.g., quality), and *accommodations* (e.g., hotel rates in Montreal) were perceived to be too high by more than one third of respondents suggesting that the overall spectating experience and attendance is sometimes too pricey and impossible to do. Respondents also observed some global recession effects at tournaments and in their own spectating behaviour. Some spectators felt that live events were too expensive as a family outing.

a. High Ticket Price

Spectators found *the ticket price* to be "too high". Ana felt that ticket price at Rogers Cup could be lowered: "I think, ...I mean considering that all those people who work at [the tournament

organization] get them [tickets] 50% off and the friends of the people who work there ...I think they can lower the tickets a little bit [for everyone] you know”. She suggested lack of discounts available to the public. For example, percentage group discounts up to 20% per ticket are available to people and/or university alumni (Office of Alumni Affairs, 2010). Similar seating dependent percentage discounts of up to 20% are available to members of the Ontario Tennis Association (OTA) or Tennis Professional Association (TPA) (Tennis Canada, 2010). Rod also discussed the Rogers Cup ticket pricing further suggesting that ticket price has been on a continuous rise over the years: “[It can get pricy]... [and] the tickets go up in price quite substantially!” Furthermore, Johnny discussed how cost of ticket and continuous increase in price can be challenging: “...now that tennis is getting more popular the ticket cost went up quite a bit. I mean if you don’t have any hook ups you can’t really try to pay \$60 every time you go see the tennis”.

Low ticket value leaves spectators wanting more

It was interesting to find that Marcos, who is in his early 50s, hinted at the limited benefit of a Rogers Cup daytime ticket. He explained:

We get our daytime tickets up in the fan zone. Then we spend a lot of time traveling on the [side] courts to see the people [players] because you can get right by them. You get to watch some doubles because that’s what I play and that’s what I really enjoy. George [another club member] usually organizes the Friday group of the guys that go down. He looks after the tickets and everything else, organizing [and] making sure it’s happening. It’s kind of a ritual for him. And he is the one who works on sneaking us back into the night sessions [where] you just kind of sneak by the usher when there is a whole group of people walking by. [Usually] in between a change over there is a mad rush of people trying to get into their seats and you just kind of carry on with them and away you go, and you kind of know where the open seats are [as] you have already kind of eyeballed [it] so you just go and sit down there and it usually works... this is in the grand stand ‘cause all the other ones are general anyway.

Based on Marcos’ experience spectators sometimes would sacrifice a popular show cased match (e.g., #1 player in the world) on a big court (e.g., centre court) for a match showing top 50

players in the world on a smaller grandstand court in order to get close to the players. Marcos also discussed Grand Slam ticket pricing as a barrier to spectators' attendance:

I'd like to be able to watch it in some of the more exotic places, I think it would be great to go to the Slam venues it would be neat to go to Dubai to watch it you know Rome, Paris – for me those would be really neat, ...but aaaah, you know money is an issue for that of course... [It is really expensive] just to get some half decent tickets... [So, I haven't been to a Grand Slam] just Rogers [Cup] for live pro tennis that's all I've done.

Although Marcos would really enjoy going to Grand Slams in Europe, and other exotic places, ticket price is too high for him to undertake.

Roger and Andre echoed Marcos. Roger discussed the overall expense of Grand Slams, particularly Wimbledon: "It's very expensive and pretty much impossible to get tickets but that is where [at Wimbledon] I'd definitely want to be. But you gotta travel and buy tickets, stay in a hotel. It is just *a lot* [emphasis here] of money...Those are the big tournaments. They are all in the big, big, cities...Sometimes all the way across the world". Andre discussed his inability to attend the US Open in 2009: "I just couldn't [go] 'cause you know it takes a lot of dollars!"

Dilemma and unwillingness to spend top dollars on good seats

Marcos and Serena found that paying top dollars for good seats at events is a challenge to spectators. Serena said: "I guess as well is purchasing the tickets whether or not you are willing to pay the top dollars for good seats, so that would also be considered another challenge".

Marcos discussed his difficulty spending money to watch sports: "I like my sports but I have a hard time paying a lot of money to go and watch them like I would never go watch a Leaf game and pay for the ticket myself but if I was getting comped to go there or something like that then no problem I'd go". Martina discussed going with free tickets to watch Rogers Cup tennis:

I always went with the free ticket too so, what the heck that's why I like to go. Mary Jane (her friend) of course volunteers there (at Rogers Cup) and she'd get these tickets [for] free that she would bring to us [ladies] ...and we'd just say "*oh, I'll take that one, or those*" and variably you are on the nose bleed [of the centre court] 'cause [what] they

hand out is the freebee tickets but it gets you onto the grounds and that's the main thing...it's not just what's going on the centre court... but you could go out to the side courts and get great matches especially the doubles.

In her discussion Martina suggested that “getting onto the grounds” may be more important, potentially the most important thing, to attending an event. She argued that it may be more important than the seating at centre court because there are more matches on side courts. Also, this could be more important in earlier rounds with more match variety and first come first serve seating. However, some spectators suggested paying the high price for better seats during earlier rounds. Ana for example, discussed that one's willingness to pay for good seats depends on day of the tournament: “...we usually go in the fan zone. Yeah, depends what day it is. If it is a semi final then I don't think my dad wants to pay or whoever my mom, doesn't really want to pay that much just for the tickets. But if it's just like you know a second, third round, and it's cheaper then probably...”

b. High food cost on the premises

Cost of food at tournaments was perceived to be high by the respondents. They felt that food served was not worth the money. For example, Johnny referred to food cost at Rogers Cup as being “nuts”: “...Then food's super expensive, too and then yeah, you definitely need to have a good chunk of change to go watch the tennis these days. [A small bottle of water is over \$4], its nuts!” Ana discussed the cost of food services at Rogers Cup as “sad”:

I don't think they let you bring [food] in too much. We found that out the hard way because ...they stop you if you have food in your purse and have you take it out. They let you take in your water bottles I think. So, I think if you want to eat there I think you probably have to spend money [and it's not going to be cheap]. No [laughs], [and] that's the sad part.

Goran agreed suggesting additional ticket benefits: "... [It can be expensive there]... [The drinks, you get a half a bottle]... [I think] they should give [out] free drinks. YES! When you pay to get in they should give out free drinks, [one drink at least]".

b (1): Price not matching Food Quality and Beverage Value is a rip off!

Sometimes the cost of food and drinks made spectators feel "ripped off":

[Snacks]... I don't buy them down there... I have always found it [food and beverage] extremely expensive to buy ... I would take my water in or take an empty water bottle and fill it because... when Evian was the sponsor it was just ridiculous you know... the bottle like this [showing with her hands to a 300 ml water bottle] \$4.50 and that's such a "*rip off*" when I know that we can buy [water] here [tennis club] at a bar machine for a dollar so they are just making so much money...The prices have been elevated for a number of years [and] I am not there to spend money, I mean my allowance allows me to have a beer and maybe lunch but that's the thing, you'd go and have a beer and a lunch and it's like 10 dollars no it's more it's like \$15 dollars ...[starts to think]. Wait, it is \$6 or \$7 for the beer [for] which we pay \$3.75 [at the tennis club] for which is twice as we pay and then the lunch probably \$15 to \$20 and it's kind of like: "why would I want to spend any more money?"... It's ridiculous (Martina).

Martina suggested that food and beverage pricing at events is above her budget and what she can afford. It also bothered her a lot how much she was charged for certain food and beverage items.

Unwillingness to spend money on overpriced items

Interestingly, Martina justified her opinions and feelings towards food and beverage cost and her unwillingness to spend money on pricy items with her cultural background and upbringing:

"Yeah, and I aaaah [shaking her head] I was born in Scotland so I got a lot of Scottish blood [and] I am not spending any extra money if I don't have to. If I feel I am getting "*ripped off*" I am not going to spend my money, it's just me". Although high food cost at sporting events was expected she still felt it was wrong by saying: "Okay, it's a big event, right?! But that doesn't give them license to [overcharge people]..." Serena also showed unwillingness to pay for overpriced products: "[It is pricy...small water bottles are like 5 bucks]...Actually I remember I was trying to squeeze the water bottle under the facet in the washroom and then I was like "*oh*

this is disgusting” I think I just ended up buying a new water because I was trying to refill it and it was gross [laughs about it]. Yeah, then...we had three Haagen Dazs ...so it adds up...”

High pricing changes consumer behaviour (manners)

Some spectators suggested that high product price could change one’s behaviour. For example, Martina shared her lunch eating experience at Toronto Rogers Cup in 2005:

And another thing is. I remember it must have been like 4 years ago, Mike, John, Ray, and Jason...you know who I am talking about. Anyway, they were having lunch at the same time that we (the ladies) were having lunch they had paid this \$15/\$20 for a beer and a hotdog pretty well and when they stood up they were going to take their trays off the table like we almost always do [laughs as she is telling the story] and I think it was Jason that looked back and said “*you know what for the amount I paid they can clear the table*”. And it was just ... I agree with you [Jason], “*if you are going to take that much money from us for not that great a meal then have your people clean up*” ...

It is interesting that Martina’s guy friends felt the need to leave their trays and garbage behind for paying a steep lunch price. Also, it is interesting that price of a hot dog was seen equivalent to a lobster sandwich. Martina said: “[It should almost be a lobster sandwich]! Exactly! Yes! If I was getting a lobster sandwich it would be, this is a special event you know this is special”.

In sum, high pricing changed consumers’ intention to buy the product. It also changed spectators’ daily manners (e.g., cleaning after themselves) to arrogant-like behaviour (e.g., leaving their mess behind). This suggested that when product price is not satisfied by the product alone additional services are expected by spectators. For example, high cost of an ordinary lunch created an expectation and need for additional services in spectators’ mind.

c. Expensive accommodations

Some spectators found accommodations (e.g., hotel rates) to be expensive and in most cases not feasible. For example, Roger discussed that accommodations increase overall event cost: “It’s just expensive. You gotta travel and buy tickets, stay in a hotel...Yeah you throw the hotel in there and it, it, just didn’t work out, unfortunately. [That is what stopped us from going]. It’s like

transportation and then the accommodations, basically”. Martina discussed waiting for the tournament to be held closer to home due to high accommodation cost:

Well for example I really enjoy the men’s tennis and I would really like to go to Montreal and see the men’s tennis but *I refuse* to pay the hotel rates there [laughs]. They are just so expensive and I know if I wait a year I will see them here. So, so it comes down to dollars and cents in my cheap Scottish blood, [laughs loudly]. Yeah!

Regarding Martina’s spending habits I wrote the following: “*Martina placed a lot of pride on being Scottish suggesting that it affects her money spending attitude. She is cautious and well aware of where her money is going and how much she can spend on leisure activities. She portrays a very responsible and cost effective consumer*”.

A, B, C (1): Economic Recession further limits tennis spectating

This subcategory is referred to as subcategory a, b, c (1) because it shows influence on previously mentioned subcategories of ticket price, food cost, and accommodations.

A couple of respondents discussed impact of recent Canadian economy on their spectating behaviour. The impact came in a form of “creating awareness”, “setting one’s boundaries”, and “deferred gratification”. Two spectators who discussed this impact were the ones mostly affected by it. For example, Andre discussed impact of slow economy on his decision making: “...I didn’t [go], I couldn’t go, I am in the car business [and] it’s a little tight for us right now, it is very slow”. Andre is a middle aged car dealership owner. His concern and recession experience is not surprising as Canadian and North American auto industries were affected the most during 2007-2010 periods. In June, 2009 Statistics Canada declared that Canadian economy was in a recession with a 3.7 per cent drop of gross domestic product (GDP) in the fourth quarter of 2008 (Trichur, 2009). According to Amadeo (2009) the GDP rate is an important indicator of economic health and therefore, slowing of or decrease in the GDP suggests that the business will be holding off investing in new product and hiring, which further depresses GDP resulting in

consumers having less income (money) to spend on purchases. Specific to Andre's case, auto industry was facing a major crisis in the beginning of 2009. In the beginning of 2009 leading North American auto manufacturers such as Chrysler, and General Motors (GM) were facing a deficit that put 47,000 jobs at risk (Automotive Research and Discussion, 2009).

Martina was also affected and aware of economic recession due to her life stage cycle and past experiences. She is a retired woman in her late 60s to mid 70s who does not generate any new income. She expressed a concern for her investments and inability to recover the loss:

... It *changes things big time* when you are ...at the point where you are living off savings or ...earnings. I mean you don't have a job so... you are not going to increase your income. You are living off either your savings or your investments and then you have to budget [laughs]. [Some people's investments have taken a big hit]. Some people 40%, [and] I mean that's a huge amount and if you are only 40 years old you can recover that like I keep saying to my son and daughter in law [who] are 37 now and they took a big hit and I just keep saying to them: "*You got lots of time still, you got lots of time, you got 20, 25 years of earning power you are going to make it up and you are probably going to be further ahead*". But for somebody who is not employed [like me] and you are living off that money you can never make it up. It's gone, you know!?"

When asked about her current and future spectatorship involvement Martina said:

We are [her lady friends] in the same situation though I mean things are rolling along pretty well and they are all kind of "*Well okay another year or two*" and then last year happened to our finances and it just [pause] changed *things a lot, really, a lot!* And as I said I thought it would be wonderful to go to all these events but then it is not just going to an event when you go to another country you have to plan a trip around it so you have less because of the recession. I have *less* discretionary money to sort of throw away on that fun activity. I mean I was in Scotland, England it was two summers ago and when I came back I was just like "*Whoa, where am I going next? France? Well what's in France? Oh, Roland Garros! Well let's see if we can work that in, I'll go in May that would be a lovely time to be there!*" Then the economy tanked and it is like "*well I am not going to France*"!

Although Martina perceived recession to be negative she does see light at the end of the tunnel:

"On the other end the stock market it coming back and if you didn't spend the money then it's still there, it is only on paper that you lost it kind of thing so you know if you if you cut back

right now then maybe in 3 or 5 years you'll be back where you were a year and a half ago". She further discussed similar past experiences:

If you can get away with not spending much of the money [and] if the market keeps going up... but if you are young phew [says it in relief] there is lots of time. I have been through three recessions and it was like: "*Oh gosh here we go again*" [laughs]... [And] I mean I knew the market was going up too fast it was wonderful when it was and it was [like] "*Oh this is lovely, I love these investments*" but I knew there was going to be this pull back and it [is] just [that it] was twice as much as I thought it. There was a recession in '86, the big market correction then, and then in the early '90s and then another one about ten years after that and then this one so it [seems to be happening] about every ten years... It's just a pattern you know it is just a [shows the curve going up and down]. So, it's just that pattern being repeated...it is tough to not [pause] panic and that's it!

Impact of recession on tennis tournaments

In addition to direct impact of recession on spectating behaviour one respondent also discussed her observation of changes and cutbacks at tournaments. Martina said:

... Ladies day is Tuesday [and] they don't have as many booths as they used to. They used to have all these handouts and stuff but [this past summer, 2009] there was nothing but that is understandable because of the economy but I mean I used to be able to get my year's supply of raisers and my year's supply of Claritin... band- aids galore ... Yeah, because all those major sponsors were just handing out their products and last year **there was nothing**. [It is] the economy. Oh I think so! [The big sponsors] are still there [but they don't give out stuff].

She then discussed this to be due to recession:

They probably are signed to a multiyear contract so they [have] a minimum three year contract and who knows how long they might be so, they were going to be there last year because they were probably in the middle of their contract but no they don't hand out [stuff]. I don't think they even have any draws where you can enter your name and win one of their things [product]. You certainly have their product there but it's usually through one of the stores.

Martina further showed disappointment at lack of opportunities to win things and get sampler products at the Rogers Cup:

It used to be like "*Well, let's go and see what we can find*"! (Laughs), and now it's like nothing and that's no fun. (Laughing), but I found even the last year [summer 2008] there was not much clothing or anything, I think everything was cut back last year.

In sum, recent economic recession was restraining to those spectators who were mostly affected by it in their everyday living. Within this study recession affected a retired person and a car dealership owner. This was expected as auto industries suffered the most globally. It was also expected for a senior spectator to be affected due to their inability to generate new income. What was interesting to find though was the perceived impact of economic recession on tournaments.

d. Too pricy to be pursued as a family leisure activity

The overall cost of attending events was seen to be “quite pricey” as a family outing. Jana, a 49 year old lawyer with a family of 5 said:

... I must say too that the price is a factor...in that you know umm I am less inclined to haul all my [three] kids in for a day to Rogers cup with the family of five at the price that it is....So I think as a family outing it tends to be quite pricy, that's why we haven't been out to Wimbledon [laughs]....

Jana also suggested that discount availability would help families go to events: “Price is a factor. I mean if I had free tickets you know if they said ...tennis club members can get family tickets there or whatever I'd say: “*yeah we'll go I'll make the time*” but you know price is a factor”. She further discussed the difficulty to delegate among family members: “And it's not always that easy just for my husband and I to pick up our own and go”. Jana also suggested that strong spectating interest among children needs to be present: “Well [thinking while looking up at the ceiling] I guess we happen to be in a position if we really wanted like the kids really said like “I really, really, really want to go” We can always say “fine” like it won't be huge. But it's not just something you, you know undertake, I mean it is the cost...”

Jana discussed that potential admission charge at amateur events would put a limit on her family's spectating behaviour:

Now mind you at the local (ITF Challenger) tournament ...they have... we (family) can just cycle back and forth, the kids were up in and out all the time, popping in watching a little bit, leaving and coming and going and enjoying (it) and that was really nice...So,

because it was free, I mean you know if they had to drop even 5 bucks every time they had to drop in and out they probably wouldn't be going, we would say "Okay we'll go during this time", but because they can just go in and out they were watching a lot more I think than they would otherwise.

About Jana's discussions presented here I wrote:

Decision to attend professional tennis events as a family cannot be made lightly. Price seems to be a factor in attending live professional and amateur events. At professional events price is greater and large families are more likely to remain absent. While at amateur events although the overall cost of attending is expected to be lower, the attending behaviour would be altered and modified if admission was charged.

In sum, four different types of costs (ticket, food, accommodation, and travel) constrained respondents. These costs were interrelated. Spectators found the overall cost of attending to be much greater when more than one type of cost was present. For example, a spectator travelling abroad undergoes more expenses (e.g., accommodation, ticket, flight) than a local spectator (e.g., ticket and food). The cost continues to increase at a significant rate when attending Grand Slams because of their importance, and location (e.g., expensive cities).

2. Uncomfortable and deterrent weather to and during the event (10)

According to respondents, uncomfortable and deterrent weather prior and during events refers to hot, humid, sunny, cold, windy, and rainy weather that serves as a constraint to one's tournament enjoyment or results in long waiting periods and even cancellation of matches.

Uncomfortable and deterrent weather was experienced prior and during events. Spectators experienced inclement weather in an uncomfortable way. Hot, humid, sunny, cold, rainy, and/or windy weather was physically discomfoting making spectators feel miserable. Inclement weather also reduced spectators' tournament enjoyment and willingness to stay and/or attend future events. As a result, spectators often experienced frustration and disappointment.

a. Feeling uncomfortable due to poor weather conditions to and during the event

Melanie discussed her frightening inclement weather experience while driving to Rogers Cup:

“When they had the tornado in Vaughn that was frightening because we are trying to drive on the 401 [to the event] and we could see a funnel cloud in the distance”. Kim also experienced the tornado in Vaughn but at Rogers Cup describing it as a “frustrating” experience:

We didn’t see anything [tennis] until about 9 o’clock [at night] that was a long boring frustrating day sitting in the tent with all the people. We didn’t have a choice they [tournament staff] herded us into the big tent and wouldn’t let us leave...They were strongly prohibiting anyone from even going to the washroom. [It was unpleasant], there was a lot of people in that tent and we should have been worried about the Tornado but it was difficult to get worried because you couldn’t do anything about it [so] there is not much point in sitting there stewing.

Experiencing tornado prior and during events could be seen as one of the most violent and dangerous weather conditions that are uncommon. More common inclement weather conditions that do cause an on-going risk or worry for spectators include rain, humidity, and wind.

Goran, a Mombasa native, explained how direct sun exposure while spectating is undesirable: “If it’s sunny, I don’t like it, [laughs at his own comment]. When you are sitting and watching a match and the sun is cooking you from one side but not the other, I don’t like that! That’s [a] challenge!” Melanie also expressed her experience of warm weather and not being prepared: “I’ve been at Rogers Cup matches when it was really warm and I haven’t had a hat on and that’s been uncomfortable”. Serena also discussed how and why hot, sunny and windy weather can cause an issue to a spectator:

One thing that I would mention is the sun can be a little bit of an issue particularly if you are fair skinned like I am and you are sitting down in the sun all day, that’s just one thing to be conscious of....So that was one thing. And then the heat can also be a bit of an issue cause when we were there in the summer it was quite hot to be sitting in there and there was not a lot of air circulating...

Serena also suggested negotiation through hot and humid weather: "...because I find I have to bring the sunscreen and I have to wear a hat, sunglasses and umm to take shade to take some cover whenever possible ... just stay hydrated and drink a lot of water". Also, she found the weather change in the evening to contribute to her feeling uncomfortable: "It was actually getting really cold so we (my friend and I) were kind of uncomfortable because of the (cold) wind".

Martina echoed Melanie's and Serena's discussion on feeling uncomfortable due to weather:

Oh my goodness oh I have been there and been so cold. Oh [just thinking and reflecting back Martina shivers in her chair during the interview bringing her shoulders close together and arms across her chest]... It was two years ago, I had the flu, [and] I was soooo cold... It was cold and it was windy ...I was cold and miserable and I mean ...I dress properly and I still was cold. It was such a bitter night so you have to have your layers! You can always take them off and you take the backpack and you can always stuff them into a backpack or pull them out of a back pack...

Martina suggested being sick did not help her comfort level. She suggested that having layers in a back pack to put on during a cooler night helps stay warm.

a (1): Inclement and deterrent weather challenges future decisions to attend

Spectators also expressed confusion and dilemma in their decision making about future spectating. The procedures and policies put out by the tournament organizers play a significant role in tennis spectators' decision whether to attend the following year. This was more evident at amateur events (e.g., ITF challenger). Spectators questioned and viewed the decisions and policies put out by the hosting club critically. For example, Jana expressed a strong feeling of disapproval towards tournament organizers at the ITF Waterloo Challenger for the exposure to hot and humid weather:

Oh here is something I can tell you about the spectating experience that **really** does bother me, now that I think about it. Well ... I always find that local tennis (e.g., Waterloo Challenger), they don't start playing 'til like ten or eleven in the morning and they play

during the hottest, sunniest time of the year, with the greatest sun exposure to both, the spectators and to the players... [Emphasis in original]

Because Jana felt so strongly about the potential harm of sun over exposure to players' health she challenged local tournament organizers' practices and policies:

So I mean, that's what I was saying, at Waterloo, (in 2009) there was a final and it was like the full sun, the heat of the day. I started out on the court and after the end of the first game, the switch over, I left and I sat in the shade. I couldn't watch. I couldn't see as well as I could have if I would have been on the court. But I mean (asking herself): "*I can get a sun burn for the benefit of watching this game or I am going to sit in the shade and protect myself?*" And then I have raised that to the tournament organizers (saying): "*Why don't they start the games at 8 or 9 in the morning let them play until 11, 11:30 and they can take break during the hottest time of the day and you know*", and the attitude was: "*Well they are athletes and it is the risk [they take]*". (And I said): "*Well I don't think skin cancer is the reasonable risk to put them under*" and they were: "*well you know, these athletes they won't get out of bed on time and play a game at 9*". [And I thought], well you know, if those were the rules, they'd adjust their schedule, they are athletes, they should be getting to bed early enough to play. So I must say that is an attitude in tennis that it bothers me, because they just say: "*Well they are athletes [and] that's part of the game*". Well I don't see sun burn and skin cancer as being necessary part of any sport. So that's something I must say that **really** does bother me. [Emphasis in original]

Based on her spectating experience and encounter with organizers she felt very disappointed. She justified her concern in overexposure to hot weather in tennis: "I just think, sure you slather on the sunscreen but when you are working really hard and you get sweaty you can only top up your sunscreen and expect it to stick and stay on for so long". She also suggested that this concern came more apparent to her when her own children thought the player in the tournament was fifteen years older than her actual age:

There was one older player in the WOW [ITF Challenger] tournament, and my kids, they were saying: "*she is old*". And I was like: "*well she can't be that old because she is playing in this tournament, I mean you can't be that old [laughs] and play at this calibre*" and they were like: "*I think she is older than you mom*" [laughs]. Now that's pushing 50 you know and I am sure she is not and I asked and she was like 35 [years old] and my kids thought that she must have been older than me. [Emphasis in original]

Jana's concern about the players' health in relation to the overexposure to sun got her thinking and left her very concerned:

You know, you just kind of [stop and] think: “*Well that’s hard to be, you know, [and] that’s the sacrifice you have to make in order to be a good (tennis) player?*” But I mean it’s not a vanity issue so much as, if you are 35 and you are so leathery looking then that’s got [to], bound to lead to health problems [later on]. You see these young, young players and you think “*Holy!!!*” So yeah, I think protection of the spectators and the players from sun is just **really** important [and] I think that could be an improvement. [Emphasis in original]

In Jana’s opinion tennis spectators and players need to be protected from harmful weather whenever possible.

Deterrent weather and its impact on spectating experience

Jana discussed that hot weather at amateur events changed her willingness to spectate: “I went to the final last year (2009) and it was so hot and sunny and you couldn’t get shade, I didn’t even want to see it (match), I just wanted to be in the shade [laughs out loudly]”. She also implied that uncomfortable weather affected her level of involvement: “I find that I actually watch *less* tennis if I have to sit in the full sun. I am [just] not going to sit there and expose myself to sun burn and radiation for the purpose of watching a tennis game” [Emphasis in original].

According to respondents’ experience of inclement and deterrent weather while spectating can be uncomfortable, and sometimes even harmful to one’s health. Furthermore, spectators perceived rain to be one of the most frustrating and constraining weather conditions because it can result in long delays and cancelled matches.

b. Rain induced match delays and prolonged waiting periods

Respondents noted that rain induced match delays and prolonged waiting periods to resume play resulted in spectators leaving events. This was believed to further result in a lack of upbeat atmosphere and involvement by other fans. For example, Ana described her long waiting periods as frustrating:

Well I remember one match where one day, I don’t think it was this year, but there was rain and it, they literally just, you know it stopped raining for a while and they would

clean the courts and then it would start raining again. And that kept going on, and that was just frustrating for them too because it was the lines people and the ball boys they had to clean the court and then it would start raining again, that would happen you know maybe 2 or 3 times and then finally they resumed play again, and I don't know, but by the time that happened, I don't know, everyone just left and it was kind of you know, not the same atmosphere, so [not too many people stayed after because they were probably frustrated].

Ana experienced the resumed match differently: "...we (my brother and I) were so frustrated...They ended up playing it so we stayed. They didn't finish the match (it started to rain again) but you could see that a lot of people by that time, you know the stands were not that full". When asked why she thought other spectators left she suggested: "Because ...it's not like we were waiting five minutes, we waited for like a good hour before they would clean the court and try to dry it and everything, so people left by that time thinking that it might rain again [asking themselves]: *Why should we stay?*"

Kim and Johnny also discussed weather delays. Kim for example discussed being frustrated, tired, bored, and pressed for time:

I am there to work, and then [when] it sort of frees up some time after that to go watch. But then you are a little tired. And the last time, this past year (2009) on the Thursday night when we were working the night the Tornado went through the area (Vaughn) we didn't see anything until about 9 o'clock. That was a long boring frustrating day...Yeah, [so] we left towards the end of Sharapova's match [which was the first evening match played] because we've been there to set up since like late afternoon and worked the morning, too.

Kim's weather delay frustration was work influenced.

Johnny discussed weather uncertainty and its potential affect on spectators' decision making processes:

I went to the Rogers Cup when it's rained that is a bad thing about tennis events that it rains. When it rains [the] spectator can get really pissed, right? 'Cause they start to show up and they maybe see one match and then it rains all afternoon. [And] then they don't know if the rain will stop so they either go home or they can sit around [and] hang out on the ground and wait for it to clear up.

Andre shared Johnny's opinion on weather uncertainty and the challenge it has on a spectator. He discussed weather's unpredictable nature: "You know, the weather.... Some days you think it's going to rain and in that area it doesn't rain. [Then it rains] just a little bit, right?"

In addition, Johnny described cancelled matches as disappointing:

But if it doesn't [clear up] then you have wasted like the whole afternoon doing nothing! You go home. That actually happened to me. It was two years [ago] (2007), the first weekend of the Rogers Cup, went to see the women [play]. I don't know I think it was the women's event last year. I was seeing the women play and it was rain delayed so we went in that big food restaurant area and they had like 20 TVs and they the Montreal final because the Montreal final happens on the first weekend of the Toronto weekend. So, they were showing Federer and Djokovic. That year Djokovic beat Federer so that was actually pretty fun 'cause you know you are watching TV with other tennis fans and watching a tennis match and there were some Djokovic fans and there were some Federer fans. Overall, it was disappointing 'cause we didn't get to see any live tennis really. When we got there we watched I think maybe one [live] match or some of it and then it started raining.

Although Johnny found watching a TV men's final match with other fans to be "pretty fun" he suggested that not being able to see any tennis due to rain was a "waste of spectators' time".

Melanie's rain delay experience at 2005 Wimbledon was very similar to those of Ana, Kim, and Johnny. She discussed being disappointed with the lousy weather: "Well I have attended Wimbledon before, and it was a lousy, lousy, lousy day weather wise at Wimbledon so we (my husband, my two kids, and I) did see matches but we never saw a match accommodate; ultimately the matches were called 'cause the weather was so bad". She described the rain experience at Wimbledon:

...the weather was so rainy, it was incredible, you get your [hopes up] and what was happening is ...another case in England was that these in mass dark storm clouds would roll in and the rain would pour down and then they (tournament staff) would run to cover the courts and then they blow out and the sun would come out and then you think: "Oh, okay this is going to be great. We are going to get to see some tennis" and then all of a sudden you think "Oh my Goodness, look at those clouds!" and then they would roll and pour again so that's the cycle for the whole day "[laughs].

Melanie further described the wet England weather and how it directly affected her family's experience as they spent their last day in London getting wet, hoping to watch some tennis:

So we were getting wet and everybody was taking cover under the stands...It was kind of ridiculous. It was very disappointing because we were so excited to be at Wimbledon and it was a real treat for our kids. They had no idea! It was our last day in England [and] they had no idea we were going to go to Wimbledon. So, in fact we did see some tennis, we saw a part of Andy Roddick and Mario Ancic match but that was suspended and we saw Daniel Nestor and Mark Knowles play [some]. But we never saw a complete match because of the rain. So, that was disappointing. And that's when they decided to put cover on court 1, or the centre court so hopefully we'll go back to Wimbledon someday.

Melanie expressed feeling "very disappointed" that they did not get to see as much tennis as they would have hoped. It appeared to be even more disappointing because they did not get to see a whole match. Disappointment of rainy weather at Wimbledon was perceived as more disappointing by Melanie because of the context (e.g., last day of their family vacation). Based on Melanie's experience, it could be conceptualized that spectating experience is not only influenced by inclement weather such as rain, but also by spectators' expectations (e.g., wanting to see one whole match). Parental wish in keeping one's kids happy influenced the way Melanie experienced inclement weather. Melanie in her interview suggested that going to Wimbledon was a surprise and "a real treat" for their kids. In this case, Melanie may have found the rainy and unplayable weather experience at Wimbledon to be disappointing as both, an individual tennis spectator and perhaps more so as a mother and a family woman.

Marcos on the other hand discussed the challenge of weather delay on his television viewing abilities. He referred to a match between Roger Federer and Rafael Nadal in 2008 Wimbledon final. According to John McEnroe this was considered to be the greatest and longest tennis match of all time in tennis history (Alleyne, 2008). Marcos clearly remembered the challenges and negotiations he went through in order to watch the match:

The Nadal/Federer Wimbledon [2008] match was the best match I have ever seen [on TV]. I was watching it with my dad. We rented a cottage [up North] so we didn't have a TV [or cable] so we went to a friend's place [and] watched it there for a little. [Then] the rain delay hit so we were leaving. Then it started up again so we jumped into a bar to watch the rest of it [and] that was the best match I ever saw and I actually forgot about that one.

The weather delay of this match created an additional challenge for Marcos and his dad.

Their negotiation efforts showed strong commitment to finish the match they started to watch.

Based on Marcos' and Johnny's discussion it is suggested that tennis spectators place a great emphasis on completing a match they started to watch either live or on television. Negotiation efforts seem to be dependent on the match importance. For example, spectators may find negotiating a Wimbledon final easier than Rogers Cup. It can also be assumed that Wimbledon final is most likely to be aired on TV while Rogers Cup may not. Whether continuing one's spectating experience of the same match using a different source (e.g., television instead of live spectating) plays a role in one's spectating experience and satisfaction was not explored.

Specific to Marcos' experience of a number of constraints (e.g., TV access, limited time access to a TV at friends' house, and rain delay) in watching the 2008 Wimbledon final match got me thinking about the level of involvement and the social aspect of spectating and the possible relationship between the two. In the reflexive journal I wrote the following:

Marcos' constraints experience and his on-going negotiation through them shows that his involvement in tennis is more than casual. He makes an effort to watch the match. This however, could have been more reinforced because of the company and who he was with. It could be that Marcos' efforts to negotiate through constraints and stay committed to finish watching the match were strongly influenced by his company, his dad. His dad is a tennis fan himself who loves to watch tennis, and it could have been the only social thing that day that Marcos and his dad had planned to do together. Also, Marcos started to watch tennis because of his dad, remembering these early life experiences fondly. Watching tennis together is how Marcos and his dad spend quality time together and get to bond and negotiating through these constraints could be on a more advanced/stronger level where it is not only (the reason behind it) to watch the game of tennis (good tennis match) but it could have been the fight for their quality leisure time together. His

persistence and dedication may indicate that Marcos is an avid tennis spectator (e.g., watching it on TV, and also live at Rogers Cup in Toronto).

Should I stay or should I go? Decision making and its experience as an end result

According to Ana, Kim, Andre, and Johnny's discussion on weather uncertainty and its impact on spectators, one can conclude that experiencing a weather constraint can trigger additional constraints. For example, inclement weather (rain) → wet court → play suspension → long waiting period → spectators leave or wait → resumed play → modified atmosphere. Further it is assumed that those spectators who did not wait for play to be resumed had a bad experience because they did not see any tennis and they did not get the rain check. Spectators who waited seemed to have a modified sometimes negative experience due to frustrating wait period and emptier stadium.

c. Cancelled matches and inability to see any tennis due to RAIN

There seems to be a risk associated with the inclement weather especially prolonged periods of rain. In some cases the outcome could be a long wait, cancelled and postponed match scheduled to be played on the following day. Some tennis spectators within this study have experienced going to professional tournaments and leaving without seeing any tennis.

Kim for example experienced this unfortunate situation several times: "Well there have been a couple of times where we have gone and not seen any tennis, which were rain-outs". She discussed her long waiting periods at the 2008 Rogers Cup: "We sat in the tent all day and we left, we did get rain checks for the following year, but we spent 8 hours sitting in a tent while it rained too. You sort of think about that when you are ordering tickets next year, but again it happens. It's what happens with the outdoor tennis". Kim's remembering of the rained out experience suggested a potential effect on spectators' future decision making process.

Marcos, Melanie, and Andre experienced rain at professional events in a similar way.

Marcos felt disappointed when his trip to 2008 Toronto Rogers Cup (2008) was completely rained out:

We got to see no tennis and they do have stipulation [90 minutes] ...I am not exactly [sure] how it works. It was nice to not have that not affect us, it would be a real shame to watch 90 minutes of tennis or something like that and be soaking wet and everything else. Because it was raining real hard that day so that was just an all-day down pour...I think they actually started warming up on the courts and then they pulled them off the court and [it] just rained for the rest of the day. We stayed until maybe like 1 o'clock 'cause it would be a little low and they would almost get it cleaned up and then it would start to rain again and so we kept on wanting to see some tennis but never got to. [So it was kind of disappointing]....

Marcos suggested an on-going hope to exist among spectators during rain delays.

Melanie also discussed going to Rogers Cup in Toronto, being rained out, and not seeing any tennis. She described the rained out experience as “really disappointing”: “They had that heavy rain and then the stadium was flooding [laughs]. So we actually have gotten there and water was coming in through to the stadium. Then they cancelled matches and we had to leave. It was really disappointing”. When asked why she found the experience to be “really disappointing”, Melanie said: “Well it’s something we (my family and I) look forward to.... We were really looking forward to [and] we had great seats, and then not to be able to go see any tennis [is really disappointing].

Andre also discussed not seeing any tennis due to rain: “We got rained out the whole day that I was there, so that was kind of sad because they don’t have a bubble [air supported dome structure] for one. At least then you [could] see one darn match!” Andre suggested negotiation when rained out. For example, he described enjoying himself at an interactive information session on “Health and Recovery” by the Canadian National Women’s Coach:

They [had] those little [booths] public speaking by the Canadian national team. The girls’ team was there and it was interesting because they had a talk with, I think one or two

players, I think the coach or a trainer. It was interesting. I'll tell you the story. There was the question/answer period and one of the people in the crowd stood up, put their hand up and said: "*How is it [that] all you ladies [are] able to play day after day and you never hurt?*" And the trainer said: "*Let me answer that instead of the players.*" And I thought it was kind of interesting, I am a guy, but anyway, I wonder how they do it as well, right, and he says: "Listen we don't let our female players go to bed without almost giving a urine sample. They have to pee clear". And I was thinking: "*Wow what kind of...?*" And he says: "*We make them go drink water and they don't hurt as much*" and from that time on I think it's probably [been] 4 or 5 years ago, I think that way. So I started drinking a lot more water especially at night. They are right, you don't hurt as much. My level went up, I've been winning tournaments now and I got four wins this year [smiles proudly].

Andre suggested that the information session was beneficial to him. Although weather had posed a challenge on Andre's tennis spectating experience he learned something new that left him satisfied and happy regardless of the situation.

Feelings associated with cancelled matches due to RAIN

The feelings that the tennis spectators within this study expressed when the matches were cancelled due to rain included "feeling of disappointment, frustration, and sadness". The feeling of disappointment was experienced in rain delayed (e.g., seeing a partial match) and cancelled (e.g., not seeing any tennis). The level of disappointment appeared to be similar if not the same among rain delayed and rained out matches. For example, tennis spectators within this study did not describe feeling more disappointed in not seeing any tennis in relation to seeing a partial tennis match. The differences between the two that emerged included the sense and perception of "time wasted" and "feeling of sadness" among tennis spectators who did not see any live tennis. Whether the level or degree of these feelings differed between the two experiences remains unclear.

c (1): Inability to use rain check the next day

Sometimes, getting tickets for the following day as a reimbursement was not always favoured by the spectators. This was especially true when they had to return to their everyday activities (e.g.,

work, school). Not being able to take another day off to spectate may result in an unhappy spectator. For example, Melanie, Andre, and Kim found “rain check” is not always favoured by the spectators because of the other responsibilities that go on in their life.

Andre discussed receiving rain check tickets with a group of friends that not everyone was able to use: “They gave you the tickets for the next day but not everybody [could] do the next day as well so that was kind of sad”. He found the experience to be “sad” because the group of the friends going was not complete, which perhaps altered the experience for him. It could be assumed that one would remember what the other friend is missing and what they would have liked for example. Melanie discussed being unable to use the rain check tickets: “[Got the rain checks] but we couldn’t”. She did not specify why they could not attend but it can be concluded that it was an important responsibility that they were unable to overcome. This can be assumed because tennis was seen as too costly to be pursued as a family activity. Jana, one of the tennis spectators within this study discussed the high cost of attending a tennis event as a family. (Please refer to subcategory: “*Too pricy to be pursued as a family leisure activity*”).

Although Kim did not experience the inability to use the rain check ticket, she anticipated that the outcome would have been the same as discussed by Melanie and Andre: “We had 9 of us, so we sent 9 receipts in and they were kind enough to give us passes for the following year. None of us could go the rest of the week because of other commitments”. She expressed being grateful that they were able to get tickets for the following year and not lose money because nobody else from their group could have attended the day sessions. This is not surprising as most people work during the morning and are more likely to undergo the risk of taking time off work to watch tennis.

3. Lack of resources and access to them (8)

For the purposes of this study the lack of resources was defined as not having the means to pursue a hobby such as tennis spectating. The lack of accessibility was referred to one's inability or difficulty in getting to or obtaining the resources necessary for watching tennis and or fully enjoying one's spectating experience. The lack of accessibility to resources ranged from necessary resources (e.g., access to tickets) to meaningful resources (e.g., easy access to facilities such as washrooms) for the spectator to either pursue spectating or fully enjoy it.

LACK OF RESOURCES

a. Not having the means

Some spectators discussed how not having the means (e.g., money) played a role in whether they could attend the event. Rod and Marcos talked specifically about their inability to go due to their financial situation. For example, Rod who holds a Master Degree and is employed full time felt that his financial situation was not strong enough preventing him to travel and attend the Men's 2009 Rogers Cup in Montreal: "[Thinking]...I think it was the men's tennis tournament in Montreal this past summer. I really wanted to go but obviously my financial situation wasn't as strong as I wanted it to be". Marcos on the other hand expressed wanting to go and watch tennis in more exotic places including Grand Slams (e.g., Roland Garros, Wimbledon) but not being able to because he found money to be an issue:

I'd like to be in a position where money was no object and I could travel the world and at the same time watch some tennis. I think I'd like to be able to watch it in some of the more exotic places, I think it would be great to go to the Slam venues and it would be neat to go to Dubai to watch it. [Starts listing places] You know Rome, Paris, for me those would be really neat, but you know money is an issue for that of course, right now at least... not until I get retired or something.

In his interview Marcos also indicated that in the future his financial situation may change and he would be able to go to places he wishes. Marcos is not the only one who discussed and predicted

financial changes in the future. For example, Ana, an American university graduate, who at the time of the interview was actively looking for a job and living with her parents, indirectly discussed being dependent on others and how in the future she would be more independent and in control of her tennis spectating behaviour. When I discussed future spectating behaviour (e.g., ten years) with Ana and asked her why she thought that she would be able to go to all the Grand Slams she replied: “Well I will have more money [laughs], and I’ll be just probably you know be more grown up I guess, you know, I wouldn’t have to rely on my parents to really go, umm, I’ll be able to go with you know, a significant other [laughs loudly about it]...[I’d have a little more freedom] financial [security]...”

Furthermore, Juan, a high school graduate, who at the time of the interview was in the process of saving up for college that he was starting in Fall 2010, discussed his difficulty getting places (e.g., professional tennis tournament venues): “[I have a] challenge getting home and going there (e.g., Toronto Rogers Cup). [I would drive myself] if I had my G2...I have G1 right now because of the stupid license board being on the strike”. According to Juan he did not have a license because the transportation board was on strike at the time he was scheduled in to take the road test. Juan encountered an additional challenge that he had no control over (e.g., strike) and was put in a position where he had to wait and postpone his live tennis event experience.

a (1): Living within your means

Although tennis spectators faced a challenge of “lack of access to appropriate means” such as money and car, they appeared to take the challenges as is and understand the current situation and hope for a better one in the future. As Ana and Marcos discussed their future financial changes for better, Roger discussed the importance of living within his current means: “For me it is mainly that (money). It is the question of money essentially. I think with time it will improve

but for now I have to live within my means”. Roger, a high school teacher, was referring to the Men’s 2009 Rogers Cup event in Montreal that he really wanted to attend but could not. Just like Ana, Marcos, and Juan have showed to accept the situation Roger also accepted his.

LACK OF ACCESS TO RESOURCES

Spectators discussed experiencing the lack of access to resources necessary to attend the live professional tennis event of their choice and the lack of access to resources that help fulfill one’s enjoyment on the tournament premises.

LACK OF ACCESS TO RESOURCES AFFECTING THE ENJOYMENT OF THE LIVE TENNIS EVENT

- a. *Lack of access to facilities (washrooms) negatively affects one’s tournament venue enjoyment*

The lack of access to resources that help fulfill one’s enjoyment on the premises discussed by the spectators included the easy access to the washrooms. For example, Andre, a self-employed car dealership owner discussed the lack of access to the washrooms on the side courts at the Rogers Cup in Toronto. The area that Andre was referring to is approximately a ten minute walk through the crowds from the outside courts to the main Tennis Canada building:

See ...I really enjoy those outside court ones (matches) where you are there feet away and you can see the passion of the person if they can win it or not... I think...the main...the only thing they should do [is] put washrooms. A few washrooms in the back out there [and] keep the people there instead of make them all come back into the big buildings.

Although Andre found having more washrooms close to the outside courts important he also found a way to understand the reason why this may not be the case:

[Thinking]... Butit’s justthey just don’t use the facility, other than the two weeks or whatever it is for that tournament, right? [Even though] it’s... common sense [to put more washrooms], I think they are probably just taxed out with so many things, with marketing out there...

The reason why tennis spectators may be more understanding toward some of the constraints experienced could be due to the nature of the sport and being players themselves who may be used to the similar conditions when playing in amateur and recreational events.

LACK OF ACCESS TO RESOURCES AFFECTING THE ABILITY TO ATTEND A LIVE TENNIS EVENT

- a. *Lack of access to tournament information (amateur level events) results in one's inability to attend*

Some spectators discussed experiencing the lack of access to the information on tournaments. An example included information on amateur tournaments not being readily available. Roger discussed how he would like to go watch more live tennis but found ITF challengers (e.g., two levels lower than the professional tennis tournament) not well advertised: "I could try to go to those (smaller level challenger tournaments), but they are not very publicized, you know. They don't get much attention. You just never hear about them".

- b. *Lack of access to tickets leads to inability to attend a live event*

In addition to lack of access to amateur tournament information some spectators experience the lack of access to tickets when planning to attend a professional event. For example, Marcos discussed his difficulty trying to buy tickets to the professional tournament in Dubai:

I went to Dubai a couple of years ago and it was the same time when their tennis tournament was on but we were unable to get tickets unfortunately. Apparently they sell out the day after it's done (tournament completed) [and] then the next year is completely sold out. So, that was a little bit of disappointment.

Marcos indicated that the experience of not being able to find tickets to go and watch the tournament was disappointing for him. Roger also discussed potential trouble finding Grand Slam tickets: "I'd like to go see Wimbledon. I know it's very expensive and pretty much impossible to get tickets but that is where I'd definitely want to be". Also, Roger talked about his difficulty purchasing good tickets at events closer to him:

Getting tickets was kind of tricky. You don't want to wait too long cause if you wait too long you can't get good tickets...[it depends what you want to see]... the final, the semis-cause the final sells out quickly, it sells out probably at the starting of the week even or even before that. It is very difficult to get the tickets.

LACK OF ACCESS TO RESOURCES AFFECTING THE ABILITY TO NEGOTIATE THROUGH CONSTRAINTS

- a. *Lack of access to resources necessary to watch tennis (e.g., TV, sport channels, subscriptions)*

Spectators also discussed the difficulty having access to resources necessary to overcome the initial constraint of not being able to watch live tennis. They would likely negotiate or substitute their live watching experiences with televised matches. However, sometimes televised matches are not as accessible to them preventing them from watching a tennis match all together or promoting additional negotiation strategies. Marcos, Johnny, Juan, and Rod discussed having a difficult time accessing resources such as television in order to watch matches they either started to watch or were planning to watch. Marcos for instance, discussed not having access to a television set at the cottage he and his dad were renting for the weekend:

We (my dad and I) rented a cottage [and] we didn't have a TV so we went to a friend's place [and] watched it there for a little while so the rain delay hit so we were leaving and then it started up again so we jumped into a bar to watch the rest of it.

In Marcos case, not having access to television set encouraged negotiation by going to his friend's place to watch tennis. After the delay as they left their friend's place they were challenged by having to further negotiate (e.g., going to a bar and finish watching the match). Johnny, Juan, and Rod also discussed having a limited access to resources necessary to watch tennis:

I try to watch tennis whenever it's on TV. It's not often that is on TV, actually other than the majors and couple of tier 2 tournaments ...I tried to subscribe to a tennis channel, and it was Rogers and it was: "Oh we don't carry it for you guys". I was like: "Well why not?" and he was like: "Well there is not big enough market for it" ...With the day and age now, if you can't actually go and watch a live tennis match, I think you can go on the internet and there is various websites. They may not be legal of course but you can watch

matches, recorded matches and you can also go on YouTube and watch [that's what I do]. They have everything on YouTube, they have instruction videos, they have matches, [and] they have highlights of real shots. I mean you can get your tennis fix; it's just **not the same** when it is not a live match (Rod).

I guess the easiest thing to do is to just watch [tennis] on TV and... I am even more unfortunate, I won't even get it on TV because we only get Sports Net and I think they show it a lot on TSN, which we don't get so if I can't do that I might go to the tennis club or somewhere to watch it there and if that's not happening I'll try to check the score on the internet or ask a friend. [I'd] talk to a friend you know, when I am on MSN or talking to people on the phone whatever [I would] ask them about the matches and how they went or maybe they went to the matches themselves and they can tell me what happened (Johnny).

[I would] watch it on TV or check out the scores online because I remember when I wanted to watch [the US Open] and the ESPN didn't have it on... So then I went on to the US Open tennis .com and there is like a match tracker so it basically updates the scores while you are [watching]. [It doesn't show you the match], which really sucks [Juan].

According to these spectators not having proper access to resources has resulted in a modified watching experience (e.g., online score tracking).

4. Time conflict between the professional tennis tournament and everyday life activities (e.g., school, work, and family) (8)

Conflict between the professional tennis tournament and everyday life activities was referred to an inability to attend a live tennis match or watch tennis on television due to a time conflict with other priorities in one's life. Some of the priorities included: going to school, saving for school, work and family responsibilities.

a. Having other priorities, therefore no time to spectate

Some spectators indicated that having other priorities does play a role in how much live tennis they watch. It was indicated that if scheduling of professional events conflicts with spectators' priorities they would be unable to attend regardless of how much they want to. Spectators who were full time postsecondary students or were attending school in the upcoming year found that school is their number one priority regardless and wishes to watch tennis. For example, Juan

discussed: "...I've been working too much and well, I need the money as I am going to school.

So I take that over [going to] watch tennis!" Goran also discussed priority of school:

[I wanted to go to] the US Open [but] it was during the school time... It's not going to be worth commuting for one day when I have classes the next day... Say I went to University in New York or something [that] would be a different story. If possible [then] I would get the tickets to the earlier session. It's just the schooling is more important right now. After I am done university the US Open is still going to continue [be there]. Whatever is going to run out first, finish it first...

Goran discussed that his school is the first thing to "run out" because of its nature and the need to complete it in a timely fashion while the US Open Grand slam will "continue" because it is an annual, ongoing event. Juan also supported Goran's concept of professional tournaments being "ongoing" and "always" there to pursue:

You know what, it's not like tennis is just going to end abruptly tomorrow and if that was the case then I'd feel pretty bad about if I couldn't attend the final tennis event, yeah. But no, tennis is [not going to end]! Let's say it was a big match, [so?] it's going to happen again and there is going to be a better one, I'll see that one... [That's] how I look at it.

According to Juan and Goran's discussions having other priorities to negatively impact their ability to watch tennis they showed strong belief that their current situation is temporary.

Spectators also believed that in the future their current priorities (e.g., school responsibilities) could change. Johnny for instance, discussed his potential future lifestyle having an impact on how much tennis he views:

I am really busy with school right now so I don't get to watch as much [tennis] as I can. But in the future, for sure ... You know, when I am working a 9 to 5 job or whatever and I have weekends off and stuff like that, I'd love to watch more tennis. You know, get the tennis channel and watch it online, [and] get more involved...

Johnny suggested that having a steady schedule would increase his leisure time on weekends, which would allow him to view more tennis.

a (1): Lack of leisure time left after main priorities (work, family-children) have been attended to

The lack of time left after the responsibilities of spectators' main priorities have been attended to also plays a significant role in how much tennis they got to watch. For example, Jana expressed feeling that she "rarely has time" to watch tennis: "I rarely feel I have the time to indulge". She further discussed impact of retirement on free time and tennis watching:

I would be happy to spend more time just watching tennis if I could budget it in and I am kind of hoping for when my life settles into a more retired pace then I would spend much more time playing and spectating.

When asked where she sees herself as a spectator in ten years she replied:

You know in ten years, yes, I can see that if all goes according to plan I will have all three children no longer living at home. So depending on my own work schedule and how many hours I am putting in outside of the home... as we approach retirement and things like that... I can certainly see spending more time doing it (watching tennis) (Jana).

Jana's feeling of "lack of time" is closely related to the responsibilities at work and home. Jana, a lawyer and a mom of three boys living at home found to experience time constraint that limited her watching behaviour.

a (2): Not prioritizing tennis watching (not making time)

Some respondents perceived themselves as the cause or the contributing source to not successfully watching more tennis. For example, Roger discussed his lack of organization skills in planning a trip to 2009 Rogers Cup in Montreal: "...being kind of a last minute thing. You can do that if it is close by, an hour or two, but **six** hours, it doesn't really work that way! [Emphasis in original]" Roger suggested that not planning the trip well in advance may be doable if the event is nearby; however, he believes it is impossible to plan a trip that is far away on a short notice.

Jana also discussed that she may be the cause for not watching more tennis:

Well I do not prioritize my tennis spectating...even though I always thoroughly enjoy it... I miss [it]. I didn't watch the French open this year on TV nor did I see the Australian Open... and I would have liked to but then again, I think it was just the time factor, it was just a question of not [pause] prioritizing it.

According to Jana and Roger, prioritizing tennis such as making and allowing time for organization may be key to one's professional tennis watching (e.g., on TV) and attendance (e.g., live tennis) frequency.

b. Timing of the event conflicts with the main priorities (e.g., during school year)

A few spectators discussed the time conflict of the US Open with their school responsibilities.

Ana expressed her inability to go to the US Open due to time conflict:

Well, I wanted to go watch the US Open 'cause our final [NCAA] tournament in the university was always at that location and I never really had a chance because that was the week that school always starts, when US Open is on... So, I could never really watch the US Open.

Roger also discussed the time conflict of the US Open with his teaching responsibilities. Roger said: "I'd love to go to the US Open but I don't think the timing [is] good for me unfortunately. Wimbledon would be more realistic [chuckles]... just based on my schedule". The 2010 US Open Grand Slam tournament was played from August 30- September 13 (US Open, 2010). This time period usually is the time when high school students are returning back to most schools in Southern Ontario, Canada. Therefore, it can be concluded that Roger is unable to attend the US Open due to his responsibilities as a high school teacher in preparation for the new school year.

Melanie on the other hand has experienced time conflict of the professional tennis event with other family responsibilities. Melanie's case may be more special in that the conflict existed on a family level:

I wanted to attend the [the] 2009 Canadian Wheelchair Championships in Niagara on the Lake, this past November because my sister in law's partner was playing and the fact she did win in the quad division but I couldn't attend because darn my son was graduating from high school (laughs). I had to be here. It wasn't a hard choice. It wasn't really! I

wanted to [go] but I couldn't. Actually it was just a family challenge; I wanted to be there, to be present, [and] to be supportive. She (her sister in law's partner) was predicted to win the quad division, which she did [in the end]... and she doesn't know where her career is going now. She is not sure if she is going to play in 2010 so I really wanted to be there but I couldn't. Obviously my son's high school graduation was more important.

Although Melanie really wanted to show support to both family members her son's graduation was far more important and her decision could have been expected by other family.

c. *Late match start reduces one's ability to continue to watch (e.g., due to next day's responsibilities)*

A couple of spectators addressed that the late start of matches due to rain delay for example, served as a constraint to them because the matches would finish late at night. They suggested late start of night matches showed lack of tournament organization at which spectators felt frustrated. Ana and Kim spoke to this frustration: "We didn't see anything until about 9 o'clock (in the evening) [it] was [a] long, boring, frustrating day" (Kim). In Kim's case the frustration of a late match added more stress since it was an evening session and she works all day prior to seeing any tennis (for more details refer to *Subcategory "Delayed matches and long waiting periods due to RAIN" under Category "Uncomfortable and Deterrent Weather on the way to and during the Event"*). In addition to being tired from working all day Kim also had to return to regular working hours the next day.

Ana echoed Kim's frustration:

I mean, at the Rogers Cup, this year (2009), it was just a little bit with the scheduling, I don't think they organized it right, the match started really late, it was the match against Sharapova and Kleybanova and umm it was you know, we stayed there a long time you know, like we were there until like one thirty, two-ish (in the morning) until everyone got out and everything. So I think like either that was poorly scheduled or they just took a long time, or something... (Ana).

d. Inability to take time off from other responsibilities (school/work/family) to watch tennis

A few spectators found they were unable to take time off other responsibilities like school or work to watch tennis. Serena for instance indicated that school conflicts with timing of Rogers Cup: “Most years it happens that I am in school when the tournament is on”. It was not specified whether Serena was affected as a student or a teacher.

In addition, Juan, who has never been to a professional tennis event, discussed “working too much” and not being able to go: “...I’ve been to the Rexall Centre (the building where Rogers Cup is held) a fair bit [but] when the cup has been on I’ve been working too much...” Jana on the other hand discussed the possible risk a spectator may have to take when taking a day off to attend an event:

It is kind of, I mean if you do take a day off work to go in for the day I mean that is kind of the risk you take... I think [with] something like that... somebody might be inclined to say: “You know I can’t really afford to take a day off work to just wander the grounds [in case it rains], you know”. You [could] lose a day, you know, you take a vacation day you pay for your tickets, you go...”

According to Jana’s discussion a lot is on the line for a spectator in order to attend an event. It becomes risky for the spectator to take time off work because of nature of the sport. For example, tennis is associated with the lack of service (e.g., matches) guarantee due to external factors such as rain.

In conclusion, time constrained tennis spectators in numerous ways. Respondents felt they had very little free time left for spectating after completing their school, work, and family responsibilities. Time was also perceived to be constraining in that the “timing of the event” was conflicting with one’s responsibilities. Since tennis events usually take place during the week when the majority of spectators are in school or at work, timing of the event seemed to further constrain some spectators in their ability to take time off in order to attend. Furthermore,

respondents indicated that tennis is not always a priority and therefore, the time available to watch live tennis is limited.

5. Inconvenient, long, and time consuming distance to be travelled to the event (8)

Inconvenient, long, and time consuming distance to travel affected attendance frequency among spectators.

- a. *Long distance to be travelled increases attendance cost negatively affecting spectators' attendance ability*

A few participants discussed the distance travelled to attend events having an impact on their spectating habits. Ana, Roger, and Rod explained how the long distance affected their ability to attend the event. For example, Ana discussed how the long, inconvenient seven hour drive to New York prevented her from going to the US Open:

Well I wanted to go watch the US Open 'cause our final (NCAA) tournament actually in the university was always at that location and I never really had a chance because that was the week that school always starts, when US Open is on, so I never, well up until now I could never really watch the US Open and this year since I was done with university I actually had a chance to go but I didn't go just because it wasn't really convenient. I mean it is a 7 hour drive or a plane ride away.

Roger had to miss the Rogers Cup experience due to the distance he had to travel:

This summer I wanted to go to Montreal....but things just didn't work out. It was a bit too far. I mean a 5, 6 hour drive and then you throw [in] the hotel. Yeah you throw the hotel in there and it just didn't work out, unfortunately. [It is] a bit too far away. It's like transportation and then the accommodations, basically.

Rod's suggested that the distance limited his ability to find someone to travel with him:

The men's tennis tournament in Montreal this past summer (year 2008) I really wanted to go but obviously my financial situation wasn't as strong as I wanted it to be and also 'cause I couldn't find a bunch of people that were willing to go..., so it was tough, I mean I would personally go if it was in Toronto by myself but you know 'cause it looks kind of weird just to drive [the distance] to Montreal to watch tennis by yourself. You have to be pretty hard core. The food and everything [comes with it], too.

Both suggested that the long, inconvenient distance to travel adds to the overall cost of the trip.

In addition, Serena discussed the distance to travel affecting her feasibility to attend: “I think during the summer time I was [living] out of town during the Rogers Cup, a local tennis [tournament] in Toronto, and unfortunately I it wasn’t feasible [to travel to it]”.

b. Long, inconvenient, and time consuming distance to be travelled limits one’s attendance ability even when the ticket is FREE

Andre and Johnny discussed that long, inconvenient, and time consuming distance can limit one’s attendance even when the ticket to attend is complementary. Andre said:

It was the New York one [The US Open]. I didn’t, I couldn’t go... and the friends, they all got tickets to go and they were giving me tickets just to go ...and I just couldn’t ‘cause ... it takes a lot of dollars not to mention the four days of the tournament there. There were some good matches there [but] I just couldn’t go ... because it was too much. Ten hours [driving] each way and ...that’s the one I really wanted to go to this year (2009).

Johnny stated: “This year (2009) I wanted to go to the stupid Rogers Cup, I got a bunch of free tickets as you know, but I could NOT GO ‘cause the student transportation, I just couldn’t make it out this year”.

As experienced by Johnny and Andre, having free tickets or being offered free tickets in addition to having high interest in the event did not aid in their attendance ability. It showed that distance to be travelled played a stronger role in their ability to attend the live event.

c. Long distance to the event increases cost of attending and lowers spectators’ attendance

Kim and Johnny discussed how the travelling distance affected and lowered their professional tennis tournament attendance frequency. Kim addressed the traffic issue in big cities and its effect on her will, interest, and ability to attend events:

I do my Rogers Cup once a year and that’s about enough. I don’t like the Toronto traffic or traffic going somewhere like ...when we talked about going to Dubai and the traffic there is just horrendous I am sure the parking was ridiculous and the crowds. I don’t like

crowds either. It takes too much time to get to places, get through the crowd, too many people in the way...Going from [on her way home] we have been stuck in construction a number of times and the end of a long day when you are stuck in traffic for an extra 3 hours, it's kind of frustrating. You are going to have traffic no matter what you do. It's Toronto [and] any other big tournaments are also held in the big cities, I'd imagine what [London], England must be like ... wasn't it Wimbledon where some of the players were late because of the traffic? So if they can't do anything for the players, there is not much I can do. You have 20,000 people [Rogers Cup, Toronto] trying to get into stands to watch a particular match, it's slow and then when you leave everybody else leaves. So once a year is good and I didn't want to go every day.

Based on Kim's experience she prefers spectating closer to home on a smaller scale.

Johnny also discussed distance to affect his attendance frequency: "The distance because it's in Toronto, York University ...is a bit far to get to...and I guess it would be a lot easier if it was like in the same town then you could probably go every day or every other day rather than once or twice for the whole tournament".

Although Johnny would have liked to attend events more frequently, the distance that he needed to travel to get there has prevented him. He also implied that if the event was closer he could foresee himself attending more often.

6. Poor players' performance (7)

Poor player's performance included: 1) uneven match-ups, 2) lack of sportsmanship, 3) favourite player not performing well, 4) player not meeting spectators' expectations, 5) last minute tournament withdrawals by top players, and 6) unfriendly off-court conduct (e.g., not saying hi). Respondents found poor player's performances to constrain enjoyment and leave them disappointed. Impact of player's performance was greater if the player was favoured to win, was spectators' favourite player, or was expected to perform well. Respondents developed player expectations through word of mouth (e.g., hearing that a player has nice strokes such as power forehand, and a big serve). When these expectations were not met, spectators felt disappointed.

a. *Poor performance by “your” player*

More than half of the respondents found poor players’ performances to constrain their enjoyment and overall spectating experience at professional and amateur events.

Marcos and Roger described being frustrated when players did not perform well:

There is a club member...he is also a friend of mine, his name is Mike Baghdadi and he told me a long time ago about his cousin that plays tennis, and I said: “Oh yeah big deal I play tennis, everybody plays tennis”...But his cousin is Marcos Baghdatis (currently ranked # 18 player in the world)... and that was just before he went on his run at the Australian Open. I’ve never heard of him before and then all of a sudden, his cousin does play tennis because there he is on TV, playing tennis... So two years ago at the US Open [Mike] had offered [me] tickets in the family box for the US Open if he was playing on a second Saturday of a two week tournament. So, Mike and I were going to go down with another friend of ours to watch. And Marcos [the player] lost in the first round unfortunately and kind of blew everything. I was really looking forward to that. [It was disappointing because] it was all set, we were trying to figure out whether we were going to drive there or fly down and everything else and he (the player) lost in the first round...that’s what let us down (Marcos).

Well I was at the Rogers Cup two years ago and wanted to see a player that I really liked, Latvian kid, Ernests Gulbis and he started off so well, it was just so cool and afterwards he just tanked it, it was terrible, it wasn’t fun to watch. I mean there weren’t many people there so I was kind of disappointed. It was on a pretty big court and you know [and] the crowd wasn’t really into it. The match up wasn’t that exciting. You know the one. It’s either umm Gulbis would just go for ridiculous winners and then the other guy would just keep returning it. Yeah it was kind of a dull match actually. So I was kind of disappointed. Yeah [confirms his emotions]. The points ended quickly [and] he just kind of blew everything. It was just disappointing (Roger).

In relation to Marcos’ experience I wrote:

Marcos’ experience of not attending the event due to poor player’s performance suggested the flexibility and patience a tennis spectator sometimes has to have. Throughout, he showed understanding of the situation and the context his spectating was dependent on. Further he learned to accept it by reflecting on it in a form of an ideal fantasy. In his quote he also suggested that a presence of disbelief on who is a really good tennis player exists among spectators. In this case, Marcos was sceptical of the level of play his club mate’s cousin actually was and he needed convincing (e.g., seeing the cousin play on TV. Although Marcos planned the trip, his attendance was solely dependent on the player’s ability to win the match.

Regarding Roger's description of negative experience I wrote:

Roger discussed how one of his favourite tennis player's poor performance left him disappointed. In his description of the negative experience he hinted at some of the important aspects of a meaningful tennis spectating experience. According to Roger a meaningful tennis spectating experience does not include things such as quick points. Furthermore, Roger referred to "crowd not really being into it" suggesting that crowd involvement may also be an important aspect in one's tennis spectating enjoyment.

Low crowd involvement observed in Roger's experience was also evident in Ana's interview.

Ana discussed low crowd involvement after a match rain delay: "...by the time [they resumed play] everyone just left and it was kind of you know, not the same atmosphere, [people were] frustrated...because it's not like we were waiting 5 minutes, we waited for like a good hour before they would clean the court and try to dry it ...so people left thinking: 'why should we stay?'" Based on Roger's and Ana's experiences low crowd involvement was the product of poor players' performances and inclement weather further suggesting that low crowd involvement leads to an undesired atmosphere.

Does spectators' ethnical background play a role in favourite player choice?

Interestingly, choice of one's favourite player was sometimes based on spectators' ethnical background. After noticing that Roger chose Gulbis or "The Latvian Kid" as he calls him, as one of his favourite players I looked for similar patterns among other respondents. I found the connection to exist among four out of thirteen research respondents.

Respondents with an ethnical background other than Canadian chose their favourite tennis player from the country of their ethnicity. The majority of spectators were named after their favourite player, with exception of females whose favourite player was male. For example, Martina who is originally from Scotland identified Murray to be her favourite player. She also included him in her spectating fantasy. When she was asked why she picked Andy Murray to be in her fantasy she said: "'Cause he is a Scott you see". Other spectators whose favourite player's

ethnic background represented their own included: 1) Melanie, an American living in Canada whose favourite player was Melanie Oudin, a young American; 2) Ana, of former Yugoslavian background identified Ana Ivanovic, one of the top Serbian players, as her favourite player; and 3) Roger, of Latvian ethnicity, although his favourite player out of all players was Roger Federer after whom he got his nickname, he also really liked Ernests Gulbis, a Latvian kid. Roger's case is a perfect example how hard it may be for spectators not to pick Roger Federer as their favourite player. His record keepings, skill, and on-court performances make Federer an attractive candidate. For instance, the majority of respondents felt and saw Federer among their favourite players in addition to their other favourite players suggesting that most spectators may have more than one favourite player on the male and female side. I chose to give "Roger" nickname to the first Roger Federer fan I interviewed. Other spectators among whom Federer was considered to be their first or second favourite male tennis player included: Rod, Johnny, Melanie, Jana, and Ana. This was not surprising as Roger Federer is viewed as the "greatest player of all time" holding a record of most Grand Slam titles won in men's tennis history (Emmerson, 2010).

b. Poor sportsmanship and unfair play

Poor sportsmanship and unfair play was more observed at an amateur event than the professional event. This could be due to low level of formality and refereeing. At these events players are usually provided with a chair umpire at a semi-final or a final and the roving umpire in earlier rounds.

For example, Goran's spectating experience was specific to both players' lack of sportsmanship on the court. Even though these players were skilled, the poor behaviour and

unfair play cancelled their skill level and left Goran dissatisfied with the match. Goran, a Canadian varsity player with former provincial ranking points in Ontario, said:

Last time I went to watch tennis it didn't meet my needs because it was not a fair match. The two people playing; it was a competition on who could cheat the most effectively I guess without getting caught. It wasn't sportsman like. That's why it wasn't a pleasure to watch that match. Individually those players are good players but it's just the situation.

Goran's dissatisfaction with the match suggested that sportsmanship plays an important role in being perceived as a good and respectful player.

c. Uneven match-ups and poor quality matches

Almost one third of spectators were dissatisfied with poor quality matches and uneven match-ups. Poor quality matches were defined as those where players' performance was clearly below their skill level. The player in this instance would have performed poorly making many mistakes that he or she usually would not make in a match. In other words the player was not playing their best tennis. Respondents referred to a poor quality match as a "blow-out match", "one-sided match", "runaway match", or "forgone conclusion".

An uneven match-up occurred when one of the players was clearly below the level of play. This is mostly seen at challenger events among players who are trying to make it "big" and play in the "big league". Respondents believed that uneven match-ups existed in the qualifier tournament between a wild card (e.g., a person who was given an entry into a Canadian qualifier because they are Canadian) and a highly ranked player.

For example, Rod discussed uneven match-ups in the Rogers Cup qualifier event:

I think the one time though, when I went to the women's qualifier in the first round, they had a bunch of Canadian wild cards in there and the matches were very low quality because you have a top one hundred player playing like a you know a relatively unknown woman...The matches were like 6:1, 6:0...Basically it was like a woman playing against a little girl ... they were just clearly out of match.

Although Rod believed match-ups to be poor in the Rogers Cup qualifier he finds a way to enjoy himself: “Every time I’ve gone to be honest even if the matches aren’t interesting I just enjoy my time there... ‘Cause...you know, it’s time off work for me and I am just kind of relaxing. I think I [also] really like tennis so ...” Rod suggested that spectators’ liking of the sport helps maintain tournament enjoyment regardless of the match-ups.

In addition, Rod, a former varsity player, also proposed reasoning behind player’s performance:

Maybe nerves played a factor, I don’t know. I don’t know if it was the skill level or maybe it was the experience ‘cause you know how you could play bad one day and your opponent plays well... you never know with tennis matches, right?! Maybe they (the player) were injured and she is recovering from injury and she is a wild card you know.

Rod also discussed his understanding of making it to the top in tennis addressing players’ financial needs:

It is also so expensive to play professionally, like people don’t realize ...you need a \$100,000 minimum to [play at that level]. You need someone to sponsor you [and] basically if you are not winning after few years you are not going to keep sponsoring a loser unfortunately, right?! [They don’t make much money playing the challenger events]. I know the lady I coached, her daughter went on the professional tour for a bit and I mean she made like a ranking of 350, which is very good, right?! ... She still wasn’t making any living doing what she wanted to do... It is really intense. Like you think you are good and then you go out there and there are 100 girls just as good as you and they are all competing to win a two thousand dollar prize (challenger), right?!

Rod further discussed his enjoyment in hearing and reading stories about players’ breakthroughs: “That’s why it’s nice to see these stories of these kids coming from relatively nothing and making an opportunity of something they didn’t have before”.

Roger, Martina, and Kim also echoed Rod’s experience of blow out or one-sided matches. Sometimes the experience and feelings associated were stronger than others resulting in lack of willingness to watch the match. For example, Roger found “blow-out or one sided matches” boring: “No one wants a blow out, it’s boring! Right?! It’s true! You want high quality

stuff at least good rallies”. In his comment Roger suggested that minimum requirements of a quality match consisted of good rallies. Martina referred to a one-sided match as a “runaway match”: “...I mean a runaway match [for example] if they are up 6-2, 6-2 there is not much to watch, you know, you kind of do something else while it’s going on cause you can pretty well tell the outcome...” According to Martina closeness of a match is important and exciting to spectators. Further, Kim referred to a one sided match as a “foregone conclusion” that is no fun to watch: “...A foregone conclusion [is] no fun! Sometimes if it’s your guy, or your person [maybe]”.

In sum, respondents’ suggested that watching a poor quality match or uneven match-ups is not worth watching. Sometimes spectators believed that understanding players’ potential performance difficulties can contribute to continued tournament enjoyment. Liking of the sport and spectators’ willingness to make the most of events was also perceived to potentially play an essential role in continued enjoyment.

d. Player not meeting spectator’s expectations performance -wise

Juan discussed his spectating experience at an amateur level of play amongst two universities from South Western Ontario. It was a singles match between two opposing number one team players and he discussed that the player he specifically came to watch did not meet his expectations. Juan had created a vision of this player’s performance based on other spectators’ feedback. He was left disappointed when he did not see the player perform the shots he was told he could deliver on the court. Juan said:

I heard Joe was just above and beyond good, right?! ... and I just saw him hitting forehands because he has a huge forehand right?!... [and] he is just blasting it out and long and ...he didn’t even... for his serve, it wasn’t like the big gun that I’ve heard of from [others]... I was expecting to see maybe one big powerful serve but he was just sitting there, spinning it in, having the time of his life, like: “*nah nah nah nah*” [says it

mockingly if someone were to point finger and laugh at you] and it was nothing and I was like: “*wow this is disappointing I wanna see something big*”.

Juan experienced frustration and disappointment when the anticipation of seeing player’s shot making was not satisfied. He further described his experience as a “let down”: “You hear this player is sooooo good, they have such a big forehand or such a big serve and they don’t show any of it, it’s like: “*wow that is a letdown*”! [It’s disappointing] because you’d like to see it”. Similar experiences of spectators being “let down” by a player existed at professional events also. Juan discussed other spectators’ shared experiences:

...It’s like going to see Roddick, I remember it was like two years ago, I heard that Roddick at one of the tournaments was playing and the crowd was actually cheering for Roddick just to pound the damn thing. He was hitting spin serves, and then the crowd was just like: “*hit it hit it hit*” literally, the commentators were sitting there saying: “*the crowd is cheering for Roddick just to pound the damn ball*”. One serve, he spins the ball, loses the point, loses the point , next point, pounds the ball gets an ace, wins the point and I am like [sitting watching on TV]: “*There you go the crowd is satisfied*”. [The players kind of have to know when to play for the crowd] yeah...

Juan suggested that sometimes spectators attend a certain match to see the player hit shots that everyone is amazed by. He suggested that spectators want to see what players can do. A good example of shot making that spectators would like to see may be Roger Federer’s between the legs forehand crosscourt winner that he successfully performed at the US Open two years in a row in a night session at centre court. The first successful between the legs winner Federer delivered was in the 2009 US Open semi-final match against Novak Djokovic, currently No. 3 ranked player in the world from Serbia. The most recent between the legs forehand cross court winner delivered by Federer was in the first round match against Brian Dabul, an Argentinean player, on August 30, 2010 at the US Open (Association of Tennis Professionals [ATP], 2010). According to the ATP article this type of shot resulted in a standing ovation from the crowd (2010). This may suggest that shot making is widely appreciated, respected, and enjoyed by

tennis spectators. In his quote above, Juan suggested that if a spectator were to go watch Andy Roddick that they would want to see and experience the speed of his serve. This is not surprising since Roddick does hold a record of the fastest serve (249.5 km per hour or 155 mph) ever to be hit on tour (Wikipedia, 2010). According to this source his fastest serve was recorded in 2004 during the Davis Cup semi-final match against Vladimir Voltchkov and has not been broken yet.

Juan also discussed what he would have liked to see during Joe's match and how he waited for him to deliver the shots he has heard of from other spectators: "I remember... when I [was] sitting there, he (Joe) was just spinning it in and I am just like: "*No hit the damn thing*"... [and] the guy (Joe's opponent) would set it up so perfectly on so many balls and I am just like: '*pull the trigger- it's not a problem*'..."

Based on Juan's discussions it can be concluded that tennis spectators are mostly interested in shot making by players known to deliver them. It also suggests that spectators' anticipation in seeing a given shot needs satisfying to prevent disappointment from occurring. In other words, shot making such as big serve, power forehand, and in between the legs cross-court winners are perceived to be satisfying to spectators' viewing experience.

On the other hand, Ana's discussion on expectations of player's performance among spectators came in a form of an advice to those attending live events. She suggested that tennis spectators need to keep their expectations of a given player's performance under control by sharing her observation of non-major tournaments: "I always find that smaller tournaments, like the Rogers Cup, players are not necessarily putting out their best effort,...they are usually saving that for the major tournaments [Grand Slams] where they are supposed to peak, ... tournaments [like Rogers Cup are] for them just like a transitory [tournament], so...sometimes you get a really

poor match”. She shared her favourite player watching experience that made her realize players cannot always perform their best:

I remember one year, when I was with my dad and we expected a lot from Ivanovic and she was doing really well that year, and ... I think it was '07 maybe ...and she ended up losing in the first round to some Chinese girl that ...no one would have known or saw her...and that was disappointing, so I mean, like they [spectators] can't really expect someone who just ...made it to a Grand Slam final to carry that over into week two or three and play well at the Rogers Cup.

Ana implied that having high expectations and wanting your player to do well ends up in disappointment when the player does not perform to their potential or standards. She explained that sometimes high expectations are not reasonable especially when your favourite player did well in a Grand Slam tournament prior to the event you attended to watch them perform well.

e. Unfair, last minute tournament withdrawals by “BIG NAME” (top) players

Last minute tournament withdrawal refers to “big name” or top players pulling out of the tournament immediately prior to its start due to personal circumstances such as injury. A big name player is either a top twenty ranked player in the world or a player who attracts a lot of spectators regardless of their ability to win a Grand Slam. A good example of the latter player type would be Ana Kournikova. Some tennis spectators believed that Kournikova was good for the sport because people liked to watch her play. Andre discussed why he believed she was good for tennis: “...She was the best thing for the ladies tennis I will tell you that, she put people in the seats...in Montreal they had to put her in a bolt (locked up section) to practice because spectators would overwhelm the practice area ‘cause they couldn’t see enough [of her]...Spectators came to see her play and that was good for the game!”

A couple of respondents discussed the issue of big name players pulling out of the tournament and its impact on spectator’s experience, sponsors, tournament, and the hosting city. Although this experience was only shared by a couple of respondents their experience and

insight on the topic was interesting and passionately addressed. For example, Rod and Martina found last minute tournament withdrawal by top players as disappointing and unfair to spectators and tournament organizers. Rod observed that a lot of top female players end up being injured last minute due to which they need to withdraw from the tournament. He believes that this causes frustration among ticket holders:

...The women's event doesn't really attract as many fans as the men's does. I think the part of it is because you know the women always commit to these events in like a week before the top players always find a way to be injured...and basically the ticket holders get fed up with that. Whereas with the men's event you pretty much get guaranteed that 9 out of 10 top players will be there that you will get to see some good quality tennis.

In his quote Rod suggested that inconsistency in top female players' tournament attendance can potentially affect spectators' future ticket purchasing.

Martina found the 2007 Toronto Rogers Cup withdrawals frustrating, unfair, disconcerting, and detracting. She suggested that they left spectators with a "lesser tournament":

When the ladies were playing in Toronto... so many of the name players pulled out at the last moment. So you ended up with you know a lesser tournament in a way and you ended up with a lot of poor matches, poorer I'd say... You know they were coming and then the week before they withdrew because they had an injury... it's disconcerting for a spectator because you are not seeing the top players and you also know it's not good for the sponsors because not as many people are coming because the big name players aren't there and you can ... sit there and say to yourself "well I can sit there and watch who is going to be the next up and comer" but also it would have been nice to see Sharapova or a Williams sisters or whoever was that withdrew... and see how well they do...

Martina further discussed the negative impact top players' withdrawals have on tournaments:

You know it detracts when the bigger names don't turn up when they said that they would... I mean all the promotion is done with the anticipation that they are going to be there and then the sponsors are left [with the] hole in the bag when those people don't come and the tournament is kind of going "uuuuhhhh"...

In addition, Rod and Martina discussed the issue of ticket prices for spectators when top female players pull out of a tournament last minute. Martina suggested the need to lower ticket price:

Then see now ... they were charging I believe the same price with the men's and the ladies over the past number of years and when the women were there ... the place is getting emptier and emptier over the last number of years so they are going to have to do something, I mean I don't know how many times I've heard that *"they are going to have to do something"* they either have to get those players in or they have to lower the price... This... they did have more big name players there for sure [which is good], I don't know if they twisted their arms and said *"you must be there"* or what... 'Cause it's not fair to Toronto [nor the spectator].

She implied that keeping the price the same when top players are not performing would contribute to emptier seats and lower future attendance at women's tournaments. She discussed her unwillingness to pay the same price explaining how her expectations would not be met. Lack of this fulfillment discouraged her future attendance of live female professional events:

[Thinking to herself] Just a minute here you are paying the same amount of money in the expectation that you are going to get quality matches. That's what you are paying for and [when] you don't get the quality matches it is kind of like: *"well ... why would I want to come and watch this? Why would I why would I play to drive up to Toronto, pay the parking, pay the exorbitant amounts for food...pay at the gate when I can stay home and watch this scrubbing match for free on TV? ... And if I can't watch it this afternoon I can tape it and watch it tonight"*... So then it discourages you from wanting to go.

Rod viewed the situation more positively when he noticed a ticket drop in 2009 at Rogers Cup. He suggested that timing to lower the ticket price was perfect due to economic recession: "The tickets [in general] go up in price quite substantially ... [But] I noticed the prices for this year for the women's event they dropped the prices a little bit. Which was smart because they are in a recession, they need to try to get some fans, right?!" Rod also outlined that burn out or being "tanked" may be another challenge existing on the women's tour: "Well this past summer (2009) was the first tournament where all the top women pretty much showed up ...But I noticed that a lot of them didn't seem to do very well ... I don't know if that was just that they weren't playing well or they were really tanked...I find it sometimes hard to watch the women's matches because there is like 20 double faults, and it is like: *'oh my God!'* [frustrating]..."

Based on Rod and Martina's observations and discussions it can be concluded that last minute withdrawals by top players can affect spectators' future behaviour (e.g., ticket purchase).

f. Poor player's off-court conduct [attitude] (e.g., not wanting to say "hi" back)

One of the respondents was surprised and disappointed in one of the most successful Canadian tennis players when he encountered him on the grounds of Rogers Cup. This player appeared ignorant of the spectator. Roger described his disappointing and surprising experience of encountering a Canadian idol that showed very little interest in the spectators like him:

I love the fact that you can walk around the grounds and they [the players] will be there. I saw Federer, I saw Safin that was pretty funny. These guys are all there. It's hilarious, it's fun, [and] some are friendlier than others... There is actually one Canadian that was not friendly [and] one thing that kind of annoyed me was this [Canadian] player I was trying to say hello to him get like just a hello [and] like nothing.... So some of these guys, I guess maybe they have been told not to talk to people, I am not quite sure. He was just walking around on the grounds. So it was kind of disappointing... You only see these guys once every two years so it's pretty cool to see them so when they don't respond it is kind of "uuhh" [disappointing]... Some of the guys take the time; I know the top guys usually have a good reputation with fans. I know Federer does, Nadal does...

Roger's enjoyment of personal encounters with players may be the reason he found a Canadian player to be ignorant when he did not say "hi" back. The combination of event type and player's background seemed to further surprise and disappoint Roger.

7. Others' perception of tennis at events and in general (6)

Other's perception of tennis included lack of knowledge (e.g., rules, etiquette), understanding, respect, and appreciation (e.g., players' athletic ability, difficulty of the sport).

a. Lack of knowledge among people at events

Respondents found people who lack tennis knowledge at events as unpleasant, frustrating, and simply annoying. Ana discussed this disturbing behaviour at events:

... there was a few people, behind us, and I think they were in high school or something and they were kind of crazy and they are just after every [point], [and] in between points

they were constantly chatting, talking, someone was explaining to the guy how you score in tennis and I mean you can do that but you know, you can do it silently so people don't hear you necessarily but he was trying to tell everybody around him, how he knows how to score in tennis and how he is teaching the other guy, so that was a little bit frustrating and annoying... Yeah, with these people up there everyone else was getting annoyed too, it wasn't just us because they were just loud, and you can talk silently but you don't need to make it known that you know how to keep score in tennis.

Jana echoed Ana, further describing how disturbing behaviour (e.g., being loud) can create an unpleasant atmosphere for other spectators:

I think that [if] people [are] particularly rowdy and obnoxious I find that to be unpleasant, ... that is annoying and we did move our seats actually because there was somebody behind us who was talking through the whole thing [match] and it was very distracting umm so yeah...

Jana also suggested negotiation in this situation:

“we ended up moving our seats, we just kind of eyeballed a seat that nobody had occupied for the whole night so we moved down and closer, which was better, but that is very distracting... And yeah, I mean when you can move, and I mean if I couldn't move I think I would have been tempted to say something.

Spectators observed that being with someone who does not really understand or care for tennis reduced their tournament enjoyment. It also made them feel frustrated. Ana discussed how people with limited tennis knowledge can be a limiting experience for spectators who care:

...you know, they don't know much about tennis, they don't care too much and they just wanna go to a tennis match for the sake of having something to do, I don't know, that's how I kind of [see it]... 'cause if you are just with someone who doesn't really care that much about tennis then they don't really see when a point really got exciting or ... you can't really discuss anything you know.

Andre observed reduced enjoyment around people who do not like or understand tennis: “[They say], I am not going to go 'cause it looks too cold or too hot ..., we [Andre and his friend] always go with people that are friends of tennis, if you don't like tennis then I don't want to hang out with [you] them 'cause it's always complaining about something, or [they'd be saying] it takes so long or...because they don't get tennis, like, tennis is timeless really”.

Some spectators suggested that tennis knowledge determined one's spectating behaviour. For example, Ana said: "Because then [if they knew tennis] they would just, I mean then, they would appreciate the other player as well, equally, you know, ... they wouldn't clap on someone's double fault, that's just really rude. So if they actually knew about the sport, they would appreciate the other person's efforts and they wouldn't make those calls".

Furthermore, some spectators also found that lack of tennis knowledge and understanding among people deterred their ability to stay informed. Rod suggested this had a negative impact on the viewership of the sport as a whole:

'Cause it's hard [staying informed], to be honest, 'cause tennis isn't really a widely viewed sport ... and I mean most people don't even know anything about tennis like, I know like last year when Federer hit that crazy shot in between his legs at the US Open semi-finals ... like people that weren't watching tennis took notice of it because on Facebook people were posting [comments]: "oh Federer hit this amazing shot like", it's because he, you know has dominated tennis so long that people have finally started to notice.

b. Lack of understanding, respect, appreciation, and tennis liking among friends and acquaintances

Almost half of the respondents felt there was a lack of understanding, respect, appreciation, and liking for tennis among their friends and acquaintances. Roger discussed this to be common:

A lot of my friends aren't as into tennis as *I* am [emphasis on that], which is normal, right?! ... I don't think I can drag my girlfriend along, I don't think she would enjoy that too much...So it would just be me and a couple of buddies [watching tennis] ... I'd only bring people with patience and understanding of the game, if there is such a thing because I don't think otherwise they'd have a good time.

Furthermore, Juan discussed how his friends get annoyed with his interest in tennis:

I'd want to watch tennis [in my friends' presence] and then they are like: "What the hell are you doing man?" I'd be like "Shhh, tennis" ... Then they get mad at me - ... well... most of my friends know all the scores on tennis and who is the best even though they don't care at all but I am just like "oh you know Federer?" and they'd be like: "yes we know Federer [annoyed with me]" ... "yeah he lost the other day to Blake you know" and they'd be like: "Yes we know Blake [annoyed - he sighs imitating his friends annoyance with him]"... they are just annoyed at it but I am like "I don't care I am having fun".

Also, respondents felt that tennis and its athletes were viewed as less worthy in comparison to other sports. This they believed resulted in lack of appreciation and respect for the sport. Rod discussed his personal experience of people's lack of appreciation for tennis and its players:

I just don't think a lot of people have an appreciation for the game of tennis, like when I watch my friend's sports [other sports] I kinda understand what's going on ... they [my friends] just think tennis is you know, mind my language, "Ohhh tennis is such a girly sport so easy to play – bluh bluh bluh " [mocking his friends]... and I am like play for 5 hours and then see how you are pulling out mentally and physically then we'll see.

In addition, Andre and Roger proposed some potential explanations for lack of respect and appreciation for tennis by others:

I think the problem with our game is that it is too cheap, it [costs] hardly anything to play and I think it's people [they] only wanna see that people are making 20 million dollars a year, which doesn't make sense there is such a good level of athletic ability here in Toronto [Rogers Cup] and even at the WOW Challenger (Andre).

...yeah I mean being a tennis spectator if you don't like the sport you are not going to enjoy it. Straight out. Like so many people I know find it boring to watch...On TV and I think live would be just as bad for them. Because it is not a sport where, it's not like a hockey, where everybody is cheering constantly banging on the boards and just like it's insane, it's insanity and you know hockey is a physical sport where as tennis is not, so you have to kind of look at it differently.... It's not like a football game you know. Bone crushing. Hits all the time. Yeah, not at all. [It is] strategic, highly, ... it is very physically demanding but it's different, you just, it's not the same, the atmosphere, you cannot talk during the points. You have to be silent. [The culture of the sport] is different. If you do talk you will get a lot of dirty looks and maybe even get kicked out (Roger).

8. Seating: being too close to or too far from the action (5)

Several respondents found seating in relation to the court and time of the day to affect their spectating experience. For example, sitting too close resulted in tedious and quick side to side head movements. Kim and Marcos expressed their frustration of sitting too close:

I did go one year with [my friend], Jane and we had VIP seats up front and I think it was Federer but it was horrible watching because you are too close. You are doing the head

thing [moving her head from side to side] like in cartoons....It wasn't good. It was too much work to watch the tennis (Kim).

Seating is really important for me, really important. You know one time when we were doing our Friday night thing we kind of snuck right down near the coaches box. So we were watching some doubles and we were able to get in there but you are so close to it, you are right down at the ground level and we ... had seats right on the net too, and I don't like that, I don't like having to continually turn my head (Marcos).

After experiencing unpleasant head movements when sitting close, Marcos suggested negotiating: "I would take time watching the one player and then turn and watch the other player for a while cause I found that very tedious, so that's why we try to get on the corner...". He also suggested future negotiation: "...we go out of our way to make sure we get out on the corner_ and then we also like to have the sun on our back because if it's in your face all day you just kind of get close to a red pepper".

Serena on the other hand expressed dissatisfaction with sitting too far (e.g., fan zone):

We ended up purchasing tickets for the evening match and we were just really way up in the boonies, way up at the top and you just don't really get the same feel at all and it was a good match and in that respect it was a good quality match but I just felt kind of disconnected because I couldn't really see all the points, I couldn't really see the expression on the people, on their faces, and the people that were playing.

In relation to Serena's comment, Ana and Martina discussed building improvements as the cause:

Well actually now that they built it so much bigger, the fan zone is not as nice, because you can't really see as well, the DuMaurier open you could actually walk... right in between the fan zone and the bronze seats there was actually a pathway where you could ... stand and watch so that you could see them [players] really well there, but I don't think you can do that anymore (Ana).

"[Being] in the nose bleed section ... it's not like it used to be with the old one [building] where you can sort of filter your way down and sit lower as the event went along. No, they just guard it so much that you can't do that and they won't, and if you go for the evening they won't allow you to go down until the match is practically over" (Martina).

Andre further discussed building improvements to be limiting in their accommodation capacity:

“[The new building is not a multi-use building] and without using a multi-use [building] ...you know like the Skydome for instance where you can get a mass of people and get multiple courts in it... I think you have to do it ...have a spot where they (National Canadian Team) can all play [and] everybody can go watch them”.

Regarding building improvements I wrote:

Bigger and newly improved building was seen to attract more security making it difficult for spectators to seek shelter from winds in the lower bowl. Also, it was believed to make the fan zone bigger and further away which made seeing difficult. Further, the improvements failed to create a multi-functional building perceived as necessary by some spectators. It was interesting to find that constraints experienced by a few spectators included negative impact of increased venue developments on spectating.

Goran, an experienced player and spectator of amateur events (e.g., Ontario Junior Provincials), expressed a lessened enjoyment due to seating:

Last time I went to watch a tennis match it was probably ... [the Ontario] provincials. There were some matches that I was watching [and] it didn't meet my needs because the seating wasn't that good. It was just a big fence and trees everywhere and you couldn't see anything, it was packed.

a. *Feeling uncomfortable due to seating at higher levels of the centre court*

Furthermore, respondents experienced seating at upper level of the centre court differently during inclement weather. Serena felt uncomfortable in sunny, hot, and cold weather:

The sun can be a little bit of an issue particularly if you are fair skinned like I am and you are sitting down in the sun all day, that's just one thing to be conscious of because I find I have to bring the sunscreen and I have to wear a hat, sunglasses and umm to take shade to take some cover whenever possible.

The heat can also be a bit of an issue cause when we were there in the summer it was quite hot to be sitting in there and there was not a lot of air circulating.

I just felt we were like way up there and it was actually getting really cold so we were kind of uncomfortable too because of the wind and being at that height and it was quite cool in the evenings.

Martina also felt cold and uncomfortable: “I was so-o cold – and it was cold and it was windy and we were up in the nose bleed section... I was cold and miserable”.

In addition, Martina expressed concern about seating in direct sun and its impact on spectators' experience:

This year I had wonderful seats, I was about 14 rows up give or take and the sun was behind me. If we would have been sitting on the other side of the stadium we would have died of heat! It was a very warm, humid date, [it] must have been the only one this summer that we had. And it was like: "okay Martina, make a note of this as to where you're sitting because you want to be here another time". So, if you went for the first time and you were on the side where you were baking it could certainly impact your experience especially if you didn't have enough knowledge to leave the main stadium and go out and explore around the other sections. Sometimes the matches are so good that you don't want to leave but it was kind of like you have to get to know your stadium so you know as to where you want to sit.

9. Tennis not being one of the top sports in Canadian culture (3)

A few spectators found low tennis popularity in Canadian sport culture to constrain spectating opportunities, experiences, and negotiation tools. Furthermore, low popularity of the sport was perceived as constraining to Canadian professional tennis development.

a. Limited opportunity to live and TV spectating

Respondents suggested that low tennis popularity in Canada results in limited access to live and TV spectating opportunity. Rod discussed how Canadian tennis fans are limited to how much tennis they can watch on television:

Well I think in Canada it's just more difficult for us to watch tennis match 'cause – you know – I tried to subscribe to a tennis channel – and I think it was Rogers at the time and it was: "Oh we don't carry it for you guys" – I was like: "Well why not?" And he [the cable company representative] was like: "Well there is not big enough market for it". Because I would have paid to watch the tennis channel, right? So I mean – just because in Canada – tennis is like the 20th sport on the list – behind like you know ...hockey, basketball, skiing, and soccer, [we are limited access].

Roger also discussed difficulties Canadian tennis fans face in attending live events:

The fact [is] that these things are all over the world. Canada is not exactly a Mecca of tennis. We don't have all these tournaments going on. It's kinda difficult, right? And in Canada, unfortunately we only have one [high] level tournament [Rogers Cup formerly DuMaurier Open] in Toronto or Montreal. We do have some smaller ones [challenger

tournaments] but they are not very publicized, you know. They don't get much attention. You just never hear about them... And 6 hours [to Montreal] isn't, doesn't really work... so it's Canadian geography. That's what gets ya. That's it! The country is too big. They [tournaments] are all over the place.

- b. *Low tennis popularity in Canadian culture, (people's mentality), and Canadian tennis system constrains growth of professional tennis development and spectatorship*

Rod and Roger were very disappointed with the lack of popularity of tennis in Canada. Rod discussed Tennis Canada system as constraining to professional development:

I just think in Canada there is just too many things for kids to do, whereas in like Europe and other areas maybe that's all they have ... 'cause you see a lot of these European countries they have climates like us [Canada], ... [and] they seem to produce more tennis players than we [Canadians] do. I think a lot of it is just the funding though. Tennis Canada's funding is a joke compare to other countries – so... it doesn't help when the tennis players have to make it on their own ... Financially, the obligation is huge. Gregory Rusedski, he was Canadian and he left Canada because they wouldn't support him. [Then he became British] because his parents were of British decent. So ...not much you can do about that, right?!

Roger echoed adding that country's climate may constrain tennis popularity in Canada:

In Canada I am kinda disappointed as a fan; it's like the sport is not where it could be. All the good athletes play hockey, that's the way I see it... We just.... or maybe it's because of our climate. I don't know. Culturally we just don't, like we could be so much better than we are and it could be so much more popular than it is: People only watch it like during you know the Slams and like it's funny you know when I used to play on the public court and there would always be people there during slams playing tennis because that's when they watch it but then after that it would be nothing.

Roger further expressed being a “disappointed fan”:

I am just disappointed at the scene a bit – it's not quite as vibrant as I would like and that is basically it. Like [we have] only one big tournament ... and like I said all our athletes, good athletes play hockey and other sports, our top guy is [ranked] like a 100 something in the world. It's kinda like fans are disconnected from it, they are not quite ... it's not as close to their heart as hockey – so that's it.

In addition, Roger also expressed optimism in Canadian multiculturalism:

And I think the more Canada changes and becomes multicultural, I think a lot of the kids that come to the clubs – a lot of them have a European background I find and they just have a different way of seeing stuff – maybe it comes from the parents, - maybe it's the

cultural thing, I don't know what it is, but more and more we are seeing these Canadians –slash whatever (e.g., Nestor, Polansky, Dancevic, Wozniak) playing sports like tennis.

c. Limited spectating opportunities further constrain access to negotiation tools

Juan discussed how low tennis popularity in Canada limits spectating opportunities:

I remember it was a DelPotro [and] Blake match that I wanted to watch and the ESPN didn't have it on. It said ESPN on the channel listings: "the US Open Tennis" or whatever it was and it was like a big bar from 7 o'clock 'til...12 o'clock or something like that. It was ... 10:30 and they were showing golf for some reason and it went to football and I am like: "this is crap", and I know it wasn't the US Open for golf it was... US Open **Tennis** [emphasis], so then I went on [the] US Open tennis .com [website] and there is a match tracker so it basically updates the scores while you are [watching]... [It doesn't show you the match], which really sucks [as] I tried to get the streaming version and it [said]: "this is not available in your country" and I am like "aaaaaahh".

10. Difficulty in negotiating site venues (3)

Due to the major professional tennis tournaments being held in big cities (e.g., Toronto) parking in terms of finding a parking spot, and not being able to park close to events was constraining to some spectators. Ana discussed her inability to find parking after purchasing a ticket:

We paid for the ticket but they [staff] didn't know that it was all full for some reason...And then...I am not sure, somebody left so we got that one... I just didn't really know that you can sell a parking ticket without knowing that ... there are enough spaces... if you are going to sell a ticket you have to know that you are guaranteed you are going to find a space. It was frustrating... [We were in the parking lot for] maybe like 10 minutes.

Martina discussed the issue of parking distance: "It is a fair hike from the parking to the event and there are never shuttle buses, they say there are but they aren't". Andre also discussed parking distance as constraining: "I think the parking is a nightmare that they have at York University. If you were not a real fan of tennis you will never go again because it's an hour to get from the major parking spot". He further said: "If you are not on that shuttle or have access to it you can almost walk there faster than wait until it loads up; then get your butt out there... So, it's

kind of awkward for older people ... if it was raining that night the grass ...you have to cut some corners and it is a little mucky”.

Conclusion

The most commonly experienced constraints included: 1) too costly to attend a tennis event, 2) uncomfortable and deterrent weather prior and during the event, 3) lack of resources and accessibility to them, 4) time conflict between the event and everyday life, 5) inconvenient, long and time consuming distance to be travelled, 6) poor players’ performance, 7) others’ perception of the sport, 8) sitting too close or too far from the action, 9) low tennis popularity in Canadian sport culture, and 10) difficulty finding a parking spot. The experience of these constraints differed by age, gender, and spectators’ playing ability.

CHAPTER SEVEN: NEGOTIATION THROUGH TENNIS SPECTATING CONSTRAINTS

Participants developed and used negotiation strategies in order to overcome the challenges they experienced to tennis spectating. This section focuses on the negotiation strategies, self-efficacy, most helpful human resources used, and advice to other spectators. Discussions included current status of tennis spectating and future improvements as perceived by the spectators. Finally, the complexity in understanding sports spectators' behaviour in general was discussed.

Negotiation strategies used by tennis spectators when unable to watch a live event

The negotiation strategies used by tennis spectators when not able to attend live events included scheduling ahead, using electronic media, talking to people via phone, MSN, Facebook, and e-mail; playing tennis, going to a different sporting event, and when rained out, engaging in interactive activities at the tournament site.

1. Scheduling ahead

Scheduling ahead was seen as a way of avoiding disappointment. This included scheduling one's tennis spectating trip and organizing people involved. Scheduling came in a form of purchasing tickets with desired seating, and choosing a day and time to go.

For example, Marcos discussed scheduling far ahead with his dad to go on the same day, same session (e.g., afternoon), and the same seats at the Rogers Cup in Toronto each year:

... well you know we pretty much schedule this with my dad pretty far out ...we always just make it work it's always the Wednesday, it's whether it's the women's or men's we always like to get seats in the same spot which is on the southwest corner so that you get to watch the match diagonally and the sun is at your back in the afternoon. So we got all that kind of thing figured out. So we plan it far in advance so you know I really didn't have any challenges of not being able to go apart from as I explained before the Dubai thing where I was trying to find tickets (last minute), which I couldn't so I wasn't able to work around that...I don't think I could do it again either...the only thing I could do is buy the tickets way in advance and hope to be able to get there and if not then sell them, or

you know, put them in a picture frame and knock them on the wall for \$180 bucks a piece.

I wrote the following in my journal regarding Marcos' challenge and negotiation through it:

Dubai tournament and its nature serves for Marcos as a physical barrier that he sees and understands would not be easily overcome because if he were to go to Dubai again he would need to buy tournament tickets a year in advance (which is too big of a financial risk -\$180 per ticket- for him in case where it might be a business trip that may or may not happen). If he waits to find out whether he is scheduled to go to Dubai (he normally finds out a few months before) and he would once again miss the opportunity to go to the tournament while there because it is usually sold out well in advance. In his opinion if he were to risk buying tickets without commitment of going to Dubai he would have to risk and deal with the idea of losing \$180 per ticket, where his family including his father would have to encounter a potential loss of 3X \$180 (dad, wife, Marcos) totalling for \$540 potential loss.

Serena also discussed scheduling being an important strategy to overcome a challenge of not being able to attend:

I try to reschedule it to see if I can either go the next year or see if I can go to a different location or even the dates that are involved because sometimes it goes on over the course of a week or two so if I can't make it towards the exact match that I want then I would try to look around for a different option and I know as well with the Rogers here they do the women's and men's in Montreal and Toronto and then they flip flop so there has been a time where I wasn't really local in Toronto and I ended up going in Montreal.

Serena suggested that the nature of Rogers Cup being held at two different locations made it easier for her to attend. She was able to attend a professional tennis event in Montreal that was at that time closer and more local to her.

Serena also discussed that scheduling and rescheduling one's plans could help negotiate the challenge of feasibility. She shared her experience of supplementing the professional tournament event (e.g., tournament draw) with the free to attend preliminary round (e.g., qualifying draw) at the Rogers Cup in Toronto, formally known as DuMaurier:

...I am just trying to reschedule and see if I can make it work or if there is another local tournament of some kind that you can sign up for or that you can kind of just look forward to that instead...even (I) think a few years ago, it was the DuMaurier, they used to have the preliminaries and what not and they had a free day that you could go to and I

went to that a number of times so you could just go in and you didn't expect to see the top players but you can see people from all over the world that are practicing and doing their warm ups and also their entry level matches so that was positive experience too, it was worth going for.

2. *Watch tennis using electronic media (e.g., TV, internet)*

Watching tennis using electronic media was the most commonly used strategy to negotiate through one's inability to attend a live tennis event. This type of spectating allowed them to stay connected to the sport either by watching the match on TV, checking the scores online or watching tennis clips on YouTube. Although the spectators within this study were not always able to watch the whole tennis match on TV they believed that being connected in one way to the sport still made up for their inability to watch the game.

Goran for instance discussed watching tennis on television when unable to watch it live. He also discussed making a trade-off by giving up the closeness and the spectating environment that he would normally get at live events. Goran also stated that he would not give up sleep to watch live coverage of the Australian Open:

If I am not going to go to a match because of I mean the distance or whatever I am doing...Right now for example, studying for university then another challenge would be that well it was not being aired on TV...That would not be a really nice thing to do, well I can understand why they wouldn't air it but I mean. So, I would try to watch it if they were showing it on television... (Agrees to have made trade-offs in the past) for sure, I mean you cannot get one thing out of another for doing nothing. You lose, when you watch it on TV you are going to lose all the ... closeness of it, like the Tipsarevic and Gonzalez when you watch that on TV and when you're watching it live, I think I'd prefer it live just because of it...It's huge, it overpowers all the other things that are going on right now. So, ...there is definitely a trade off of losing the sensation of being there actually, so, I think that is the only thing though that would change, the score doesn't change, the people don't change, it's just the environment, the spectating environment that's different. And that is the trade off you make...I mean if its Australian Open then I know I do watch less of it. 'Cause I like sleeping.

Melanie was satisfied watching tennis on TV but also felt very happy for her family if they attended the live event when she could not:

...obviously it's a disappointment when I can't go but at times when I have been unable to get to the Rogers Cup when my husband has gone and I am happy for him that one of us was able to go or my kids were able to have gone, personally I am just happy to watch tennis whether is live or on TV so I don't, it doesn't affect me much if I can't get to a match if it was perhaps one of my children playing or my husband or something like that, obviously I'd be terribly disappointed but just in general it doesn't affect me that much. I do make an effort to go and see tennis matches, but if I can't, it is okay... (I'd) watch it on TV or read about it in the newspaper, I'll follow tennis in any form.

Martina on the other hand referred to televised spectating as deferred gratification to watching a live tennis event. She specified that her inability to attend a live event would not bring her down:

Okay well there is really nothing that would stop me from going other than the quality of the games, so if you go and the quality of the matches is poor you have second thoughts next time around whether you will go to that event again and then because it is just an annual event and because you like to go and the friends like to go you go, (laughs), but I am sure if you ended up with ...two or three times in a row with poor quality you just kind of finally say "it's not worth it I'll go twice to the men's when they are here for example"...it's deferred gratification, that's what it is, deferred gratification...you watch it on TV. And then you can say: "geez I'd like to be there". And I am one of those people I don't work (retired)...the Australian Open I am down in Florida when it's on and I'd love to be there and obviously I am not going to be there ...so what I do I watch it at all hours of the night because it's live in the middle of the night...because I can catch my sleep whenever during the day [laughs].

In her quote, Martina suggested trading her sleep to watch the live coverage of the Australian Open on television. Andre echoed Martina: "(Regarding Australian Open) I stay up night and day and watch those ones... I love it, people go "you look so tired Andre", yeah its Wednesday, no it's actually Tuesday, you know how it is the time is upside down [says it laughingly]".

Ana and Johnny also discussed watching TV when they are unable to attend a live event:

...I do just end up watching it on TV ...not every year do we have time to go out and see it. In the past I was, not last year but the year before that I was in France for two months, and...I wasn't even in the country, ...I mean, yeah... it's just something that if we have time and everyone is free and everyone is home, then we go and if not, we end up watching it on TV.

In her quote, Ana suggested television viewing to be a common way she and her family would spectate tennis matches.

Johnny indicated engaging in online score checking when unable to attend live events:

...just watch on TV and if I am even more unfortunate that I won't even get it on TV because we only get Sports Net and I think they show it a lot on TSN, which we don't get so if I can't do that I might go to the tennis club or somewhere to watch it there and if that's not happening I'll try to check the score on the internet....

Rod discussed engaging in various tennis viewing activities on the internet to substitute for live or televised tennis: "Then I'd go on you tube or something like that and just watch funny videos and stuff..."

Like Johnny, Juan also engaged in online score checking in addition to watching tennis on TV as an alternative to live viewership. He said he would watch tennis instead of playing videogames, but would not trade hanging out with his friends in order to watch tennis:

Watch it on TV or check out the scores online...instead of playing videogames I'll watch it, that's a trade off I guess, but if it comes down to it you can go hang out with your friends or watch tennis then there is a little bit of hesitation but I usually go hang out with my friends cause like they are my friends...

3. Networking: Talk to people via phone, MSN, Facebook, e-mail

Social media were used as negotiation strategies when tennis spectating was impossible. Tennis spectators within this study expressed talking to friends or others who may have seen the tennis matches either live or on television in order to stay connected or informed. The popular source of communication among these spectators included phone, MSN, Facebook, and/or e-mail.

For example, Rod discussed "venting" with his friend about tennis over the e-mail or Facebook: "Well sometimes...I know Johnny (his friend, who was also one of the spectators within this study) and I sometimes vent with each other about tennis matches...we would e-mail each other back and forth on Facebook...". Johnny who is friends with Rod also discussed talking to people on MSN or phone asking them about the tennis matches they saw or watched on television. Johnny suggested that talking to people was an effective way to stay informed about

the event happenings: “I’ll try to ...ask a friend talk to a friend...when I am on MSN or talking to people on the phone and ask them about the matches and how they went or maybe they went to the matches themselves and they can tell me what happened”.

Melanie also discussed talking to people and living vicariously as a negotiation strategy she used in the past: “...so even if I can’t make it out to a match I’ll talk to somebody who has been there ‘cause I enjoy listening to people tell me about matches so you know you can always live vicariously by through someone else who has been there, or watch it on TV or read about it in the newspaper, I’ll follow tennis in any form”. In addition, Melanie showed high level of involvement by stating that she would “watch tennis in any form” including television viewing and reading about it in the newspaper.

4. Play tennis

Respondents also found that playing tennis and having their own fix was a great way to substitute their inability to seeing a tennis match or watching tennis on TV. For example, Rod discussed playing as being an important strategy to deal and negotiate with the inability to watch live or televised tennis. He was a “typical sports fan “that enjoyed going to any sporting event:

Well sometimes...I know Johnny (his friend, the other tennis spectator within this study) and I sometimes vent with each other about tennis matches...we would e-mail each other back and forth on like Facebook, I know some of my buddies they are just like a family, we talk about playing, we hit a bit, go out and play ourselves. Get frustrated with our own game rather than the pros. I am a typical sports fan...I ‘do go to any sporting event really...I like hockey just as much as I like tennis, but my team isn’t doing very good unfortunately, they are pretty much at the bottom of the league, that will give you an indication...I like try to play tennis, I probably play like two or three times a week, so if I am not seeing live tennis I still have my own fix...

Roger was a fine example of a tennis spectator who displayed a variety of strategies used when unable to watch live tennis. For example, he discussed his strategies to range from watching

tennis on TV, reading about it, and playing it. Overall, his strategy was to “deal with it” in one way or another:

...you just kind of have to suck it up and if it doesn't work out, (for example) Montreal I was disappointed because I was like: “Now I have to wait a year to go and see that calibre of tournament again”...but I just deal with it. I watch it on TV, I read about it. I play all the time...I'd rather be playing a sport...I am disappointed for a short while and then I get over it...just play...

5. *Go to a different sporting event (e.g., hockey)*

One of the tennis spectators discussed making an effort to attend a different sporting event such as hockey when unable to attend a live tennis event. Rod, stated:

... I mean for example if I didn't go to the tennis in the summer, I would make a more of an effort to go see a hockey game for example. Yeah. So, got to at least go to a couple of big sporting events a year, it's just good for ya! (Agrees that it makes up for it), that feeling... being in a...in arena...

Roger suggested that the atmosphere of a sporting event such as a hockey arena makes up for the missed atmosphere at the centre court of the tennis tournament.

6. *Engage in interactive activities on site*

When rained out on the tournament site some spectators engaged in interactive activities on the premises to make their waiting time for play to resume more enjoyable. For example, Andre discussed enjoying the interactive activities offered at the Rogers Cup in Toronto:

...they have those interactive things that you can when it's rained out, I think they have really picked up...with health Canada...they had some ladies doing their blood testing...and bone density that was the thing last Wednesday, I was there, lots of little things...I think they are really trying to keep you...I think they have done a good job there...(every day Champion milk products), they are cute, they are really nice people...they come out and they do the little challenges up against the wall, the fence there...

Self-efficacy: perception of tennis spectators' ability to negotiate and overcome challenges

Participants were asked to describe their self-perceived ability to overcome and face challenges in tennis spectating. The majority felt they had control and were able to negotiate easily through

the use of resources such as technology. Furthermore, spectators indicated that the level of control felt was situation based.

Having control

The majority of the spectators felt they had control over situations and in their ability to overcome challenges. The level of control and one's perceived ability to negotiate through challenges differed based on situation and their involvement with the sport.

First, the ability in using the resources readily available to the spectators was discussed to provide them with the sense of control over the challenges faced. For example, Marcos suggested feeling comfortable with the amount of money he spent on tennis tournaments: "... I wouldn't want to spend a whole bunch more on tennis than what I do..." Serena discussed that negotiating through challenges was possible with the use of resources available to her. She suggested that accepting one's situation of not being able to attend a live event due to money for example, was one step to the ability to negotiate followed by a modified form of spectating such as going to a free weekend of the tournament:

...It's possible...I am just trying to reschedule and see if I can make it work or if there is another local tournament of some kind that you can sign up for or that you can kind of just look forward to that instead...(I) think a few years ago, it was the DuMaurier, they used to have the preliminaries and what not and they had a free day that you could go to and I went to that a number of times so you could just go in and you didn't expect to see the top players but you can see people from all over the world that are practicing and doing their warm ups and also their entry level matches so that was positive experience too, it was worth going for.

Melanie and Martina suggested that their personalities and use of other resources made them feel in control of overcoming challenges. For example, Melanie suggested that being an even tempered person, along with the ability to use resources such as living vicariously through others' experiences helped her retain composure and stay in control:

Oh sure, I'm just a pretty even tempered person so even if I can't make it out to a match I'll talk to somebody who has been there 'cause I enjoy listening to people tell me about matches so you know you can always live vicariously by through someone else who has been there, or watch it on TV or read about it in the newspaper, I'll follow tennis in any form.

Martina added:

I am pretty in control. I manage...but then I guess maybe I'm kind of as I said right in the beginning I am kind of like that anyway...I mean I would be disappointed if it was something that I wanted to watch and that lets say I was out in the morning and I had said oh I must put my recorder on and then I discovered that I [sighs] didn't I'd be like [breaths out in frustration]...Yeah just a little darn disappointed kind of thing but then I would do my best to find out what the result was and when the winning player was going to be playing next time that's all you can do, move on...I would read it on the internet, I'd go on the internet...

Martina in her quote above outlined that feeling disappointed is common reaction for her when missing a tennis match but she always found a way to deal with it either by reading about it in the newspaper, or on the internet. Rod also discussed having high ability to overcome challenges due to the resources available to him as a resident of a large city such as Toronto:

I would say yeah I can, personally just because I live in Toronto...so there is so many things to do, but I think if you are living in a more secluded area maybe it would be more difficult because obviously it is going to be hard to find someone to play tennis with if you are a long time tennis player...

Second, people felt their ability to negotiate through challenges was situation based. For example, Ana and Kim both felt that some situations a tennis spectator had very little control over. One such example they referred to was the inclement weather on the tournament premises:

Well I mean... some things (like weather) you can't control but other things, if the person next to you is annoying and like, you know, doing things that annoy you, you can definitely control that and zone them out ...(Ana).

(About the weather) yeah that's sort of one of those acts of nature, acts of God. There's nothing you can do other than not to being there (Kim).

Goran also discussed that spectators' ability to negotiate through challenges was situation based. For example, Goran suggested that in order for him to stay in control of the situation he needed to understand priorities and stay focused on those:

I think my ability would be just reasoning what's more important to do, for example the US Open if I went out to watch the US Open but there is the challenge of the distance, it's too far to go but then I have to finish university in that sense, university would be the first priority so I think dividing it into whatever needs to come first, second, third is what the end result is. (Agrees that with tennis he would get another chance to watch it) for sure, for sure. Yeah I mean, whatever I have to do right now, I'll do right now and then whenever I have free time after I can do whatever is supplementary.

Third, some respondents felt their ability to negotiate through challenges was based on level of involvement with the sport. For example, Johnny noted it was easier for him to negotiate through challenges due to his enthusiasm for the sport:

...well it's easier for me because I'm I am pretty enthusiastic about the sport so I would probably make an effort to do all those things I just said (e.g., watching tennis on TV, reading and watching on the internet) but I guess if you weren't a big tennis fan maybe you are a casual fan who just...got free tickets to the thing, or you ...tied up, have nothing to do that weekend and you want to check out the sport, I don't think you would...go through all that effort to try to overcome those challenges, so for me yeah I don't know, it's not that hard...

Johnny stated that a big tennis fan like he is would make a more of an effort to negotiate through the challenges than a spectator who is not a big fan of tennis.

In addition, it was also discussed that distractions such as work and one's view of the sports' future helped spectators stay in control of situations and better negotiate through the challenge of not being able to attend a live event. For example, Roger discussed feeling that he can overcome challenges faced easily because work served as a distraction. Roger outlined that being busy with work and playing tennis does not allow him to spend a lot of time thinking about not going to watch live tennis:

...In general I am busy so I don't really have time to think about that type of stuff...I have too much on my plate so I don't worry about it and I just keep playing. Playing is what I

really love more than anything so that is what makes me happy, so that is how I deal with it. I mean I'd love to go to more but it's not always feasible. I can't fly to California to Indian Wells, I can't do all that stuff on the whim, you know, I just don't have the means. (Agrees to watch on TV) when I can. I'll stay up late sometimes, you know, watch the Australian Open 'til like 5 in the morning or something ridiculous...although I remember this year, I did not watch Federer/Nadal final at the Australian. I was just too tired, I couldn't take it. I woke up too and I was kind of disappointed that Federer lost...You just watch the highlights online now these days. You just go on you tube and watch the highlights, the best stuff that happened in a match. That's it...There is technology.

On the other hand, Juan discussed that knowledge on tennis longevity allowed him to stay in control and deal with the challenges of not being able to watch a live tennis match for instance:

Not too bad, fine. You know what, it's not like tennis is just going to end abruptly tomorrow and if that was the case then I'd feel pretty bad about if I couldn't attend the final tennis event yeah but yeah no tennis is like you know what let's say it was a big match it's going to happen again and there is going to be a better one I'll see that one...It's how I look at it.

Most helpful human resources in overcoming constraints

Participants were asked whether there has been a person who was the most helpful in overcoming tennis spectating challenges they experienced thus far. The majority identified a family member or a close friend to have helped them most in overcoming the challenges to tennis spectating. Other helpful individuals included people in the tennis community one belonged to such as a tennis club, and a coach. Throughout this study it appeared that the person who played the most influential factor in tennis spectators' first exposure to tennis as a player and a spectator was also the most helpful person in negotiating through constraints they experienced. The help came in a form of sneaking in to watch more live tennis, recording of the matches to be watched later, staying informed, and encouragement to watch tennis.

First, it was common for participants to identify a family member as the most helpful person in facing and negotiating through tennis spectating constraints. For example, Serena and Goran both identified their fathers to be most helpful. Serena stated: "...just maybe my dad

because he has always encouraged me to play tennis so he'd encourage me to go watch matches or suggest that we go watch a match...". Serena's dad encouragement and suggestions that they go watch a tennis match may indicate that her dad was helpful in providing support to her as a tennis spectating companion. Goran discussed his dad being the most helpful when faced with the challenge of not being able to watch tennis:

Family for sure! You know, if I can't watch a match for example, I am here right now, I am sure my dad has recorded the matches...because we don't get cable, proper cable as students, we don't want to pay for cable so whatever is going on, if it is possible to record it, I am sure he'd record it because he loves watching tennis, too, so ...he would have recorded it and we might watch it later on. So, that is definitely a big help!

Melanie also identified a family member, namely her husband as the most supportive and helpful person in overcoming challenges. Her husband was very helpful actively ensuring that they engage in tennis spectating and keeping her informed of tennis matches she was unable to attend:

Oh probably my husband because umm he is a big tennis fan and a tennis supporter and he is usually the one who is saying "Let's get those tickets, let's go to the Rogers Cup or let's watch this tennis match, let's go to the tennis club and watch the tournament that they had on and you know if I can't make it he is always one to go by himself or go with one of the kids or with a friend and then we'd talk about it...

Second, some tennis spectators also felt that the people in their immediate tennis community such as a local tennis club were most helpful in facing tennis spectating challenges. It was suggested that by talking to people in the community spectators were able to stay informed and up to date on tennis happenings. For example, Roger said being involved in the tennis community allowed him to talk to people and by talking to people he was able to gain more knowledge on what was going on, when to buy tickets, and what type of match to look for at a live professional tennis event:

I mean around the club. Here. You know, people talk about it and sometimes I know the people have gotten free tickets in the past. I haven't had the privilege of getting that but I mean I just talk to the members at the club. Got some friends who...try to work things out, no one has helped me specifically by being involved in the tennis community you

kind of know what is going on, you know when to buy tickets ...you know what type of match to look for and stuff like that.

Johnny noted that being in contact with people at local tennis clubs provided access to free tickets to professional events: “I am a member at the tennis club [referring to a local club] and the ... tennis club (30 minutes away) there so I usually get free tickets every year to matches, so that makes things easier...”

Third, a close friend and a coach were among other people identified as most helpful individuals when negotiating through constraints. For example, Marcos discussed that his close friend was the most helpful person in negotiating tennis spectating constraints:

...George [another member at the tennis club] usually organizes the Friday group of the guys that go down...so he looks after getting the tickets and everything else...just organizing making sure it’s happening, it’s kind of a ritual for him and I have only joined them last couple of years ...and he is the one who works on sneaking us back into the night sessions.

Marcos suggested that his friend’s ability to organize a large group, ensure that things run smoothly, as well as sneak them in to watch more tennis made him the most helpful person.

Regarding the sneaking into tennis matches I wrote the following in my journal:

Tickets purchased per sessions (day versus night) can and are sometimes perceived as challenges. So sneaking into the night session with a day pass looked at as solving and overcoming the challenge of not being able to stay and watch more tennis.

Ana discussed her coach as the most helpful person in overcoming the challenge of not being able to attend the NCAA team championships. According to Ana, her potential coach at the time helped show the tennis atmosphere and overall tournament experience through the use of electronic media:

I know that before I came into university and this wasn’t in a professional tournament it was just my team-mates and this was 04 or sorry 05 before I came in and they played in the Mac Finals and I couldn’t go to New York city because I really wanted to see them play and I couldn’t do that but then my coach kind of... gave me updates, so he e-mailed me and said everything that went on, he kind of took pictures as well and ... Yeah, and

there was an article in Buffalo that kind of came out, so he sent me those as well...and he actually taped some matches as well, 'cause that's what he always does, he didn't send those to me but when I came in he showed me those. Yeah, kind of like he wanted to tell me what the experience is really like of that final tournament that they play.

Advice to other spectators

Participants had a lot of advice to offer to other spectators that may face similar challenges. This advice was based on their personal experience in negotiating through challenges faced when 1) unable to fully enjoy the tennis event attended, and 2) unable to watch live or televised tennis matches. The advice offered by the spectators ranged from buying tickets and deciding to go, travelling to and being on the premises, as well as how to prepare for inclement weather. The advice offered included being organized, travelling with a friend, getting informed regarding rules and nature of spectating, controlling one's expectations, and staying committed. In addition, some spectators advised others not to panic, join the club in order to increase their resources, and learn to accept inclement weather.

1. Be organized

The spectators within this study referred to being organized as scheduling ahead, arriving early on the tournament premises, having money to spend, bringing weather appropriate attire including being ready for all inclement weather, and knowing where to park.

a. Schedule ahead

Most spectators within this study indicated that scheduling ahead was key to avoiding disappointment and ensuring one's attendance at a professional tennis event. Marcos said:

...the earlier you can book your tickets, the sooner you will be able to or the more chance you are going to have at getting a seat that you are going to want versus getting kind of the left overs or being stuck somewhere where you don't want to be...

Goran discussed that scheduling was important when setting one's priorities. He suggested that completing the most important task for him was completing university related work prior to attending a tennis event:

...logically step through it. 'Cause whatever is the most important thing should be done first and then, 'cause if you are not going to attend a tennis match it's not going to be the end of the world but you not studying for a midterm for example could not be too good, so prioritize ...

Jana and Juan also discussed scheduling to be key to ensure one's attendance. Jana for example, discussed prioritizing to be important as well as saving up for the event that one wants to attend: "...if it is something that you really want to do you just save up, prioritize it, make a night of it or day of it or whatever you are going to do and just you know go for it...". Juan echoed Jana discussing that planning ahead and taking time off work in advance would help ensure one's attendance: "Plan ahead. Make sure...I don't know for you but for me, one year Rogers Cup was gone and find out when the semi-finals are on what day is it going to be on and basically just make sure I get that day off like a month in advance..." Juan suggested to have learned this advice from personal experience with the Rogers Cup in Toronto, in that he was not able to take time off work and attend the event when he really wanted to.

b. Arrive early

Getting to the premises early to give oneself enough time was seen as one of the important prevention strategies to the possibility of being late and missing some of the matches played.

Marcos for instance, discussed that getting to the tournament premises early ensured that there was enough time to be spent walking to the courts:

...and getting down early, making sure that you got time to walk over ...can take the shuttle if you want but it is also a short walk ... it's nice to walk...It all depends where you are parking too, right?!

Melanie advised other tennis spectators to give themselves plenty of time to travel in order to reduce chance of missing matches. She further advised spectators to “be prepared for any eventuality”: “...give yourself plenty of time if you are traveling from out of town to get there, because you don’t want to miss any of the match...be really organized...be prepared for any eventuality”. Kim also discussed that giving oneself enough time was important to prepare for Rogers Cup matches in Toronto. She advised that having enough time to get to the tournament site, checking out the whole tournament scene including shops and going to washrooms prior to seeing tennis was important especially when travelling in a group:

... last year I got tickets for 12 of us so trying to get the 12 of us in the right spot at the right time is difficult, and the transportation ... we schedule it so we were still going to be there a half an hour or so before the first match unless she was an hour late so we would still have time to go there and check out the stores before or the stalls before we had to see any tennis...That’s sort of planning ahead getting early ahead to do some shopping.

c. Have money

Some spectators felt that having money for food, drinks, and merchandise while on tournament premises was important. Due to the rules limiting spectators to bring beverages into tournament venues, Ana advised that those attending need to have money on them if they want to eat: “...I don’t think they let you bring in too much...So, I think if you want to eat there I think you probably have to spend money...” Martina also recommended having money for food, beverages and the temptation of merchandise: “...you have to have money, money for your food and beverage, money for the temptation of merchandise...”

d. Proper attire and being ready for inclement weather (e.g., umbrella, clothing, staying hydrated)

Dealing with inclement weather was identified as a major challenge faced on tournament premises. The advice in dealing with inclement weather included choosing proper seating,

accepting to have no control over it, staying well hydrated, bringing proper attire, being prepared, and understanding that weather is a common challenge faced in a sporting event.

Marcos perceived inclement weather as constraining in tennis and that taking extra precocious steps to minimize its impact was essential when spectating:

...Either the weather is great or is terrible. There never seems in between anywhere...you got no control of the weather; you just have to accept it and not be upset about it... we go out of our way to make sure we get out on the corner and then we also like to have the sun on our back because if it's in your face all day you just kind of get close to a red pepper...

Marcos' wife, Kim, echoed that choosing proper seats in relation to the sun was crucial in tennis spectating: "...Choosing your seats so that you know where the sun is going to be..." She further agreed with Marcos that acceptance of having no control over inclement weather among the tennis spectators was also important: "...yeah that's sort of one of those acts of nature, acts of God. There's nothing you can do other than not to being there". Goran also said: "...try to get a seat that you know is kind of in the shade...the sun... should be on your back and not your face".

Regarding seating and steps taken by spectators to avoid sun exposure I wrote:

Seating appears to be an important aspect of live spectating. It can serve as a constraint to fully enjoying the experience of watching live tennis if seated in the full sun exposure. Negotiation of the seating constraint: Marcos and family would go out of their way to find seats on the corner. For example they would book their tickets well in advance to ensure good seats.

Melanie and Ana both argued that being prepared for weather was expected in tennis spectating. Melanie discussed that staying well hydrated in hot and humid weather was important: "...just be prepared for anything in terms of inclement weather or hot weather, stay well hydrated ..." Ana discussed that putting sunscreen on and being prepared for inclement weather such as winds and humidity to be a commonality in outdoor sports: "Yeah, I mean, it depends if the climate is hot, you can probably put some sunscreen on [laughs]. Yeah. Definitely, I mean the weather in any

sport is always a factor, in any sport, in any outdoor sport I mean, so, umm, like you always have to be prepared like the winds or you know like hot, humid weather...”

In addition to Ana’s statement of having to be prepared for inclement weather in any sport Jana discussed believing that Canadians in general and tennis players would be more resilient and understanding of the weather challenges during a sporting event such as tennis:

...I can’t imagine anyone would say well I wouldn’t watch tennis again because it might rain,...I think Canadians, generally, are a little more resilient when it comes to weather issue... I think people who play tennis pretty much expect the weather conditions as a risk... weather does play a role in that I know somebody that went to Rogers Cup for a day and you know every match was rained out and they were just kind of wandering (around)...that was kind of like a bust for them...but I think most people do that kind of thing with the sport, they’d realize...is a risk... I mean if you do take a day off work to go in for the day ...that is kind of the risk you take, but I think that something like that might be, somebody might be inclined to say “You know I can’t really afford to take a day off work to just wander ...the grounds, you know”... You are going to lose a day...you take a vacation day you pay for your tickets, you go...

Jana advised spectators that inclement weather is a risk that tennis spectators need to face when attending an event. She also suggested that due to this risk of weather that could result in wandering the grounds that spectators cannot make their decisions lightly.

e. Know where to park

Knowing where to park was also seen as important to prevent the possible challenge of being late for the match due to the distance one had to walk. For example, Marcos discussed that he and his companion including family and friends knew exactly which parking lot to park in to gain easier access to the premises:

...I know exactly which ...parking lot to go park in ‘cause it is the closest and it always seems to have available spots as well and then once we get into a parking lot we kind of know which corner to go and migrate to, have a shorter walk...There is no point in walking too far if you don’t have to...

Regarding the organizational skill of where to park once arriving on the premises I wrote:

Due to the nature of the tennis professional event and its size a spectator is usually expected to do a lot of walking on the premises from court to court. Saving the energy in any way one can seemed to be a logical step for Marcos when negotiating and preventing the challenge of being late or getting tired too soon from happening.

2. Travel with a friend

Travelling with a friend to ensure safety and increase one's enjoyment was highly recommended among some participants. Melanie advised: "Go with a friend, it's always more fun if you are with people watching tennis ...". Roger advised spectators to travel with a friend to ensure safety especially for those travelling from out of town: "I'd say don't go alone because you never know what can happen...if you live in Toronto, it's different but if you come in from a different city you want to be with someone else that's for sure...just in case something happens or something goes wrong..."

3. Get informed (e.g., rain policy, nature of spectating, order of play)

Getting informed was defined as gaining necessary information on tournament policies, nature of tennis spectating, and schedule of play. Being informed was seen as an essential tool in avoiding confusion and knowing what to expect and how to react in certain situations:

... another thing, like another piece of advice is probably tennis is not, like traditionally it's been a sport where spectating I think is more like conservative in a way, like, so it's not like a riot like it is in a football game or like a baseball game, so you don't need to applaud when someone double faults you don't need to shout out rude comments, you just don't need to, it's just not what the sport is about and I don't think it should go in that direction. Even though some sports, like the more aggressive ones, like you know, even soccer, people get in fights all the time yeah, so umm, yeah it's just not like (Ana).

Based on Ana's recommendation of gaining more knowledge on the appropriate tennis spectating behaviour my thoughts were the following:

Knowing how to behave as a spectator (e.g., when to cheer and how) on the premises appeared to be very important. Understanding the rule of thumb of tennis spectating and its expectations on proper conduct in the stands Ana may be seeing as important because it would protect the spectator from any uncomfortable, unwanted stares and negative reactions from others around.

Both Kim and Roger discussed that being informed about the overall tournament was a very important aspect and preventative tool in negotiation of constraints. For example, Kim suggested that understanding the rain policy would be important for the spectators in order to act accordingly when faced with the challenge of rained out event they attended. Kim explained why this was important by sharing her experience of having to send her receipts in to get rain check tickets for the following year:

...previous year (2008) we sat in the tent all day and we left...but we spent 8 hours sitting in a tent while it rained, too, so you it just sort of think about that when you are ordering tickets next year, but again it happens, it's what happens with the outdoor tennis...well you dress for the weather and just accept it and if you need to get a rain pass or rain check you get your receipts in early so that you can have an option for the following year or another match... Know what the rain policies are. They weren't necessarily always going to give you next year's passes some of them were, depending on when they called the match; you may only get a short bit of tennis, too...

In addition to understanding rules and rain policy Kim also outlined previously mentioned advice of being organized by choosing one's seats, arriving early, dressing properly for weather, and scheduling ahead. Roger also discussed that being informed, getting all information before attending is important to avoid any ambiguity and ensure that one is well prepared:

Well just read up about it. Call the tournament organizers like whoever is responsible, like customer service...ask a lot of questions about the weather and the stuff like that. Because usually you get like the evening pass and whatever and you have to know how long you can stay and what could potentially happen, make sure, look at weather...and just ask a lot of questions... look at the draw of the tournament beforehand to get an idea early in the week what could potentially happen, and what match ups you could see later on...So you can buy your tickets sooner, yeah just really look into the tournament try to think of everything and think of what you want, like what do you want to see the final, the semis because the final sells out quickly, it sells out probably at the starting of the week even or even before that. It is very difficult to get the tickets.

In his quote, Roger also suggested that being well informed such as being aware that some matches sell out more quickly was important when planning and deciding to buy tickets.

4. *Control your expectations*

Keeping one's expectations low and under control when attending a tennis event was perceived to be a valuable advice to spectators to help reduce and avoid disappointment. Ana discussed that having high expectations of service quality and players' performance was sometimes unrealistic at tennis events. She outlined in her own experience that having high expectations can lead to disappointment and understanding situation as well as context can help prevent that:

Well I think you just kind of have to go in there and not be frustrated, not expect things to be perfect, 'cause it is a sports event, just like a baseball event, you are not going to go there and you know get the best service possible... Also... I always find that smaller tournaments, like the Rogers Cup like players are not necessarily, umm, putting out their best effort, I mean they are usually saving that for the major tournaments where they are supposed to peak, those tournaments (Rogers Cup) for them just like a transitory so they don't really, sometimes you get a really poor match...I remember one year, when I was with my dad and we expected a lot from Ivanovic ... she was doing really well that year... and she ended up losing in the first round to some girl that ... no one would have known or saw her...and that was disappointing, so I mean... they (spectators) can't really expect someone who just you know like made it to a Grand Slam final to carry that over into week two or three and play well at the Rogers Cup.

5. *Stay committed*

One of the spectators within this study strongly recommended other spectators to stay committed and make an effort to attend a live tennis event of any sort to retain interest in the sport:

...try to make it happen and see that they can attend as many games as possible because it is always a great experience and it's, tournaments come and go and in couple of years go by you are going to realize "oh I kind of lost touch with my interest in tennis". So I think it's good to stay up with that and continue to watch as many games as you can and then if you miss one year perhaps you can watch it on TV and then make arrangements for the next year.

In her quote, Serena's suggested advice was for the spectators not to give up and make tennis spectating happen in any form or context that may be.

Additional advice: Do not panic and join the club!

Furthermore, the spectators within this study also recommended to other spectators not to panic if they are unable to attend a tennis event because there are many electronic resources available to them to stay informed. For example, Rod discussed that today's technology allowed tennis spectators to get their own "tennis fix" ranging from instruction videos, and shot highlights to entire matches on the internet:

...I think a lot of it has to do with a day and age now, if you can't actually go and watch a live tennis match I think you can go on the internet and there is various websites they may not be legal of course but you can watch matches, like recorded matches, and you can also go on you tube and watch...they have everything on you tube, they have instruction videos, they have matches, they have highlights of real shots, I mean you can get your tennis fix it's just not the same when it is not a live match...it's a different feeling, you got to feel the ambiance of the match, you know ...

In addition, participants also recommended other spectators to join the club because it would expose them to people they could travel with as well as discounted tournament group rates. As Rod did, Johnny also suggested that spectators have options of spectating tennis on television, radio, and internet websites such as rogers.com:

...they could join the tennis club ... usually tennis clubs get discounted rates from the (tournament) venues. So they could do that, they could ask around maybe other tennis friends they have, maybe they can get a ride with them, car pool to the place...they could go and try to get cheap tickets at the area or the stoppers or whatever. They can ... watch on TV or even on the radio if they have that...I think they broadcast over the Rogers.com.

In sum, copious advice has been offered to other spectators. Martina summarized the complex steps to be taken prior and during one's attendance of live professional tennis events:

...if the people that you go with can't go find somebody else, learn something about them maybe establish a new pattern... You don't have to go with the same set of group all the time so find somebody else...There is lots of people that probably want to go to an event like that but have never managed to connect with somebody who is willing to drive [emphasis here]. So, find somebody else, if you can't go this year there is always next year so don't feel just because you missed this year that you will never have a chance to go again, I mean you know it's an annual event in Toronto for example, so it's going to come up again you can't always do what you want ...so kind of have to get into that

deferred gratification again...you kind of have to pay attention and almost **make notes where your seats are**, this year I had wonderful seats, ...you have to get to know your stadium so you know as to where you want to sit...I think that's pretty important, and **you have to figure out the parking**...we know that you don't ever turn into where it first says parking you just keep going and keep going and because it is a fair hike from the parking to the event and there is never shuttle buses they say there are but [blows air with her mouth indicating that it is a lie] they aren't. So you have to **wear comfortable shoes** so you can walk it and to know where good close parking is almost too. That's important...**picking up the order of play when you arrive**, 'cause once you are in it's hard to find the order of play so you have to move you have to know to get it as soon as you come into the facility and that sets you up for the rest of the event....and **comfortable clothing, layers**....oh my goodness oh I have been there and been so cold....you can always take them (layers) off and you take the backpack and you can always stuff them into a backpack or pull them out of a back pack so your proper attire is really important 'cause the weather can change ...and **enough money, you have to have money**, money for your food and beverage, money for the temptation of merchandise...**choosing a good day to go** where you'd go where you are getting your better players and the upper comers ...Tuesday or Wednesday, that's when you get your money's worth in my mind. You get your money's worth because you have good play at centre court and then you have lots of good action out on the outside courts by the time you get to Friday is the semi-finals and it's not very much happening on the outside courts. So, I mean you get the quality match obviously highlight match but there is nothing much else to do except go pay lots of money to go out and eat [laughs]...the majority of time I do go for the day, for the afternoon I think because you can extend your day so if you go for the daytime you can watch your at centre court and then you can stay later and watch other things on the outside courts until it gets too dark, right, whereas if you have the evening ticket they don't let you and so you are there couple of hours before the evening schedule of matches but you know it's you can use your ticket more effectively when you go for the afternoon (and) **get more for your money**... [Emphasis in original]

Future of tennis spectating and areas of improvements as perceived by the study participants

In the closing stage of the study the spectators were asked to discuss anything else to help the researcher better understand tennis spectating in general. In response to this question, the spectators within this study felt that tennis was a good spectator sport with some improvements necessary in order for the sport to continue to rise in its popularity.

First, tennis spectators discussed that tennis was a beautiful sport due to its structured points and classiness. For example, Marcos discussed that long rallies and a variety of shot making made tennis a good spectator sport in his mind:

I think it's a good spectator sport...I really do I think...it's nice...some of the players have...character now, they did for a while go back several years there was a lot of character...and then it all kind of fell out of it... and the very boring fashion and the serve and volley...never was a big fan ...because the point is over...in three strokes generally, serve and return...(now) long rallies...to me adds to the excitement...it allows more things to happen...(on) court...

Second, it was also believed that tennis was easy to understand and the rules were simple to learn for a rookie spectators showing interest. Melanie added that tennis was for everyone even when the rules are unknown to the person watching. She did not specify why she believed that tennis was for everyone regardless of their knowledge of the sport:

I think that tennis is for everyone you can go to a tennis match and really not even understand the game or know how to score a game or what consists of a set or things like that but you can still enjoy it...and it's very easy to learn, I for example, I still don't understand rugby after all these years but tennis, tennis is an easy game to watch because ... you do learn the rules fairly quickly and so it's enjoyable, it's enjoyable to watch great shot making and ...when I actually started to play I really didn't even ...know how to score a game, I didn't know what the rules were and I just learned it as I went along ... but once you do understand those things your enjoyment of the game and then spectating increases ... it's really enjoyable game to watch even if you are not a player...I just love to watch tennis it doesn't matter who it is ...

Third, the spectators within this study discussed positive transitions in the sport through different and continuous improvements in program offerings, court availability, and technology making tennis more accessible and enjoyable to fans. For instance, Johnny argued tennis has become very accessible to its fans to easily spectate or participate:

...how accessible the sport is, that's huge; that's why it's important that it is played on TV a lot! They can access it on the internet, it's shown in like sports highlight shows... it's viewable in our culture...on TV so it's easier for them to access it...public courts are huge (also), cheaper tennis club, membership prices, cheaper equipment, stuff like Cardio Tennis, which you guys do (refers to the researcher) so maybe they get introduced that way and ...make connections through that...

Johnny also discussed the improvements the sport had experienced in television airing as he took notice of the evolution of camera angles:

I guess the way the sport is shown on TV, they have a lot of ...the overhead shots...it's like the bird's eye, but recently they are changing it up, they are having it more...on the court level which I think is good...Because when you are spectating, I find a lot of people who don't play tennis and they watch on TV from the overhead bird's eye view they think it's so easy because they see small little specs moving around hitting balls, and you can't really appreciate the speed because of the ball you know you can see the ball going across the screen back and forth but when...the camera is ...right behind the player you can sort of feel the speed, the power that the players are going at. So I think that's important for TV spectating...that they are able to get...the speed of the ball and everything...

In relation to Johnny's discussion on tennis being perceived as easy on television and Andre's discussion on professional players making the sport look easy to play, I had written the following note:

As a researcher, tennis player, and a coach I see tennis being perceived as easy (professional tennis players making it look easy when they play) as both, having a positive and a negative impact in tennis spectating. It is negative in that the perception that tennis is easy may lead to lack of appreciation for the sport and athletes at hand, which may lead to general sports spectator not to choose tennis over another sport, as well as not wanting to raise interest to trying it out. It is positive, in sense that it may raise interest among people to try it out because it looks easy and they may perceive that their ability and coordination is an opportunity for them to play the sport, in sense, more people will go out and play the sport and continue to watch it.

Some spectators felt that the Rogers Cup in Toronto appeared to be better organized than in the past. For example, Ana said changes and improvements were noticeable at the Rogers Cup in 2009: "I find that... the quality of each year's event also depends on who is running it... Karl Hale (Rogers Cup Tournament Director)...I think he's done a really good job...of organizing it...When it was the DuMaurier Open...it didn't seem as organized I think..." Ana further outlined that improvements were noticeable in the media coverage and players' involvement in the tournament draw selection as aired on TV: "...there is a lot more media involved now...they got...the professional players there talking sometimes, I think Seles was there...Graf maybe... Sharapova and Karl were at the top of the CN tower ... making up the draw..." She also suggested that including players in draw making and in interactive activities of the tournament

made it more real for spectators: “it’s kind of like more interactive, you are getting the professional tennis players to be more human, more involved,... so, spectators actually feel like they have a chance to meet them and not think that they are from not this world....”

Additional improvements in televised premiering, spectating manners, advertising of smaller events, additional benefits offerings including night match play, and building a grassroots fan were seen as necessary. Marcos discussed how he loves to follow the serve and its speed in a match, which he found was not always viewable on TV: “....I do respect the power game...I am always watching the gun...after the match is done I can tell you what the fastest serve was and maybe what the slowest one was....’cause I try to watch it every serve, that’s something on TV I’d like to see ...they show serves every now and then ... it doesn’t just pop up on every serve...” To Marcos the speed of the serve seemed very important and he even knew where it would fit nicely on the screen: “...they usually have the score down on the bottom of the court...and they got the players... what they do there is an interactive boxes...and there is a box that would pop up for baseball for instance 3 to 1 on the back...well they could put a little pop up and say like 117 miles an hour...let you know occasionally (how fast) the serve is...” Ana on the other hand suggested improvement was needed in terms of keeping tennis spectating tradition and reducing riot like behaviour in crowds:

I think what I mentioned before it’s just kind of a whole aspect of who comes to these events...I noticed in the past years that things get kind of rowdy...tennis is more of...a conservative sport, it’s not something...where you go have a beer, and get drunk and start yelling, like...sometimes in baseball. I guess the crowds...the make-up of the people...It just gets a little rowdy....I think it is unnecessary, people come there with their jerseys...save that for a soccer game or something it is not like what tennis is about, tennis is more of a gentleman sport I think, so...it’s not that bad, but sometimes you get the random match where it’s just some people who are crazy, right?! You know they have their like huge flags...people yelling at each other...that’s a little bit too much.

Ana also explained that riot like behaviour displayed nationalism she found unnecessary:

I feel there is a lot more umm, like national support so to speak ... Serbians would have their Serbian flags ... that kind of creates a riot in itself because there ...and it's starting to kind of turn into like a soccer game where there is ...Serbian...Argentinean ...and ... when all those flags are up and then people shout back and forth ... really rude comments even this past Roger's Cup...people just yell out stuff...I think it is unnecessary, people come there with their jerseys ...and... save that for a soccer game or something it is not what tennis is about, tennis is more of a gentleman sport I think....

Advertisement of smaller events was also seen as an area of improvement by some. Johnny for instance, discussed the need for more smaller level tournaments to help grow the sport: "...we need more events, more local stuff, we have the WOW tournament...and that's free right now, which is really cool because then you get people who are just casual fans and don't really want to spend 60 bucks to go see some really high calibre tennis...Little small grassroots events like that are really good...to help grow the sport I think. So, if we could get more of those that would be great". Johnny also said that increasing media and creating awareness about the smaller events through active advertisement could increase spectating. He believed this to be true because to him attending smaller events like the WOW Challenger served as a great transition to live spectating of a professional tennis event:

(Regarding advertisement) Yeah for sure, I guess...like the WOW tournament (ITF Challenger), you have to go looking for it. But this year (2009) they did a better job marketing it...it was on TV I think...they may have had something in paper but it's definitely not as ... Wimbledon... but the quality of players... are still really good...they are still hitting the ball really hard, and very high calibre....It gives you the taste of the professional tennis and it gives you something to do...

Furthermore, offering of additional benefits upon entry of a professional tennis event such as a free water bottle was perceived as a nice improvement in tennis spectating. Goran for example suggested: "They should give free drinks...YES! When you pay to get in they should give free drinks...One free drink, not two then it costs too much" ... He also suggested that all the matches should be played at night as he perceived it to be an ideal setting for the spectator: "They should

play all the matches at night... 'Cause its cooler and then you don't have to deal with the sun. But then I guess it is part of the game, you have to deal with the heat?! Just from the spectator point of view a night match would be an ideal...I don't know from the players view..." Goran did identify that it may not be possible to do so because weather was perceived in tennis to be a part of the game. He did further discuss his observation of evening matches being sold out more often admitting not to be sure that night match play only would attract more spectators: "...I guess that is the reason why the night matches sell out more quickly than...I don't know if that would draw more people necessarily but people do have more free time in the evenings..."In addition, building a grassroots fan was perceived to be an important step toward the future of tennis as a spectator sport. For example, Andre argued that the interaction between players and spectators had changed since the tragic stabbing of Monica Seles. Seles, a former number one ranked women's tennis player in the world and a winner of nine Grand Slam titles, was stabbed in August of 1993 in Germany by a fan of Steffi Graf (Kearl, 2010). Andre discussed that due to this stabbing incident there is a lack of interaction and closeness between players and fans:

The other thing with tennis, I think, it would (be) to get more personable, I mean I watched the days before Monica Seles got injured (before) she got stabbed you could actually talk to the players, it's sad what happened after that...it's giving a buffer...Canada still lets you see them in the little ...golf kart. So you can...take their picture, they are...very nice people; a lot of the players are very ...friendly, willing to talk: Hi how are you? ... **I think there should be little spots for (fans) where...your player is going to do a weekly greet or camera shots there, it would be nice...to get...more personable...it would be really important to ...build that growth of athletes from youth, it's hard...to get the grassroots fan...** (You) go to those big events if you are real hard nose fan ... it's not like a swim meet ... (for example) in the east side of Montreal it was a hike ...through the rush hour traffic to get there... [Emphasis in original]

In the discussion above, Andre suggested that in order for someone to go to a professional tennis event he or she would have to be a hard core tennis fan because it takes a lot of effort (e.g., getting to the premises during rush hour traffic).

Finally, some spectators showed a struggle in fully understanding where tennis is going and who is more likely to watch the game. Juan who had previously expressed a challenge of not having enough tennis friends played with the idea of why some people may prefer to watch other sports. He said tennis attracted a different audience, and that violence in sport and shorter versus longer intervals played a role in determining for someone whether or not to watch:

...it has actually nothing to do with the sport it has to do with the time. If you look at hockey, or football or soccer, points are scored in longer intervals, soccer every half hour or within a half hour the points would be scored, everyone is getting ready they are anticipating, anticipating, anticipating and then they are like “boom” the climax happens but because in that twenty minutes... they are just wanting it even more, and more, and more, and more so boom here is the point, crowd would go down and come right back up...their anxiety you could say they are just going up because they wanted it to happen, ...the suspense of the next point, if you look at football and someone catches the ball and they are like: “oh come on come on come on” right, nothing happens. In tennis is point, point, point, point, point, game, point, point, point, point, game, point, point, point, point, so basically you are just going up and up and up and up and up and up and down, down, down, down, so it’s just basically doing this [showing with his finger a steady line with smaller intervals/changes to it] while as in football it’s like boom, boom, boom, boom, [showing the line with bigger intervals, and bigger drops]. So that’s my theory on why people would rather watch football, or hockey or something like soccer over tennis...

Juan further suggested that popularity of violence in sports and people finding it attractive also played a role in preference to watch one sport over others:

...Violence is another big one, right? If you see the UFC (Ultimate Fighting Championships), people love watching the UFC ‘cause it’s one guy beating the crap out of another guy, wow, it doesn’t get much better than that...that’s like basically hockey without the puck, equipment and ice [laughs about it]... Yeah, it’s like when you look at hockey, in the early years of hockey, there is no fighting allowed there is no checking, no this and that, and then for some reason they just added it??? I don’t understand it ...Todd Bertuzzi’s hit is an example...

In addition, Juan suggested tennis attracted person with a calmer personality:

...you look at (violence in sport) to a degree ... it does attract a different kind of fan if you look at that compare it to wrestling...wrestling is more like: “Oh he took him down oh and he went through a chair and he got hit with this steel chair. Wow” You look at that and you are...:“Okay this is mostly fake, yeah, they are getting hit...but...the chair is made to break, so is the table...there is probably a big cut in the table somewhere...’cause...for some reason the table always snaps perfectly in the centre”...then you compare that to the

people who are actually sitting there (watching the UFC fighters) getting their living crap beaten out of them...and you are like: "I am not watching, I am not!" It all depends on the type of person...tennis attracts a calmer person who doesn't like seeing people being beaten down with like a fist or a chair or a steel cage...

Juan's discussion on the struggle to fully understand spectators' behaviour in different sports and why a preference of one sport over another exists showed a perfect example that decision making to watch a certain game could be a complex process. Juan described a mixed preference from the people he knew: "...if you look at some golfers, they would love playing a game of golf but they can't stand watching it, I know some people who absolutely suck at tennis but they say they absolutely love watching it on TV but they can't stand watching a soccer game even though they play soccer..." Regarding Juan's struggle and attempt to understand why a certain sports spectator would prefer one sport over the other I wrote the following:

Sometimes watching a sporting event could hold a social meaning to the spectator where he or she uses spectating as a tool to socialize with the family, friends, or the loved ones. For example, in this study Kim referred to herself as a casual tennis spectator with the prediction of no spectating in the future. However, according to her spectating behaviour and consistency in attending the Rogers Cup on an annual basis with her husband Marcos she suggested that being with her husband and doing what he enjoyed was her reason for spectating tennis. There may also be a possibility that peer pressure, or the popularity of the sport in one's immediate environment affects people's spectating behaviour and decision making in which sport to spectate more, therefore, making it challenging to fully understand the reasoning behind it.

Conclusion

In conclusion, tennis spectators within this study negotiated successfully through challenges by scheduling ahead, using electronic resources for viewing, networking (talking to others), playing tennis, going to a different sporting event, and engaging in interactive activities on the tournament site when rained out. The majority felt in control and able to easily overcome challenges faced. Helpful resources included family members, close friends, or coaches.

Numerous suggestions for negotiating challenges in tennis spectating were presented. Other spectators were advised to be organized. Being organized included scheduling ahead, arriving early, having money, being prepared for inclement weather, and knowing where to park. Other advice included travelling with a friend, gaining knowledge (e.g., tournament and spectating rules), controlling one's expectations, and staying committed to the sport. In addition, trying not to panic and joining clubs were necessary in minimizing impact.

Finally, additional discussions to better understand tennis spectating included the current status of tennis spectating and future improvements necessary to help the sport rise in popularity. It was found that tennis was a good spectator sport and additional improvements in television premiering, reinforcement of manners in spectating; more night match play, additional benefits, and building a fan at the grassroots level were necessary. Tennis spectators also found understanding a sports spectators' behaviour and decision making process to be challenging.

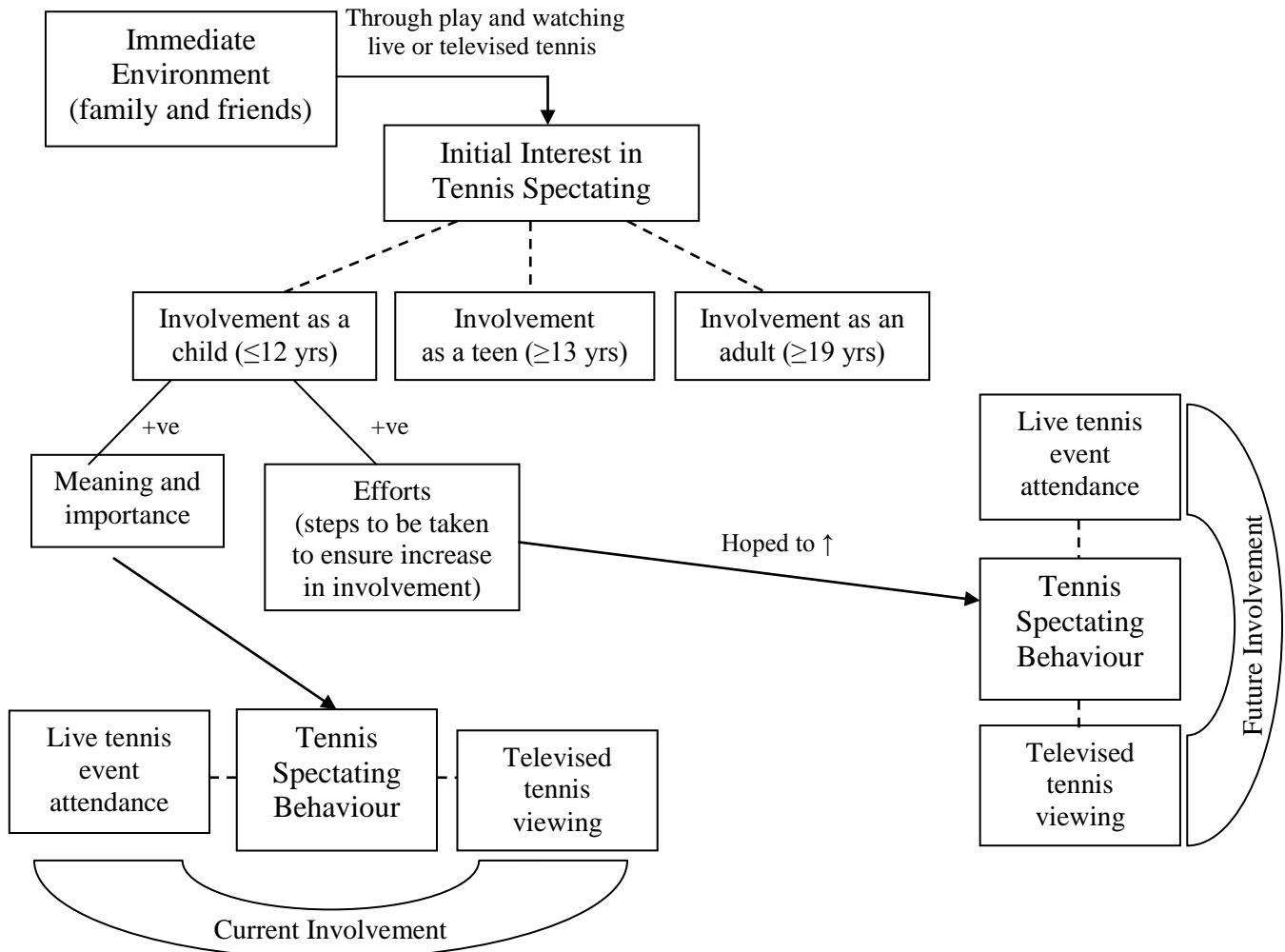
CHAPTER EIGHT: CONSTRUCTIVIST GROUNDED THEORY ON TENNIS SPECTATING, CONSTRAINTS, AND NEGOTIATION STRATEGIES

Foremost, I would like to introduce my theory as a constructivist theory outlining why and how the tennis spectators construct meanings and actions in the live and televised tennis spectating context. Furthermore, this theory is my interpretation on how the study participants' viewed their spectating context. According to Bryant (2002) and Charmaz (2000, 2002a) a constructivist theory is an interpretation because theorizing of the research participants' actions is dependent on the researcher's view (cited in Charmaz, 2006).

Topic dependent theories

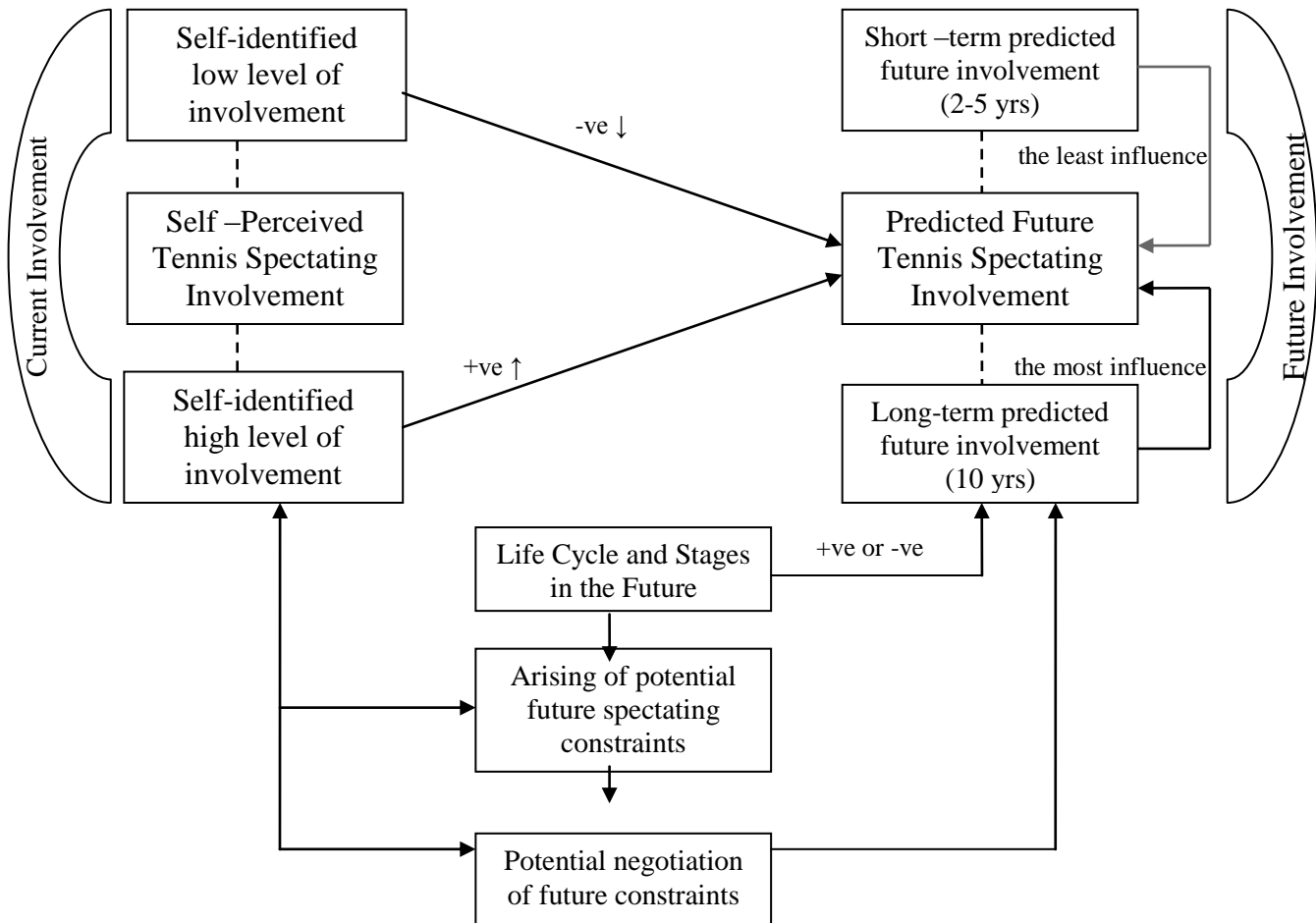
Initially, interest in the sport and the spectating behaviour among the study participants was influenced by the immediate environment including family and friends. Spectators who were introduced to the sport as a child either as a player or a spectator showed to attach great importance to their tennis spectating behaviour. They hoped to increase their attendance frequency at live events and time spent watching tennis on television. These spectators also showed great effort by listing how they could make their future involvement behaviour more effective. Steps included negotiation strategies to potential future constraints based on life stages through which spectator entered and progressed (see Figure 6a).

FIGURE 6A: Early sport involvement and future tennis spectating behaviour

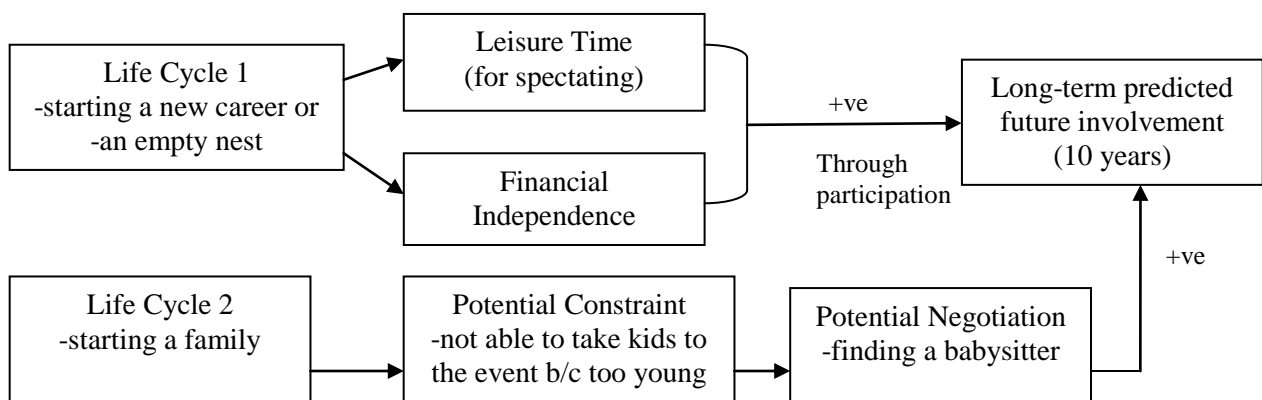


Spectators who viewed themselves as highly involved expressed high levels of future intended behaviour. Kim for example, who did not perceive her spectating as active anticipated her future spectating to decrease, perhaps even cease to exist. Short-term versus long-term future predicted behaviour differed. Short-term had least change expected between current and future involvement. Long-term involvement depended on life cycle. Those predicting empty nest, new career start predicted an increase in free time, finances, and spectating. Those foreseeing to start a family expected time challenges. Overall, these spectators showed high level of involvement because they discussed efforts to negotiate potential future constraints (Figure 6b).

FIGURE 6B: Relationship between current and future tennis spectating behaviour



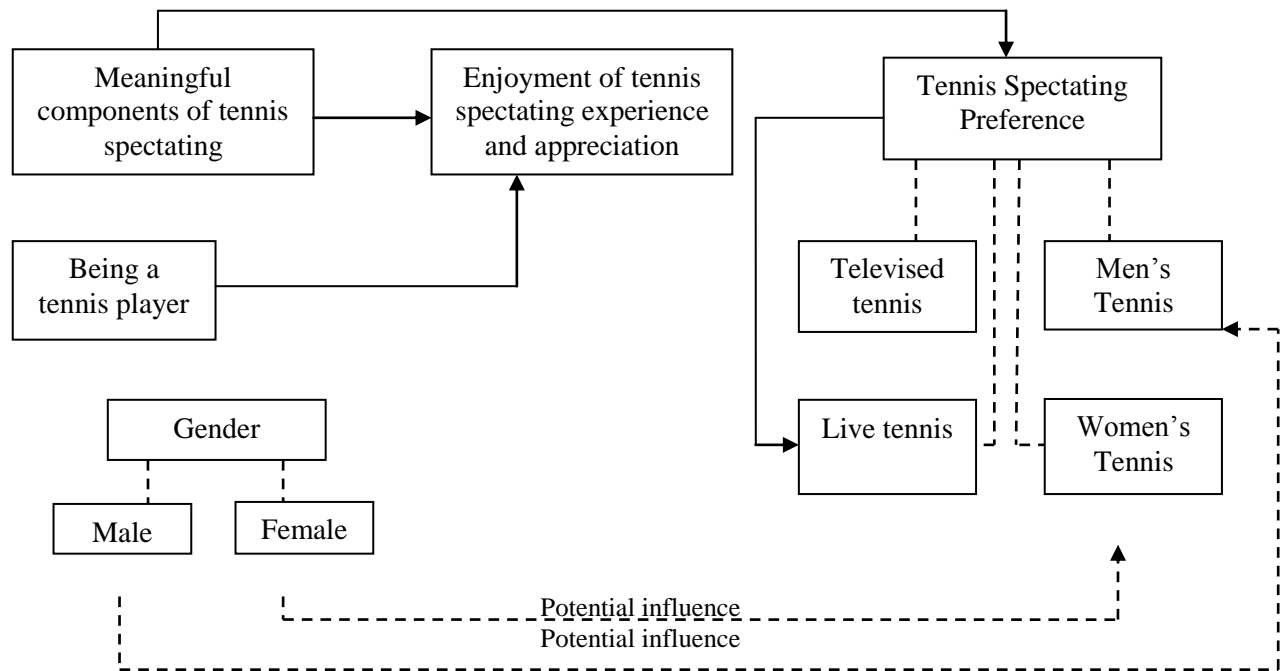
Example of a life cycle influence on long term future involvement:



Self-identified meaningful tennis spectating components appeared to influence spectating preferences including overall event context. Close proximity to players and matches resulted in

preferences for live events over televised matches. These components also appeared in one's ideal tennis spectating fantasy. Tennis playing was also believed to influence appreciation and increase enjoyment of one's tennis spectating experience and gender may have an influence in one's tennis tournament spectating preference (Figure 6c).

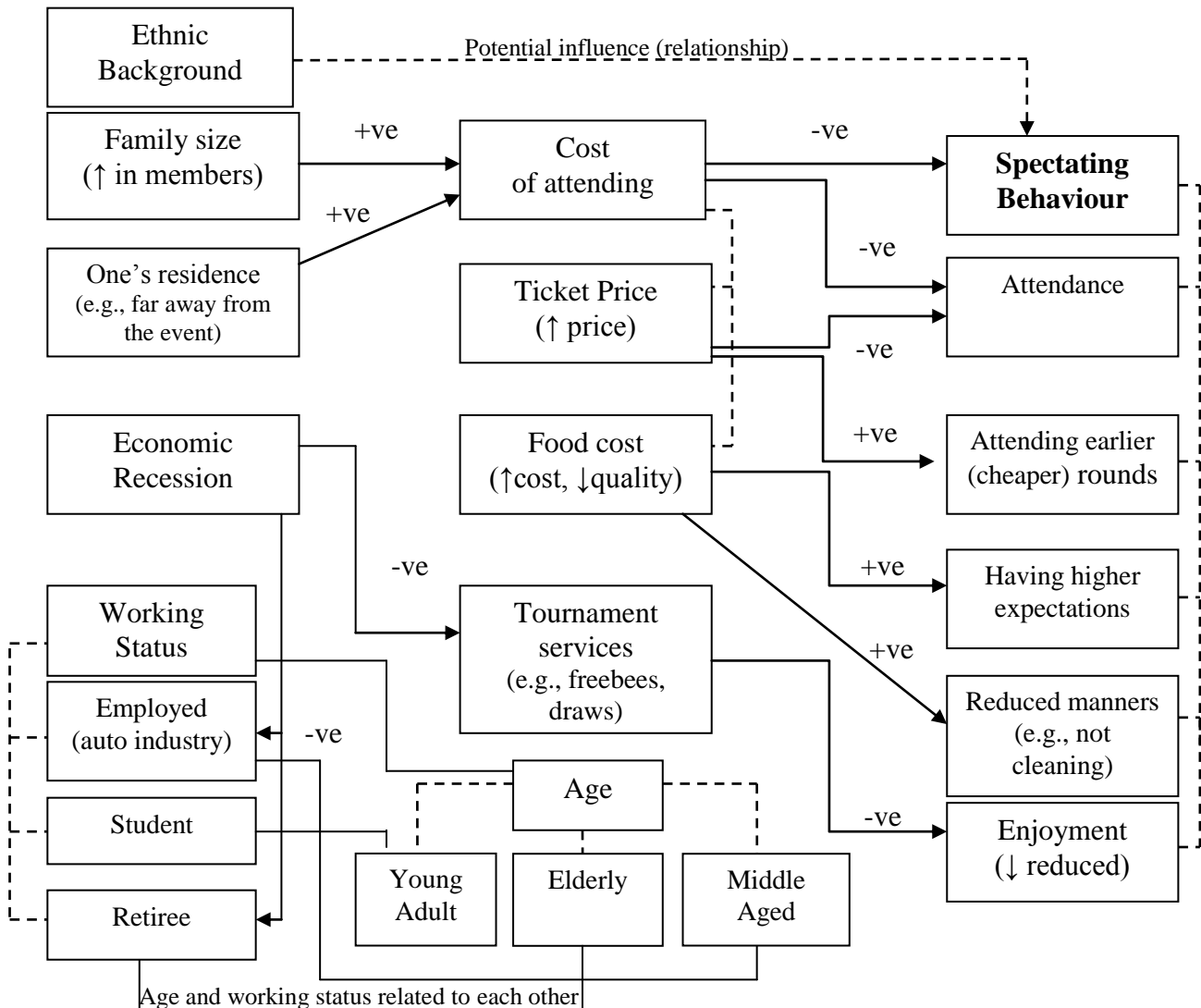
FIGURE 6C: Relationship between meaningful components, being a tennis player, gender, and spectating preference



Constraints to tennis spectating were experienced at three different levels: prior, during, and after watching a live or televised tennis event. High cost to attend professional events sometimes resulted in no attendance. This was especially true when event were further away. Place of residence, age, working status, and family size influenced how cost related constraints were experienced. For example, high number of family members increased overall costs of attending the tournament, resulting in no attendance. The economic recession also showed negative influence on the tournament service offerings and spectators behaviour. The recession most influenced spectating behaviour among elderly and those working in the auto industry. The overall high attendance cost showed to influence one's behaviour and expectations. For example,

high cost of low quality of food at professional event showed to influence spectators' behaviour in that it would cause spectators to have increased expectations of the services offered. High ticket price on the other hand resulted in no attendance or a modified participation such as attending earlier rounds of the tournament. Spectators' background and upbringing also appeared to play an influential role in one's purchasing decisions (Figure 7a).

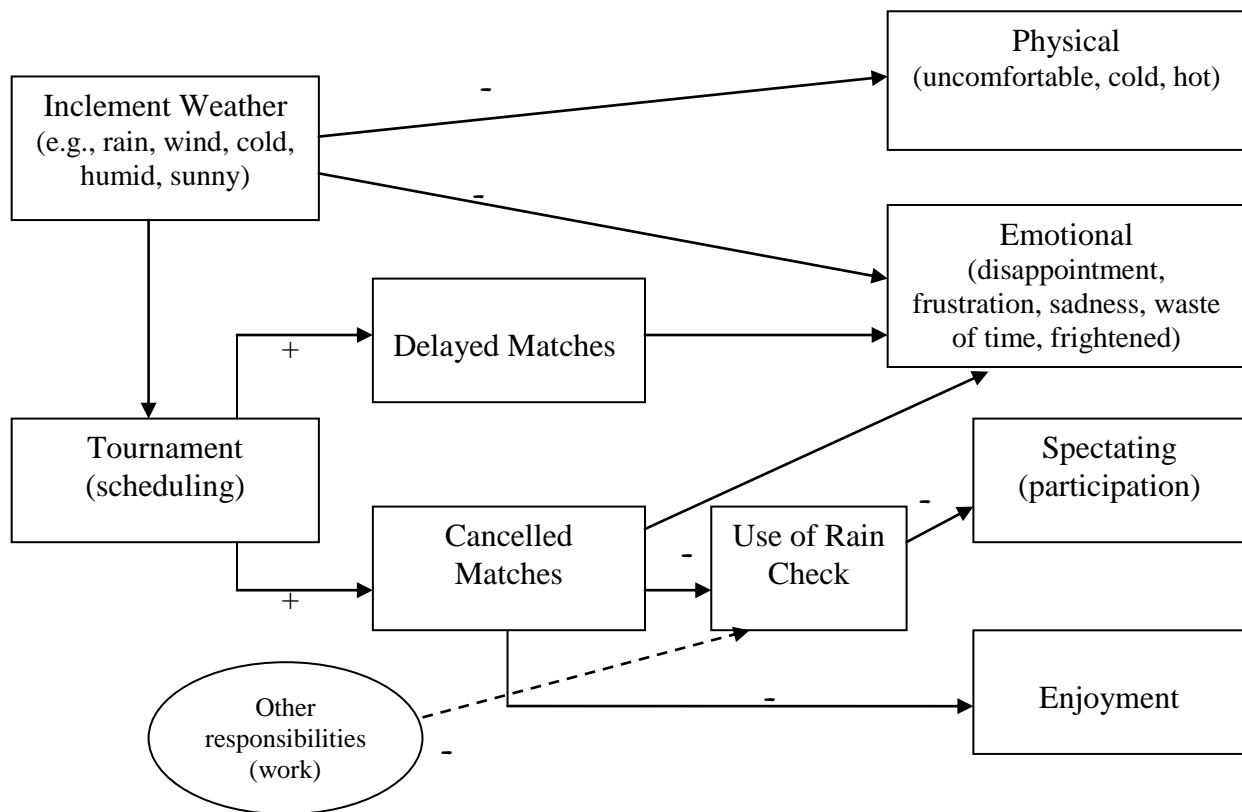
FIGURE 7A: Influence of attending cost on spectating behaviour



The challenge of inclement weather affected spectators physically and emotionally. For example, the spectators felt physically uncomfortable and in some instances frightened (e.g., Tornado).

Inclement weather affected the tournament scheduling resulting in delayed or cancelled matches. Prolonged rain delays and cancelled match play influenced spectators' enjoyment and sometimes resulting in no participation. For example, cancelled matches put a demand of using rain check the following day which was not always possible hence resulting in no participation. Inclement weather and its impact on delaying or cancellation of match play left spectators feeling disappointed, frustrated, and sad. With cancelled match play, some also felt that they wasted their time waiting for play to resume (Figure 7b).

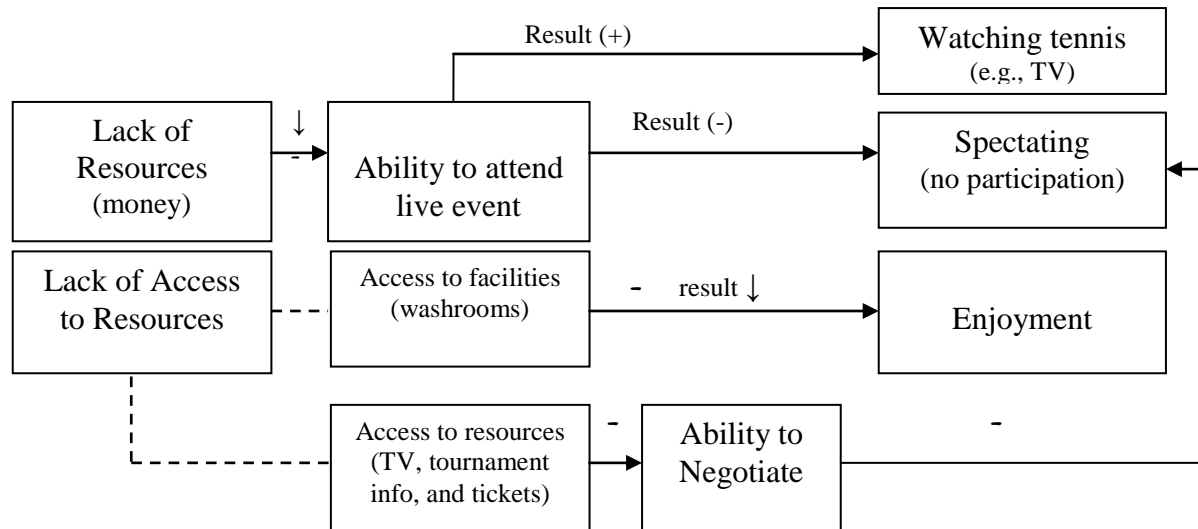
FIGURE 7B: Influence of inclement weather and match play



Lack of resources (e.g., money) and access to them reduced one's ability to attend and negotiate. It also reduced enjoyment. For example, not having money resulted in no attendance. Lack of easy access to washrooms reduced one's enjoyment. Lack of access to tournament information

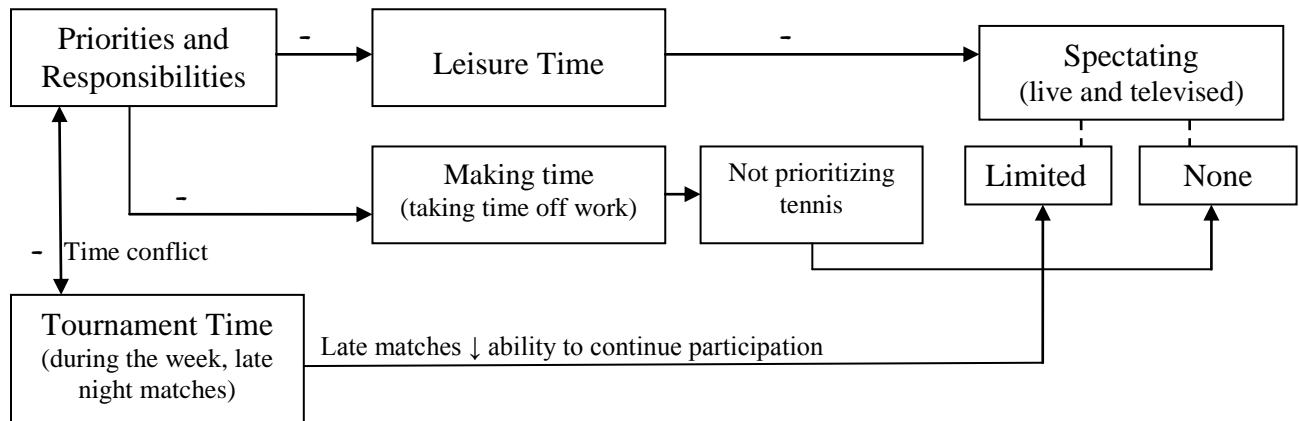
and tickets resulted in no attendance. Lack of access to resources such as TV, sports channel, streaming websites reduced one's ability to negotiate (Figure 7c).

FIGURE 7C: Impact of resources on negotiation and participation



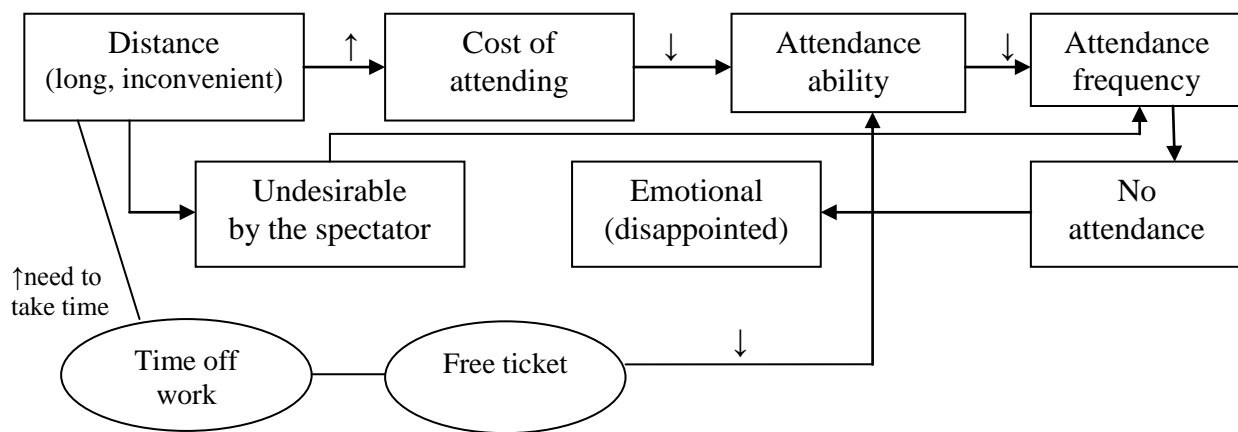
Having other priorities and responsibilities constrained the amount of free time respondents had for spectating. This affected live and televised tennis equally resulting in no participation. Not prioritizing tennis resulted in no participation. Time conflict occurred when events and responsibilities schedules overlapped. Late match start reduced spectating due to next day's work responsibilities (Figure 7d).

FIGURE 7D: Impact of responsibilities, tournament and leisure time on spectating behaviour



Inconvenient, long, and time consuming distance positively affected attendance cost negatively affecting spectators' attendance ability resulting in decreased attendance. For example, distance limited one's attendance even when ticket was free because spectators could not take time off work for travel. Increased attendance cost induced by distance resulted in no attendance. This left spectators feeling constrained and disappointed. Inconvenient, long and time consuming distance was undesired decreasing one's overall tournament attendance (Figure 7e).

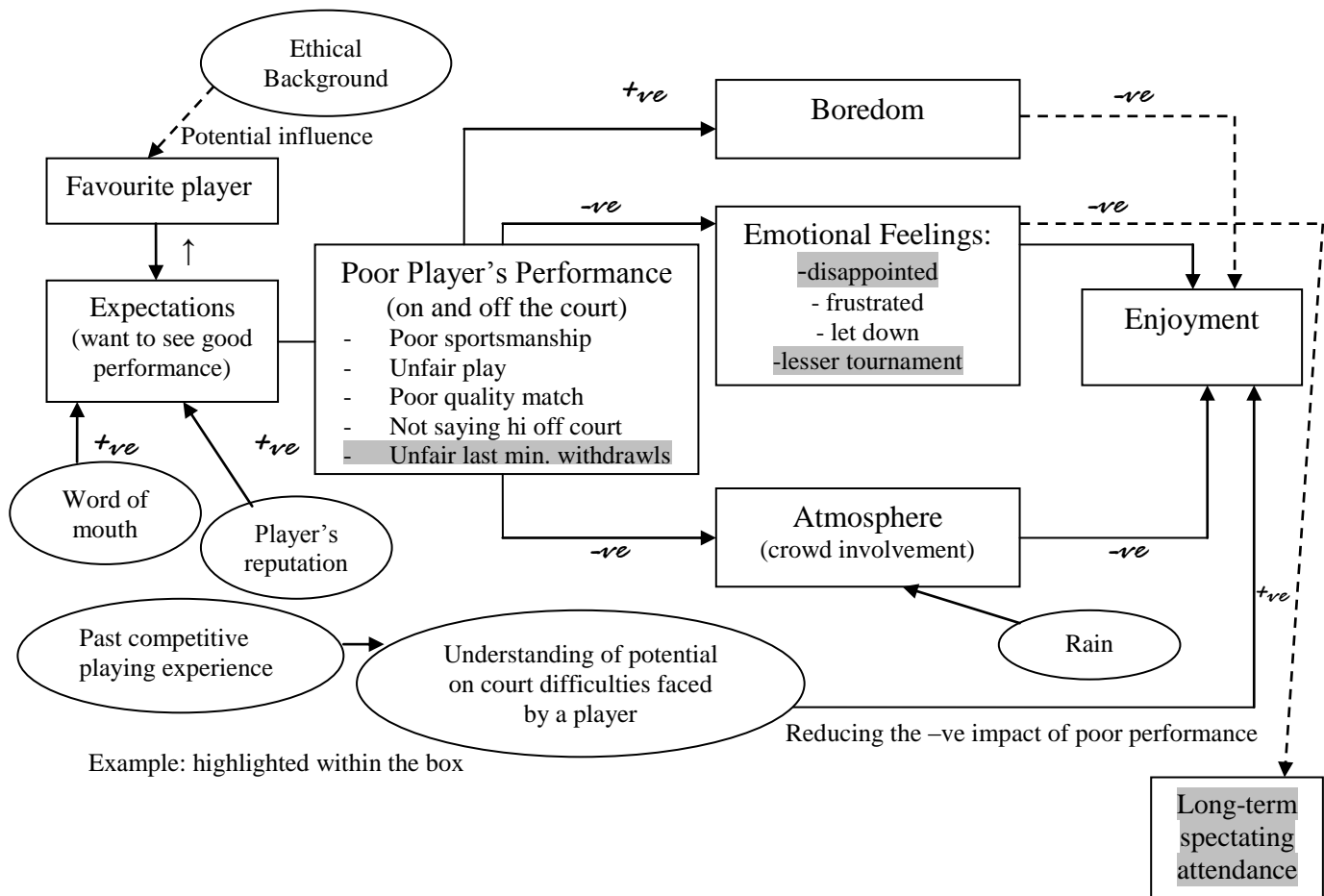
FIGURE 7E: Distance affect



Poor player performance and conduct reduced spectators' tournament enjoyment. Poor favourite player performance resulted in disappointment and reduced match enjoyment. Poor player performance negatively affected crowd involvement and overall atmosphere further reducing one's enjoyment. Inclement weather had a similar atmosphere and enjoyment affect. Spectators' ethnical background influenced player's choice. Poor quality match and match ups caused spectators to feel bored (negative emotions). Spectators' past competing experience (e.g., varsity play) increased understanding of difficulties player is facing. This helped spectator be happy to watch tennis and enjoy their day on premises. Poor sportsmanship and unfair play at amateur events reduced spectators' enjoyment resulting in dissatisfaction. Player not meeting one's expectations in terms of performance resulted in lack of enjoyment, feeling disappointed,

frustrated, and let down. High player expectation was influenced by word of mouth and player's reputation. Last minute top players withdrawals made spectators feel disappointed (Figure 7f, highlighted example). This was further viewed as unfair to tournament and spectators with a potentially negative future effect on long-term spectating (e.g., emptier seats and lower attendance). Poor players' off court conduct caused spectators to feel surprised and disappointed. Overall, negative emotions experienced by spectators lead to reduced tournament enjoyment (Figure 7f).

FIGURE 7F: Poor player performance affect

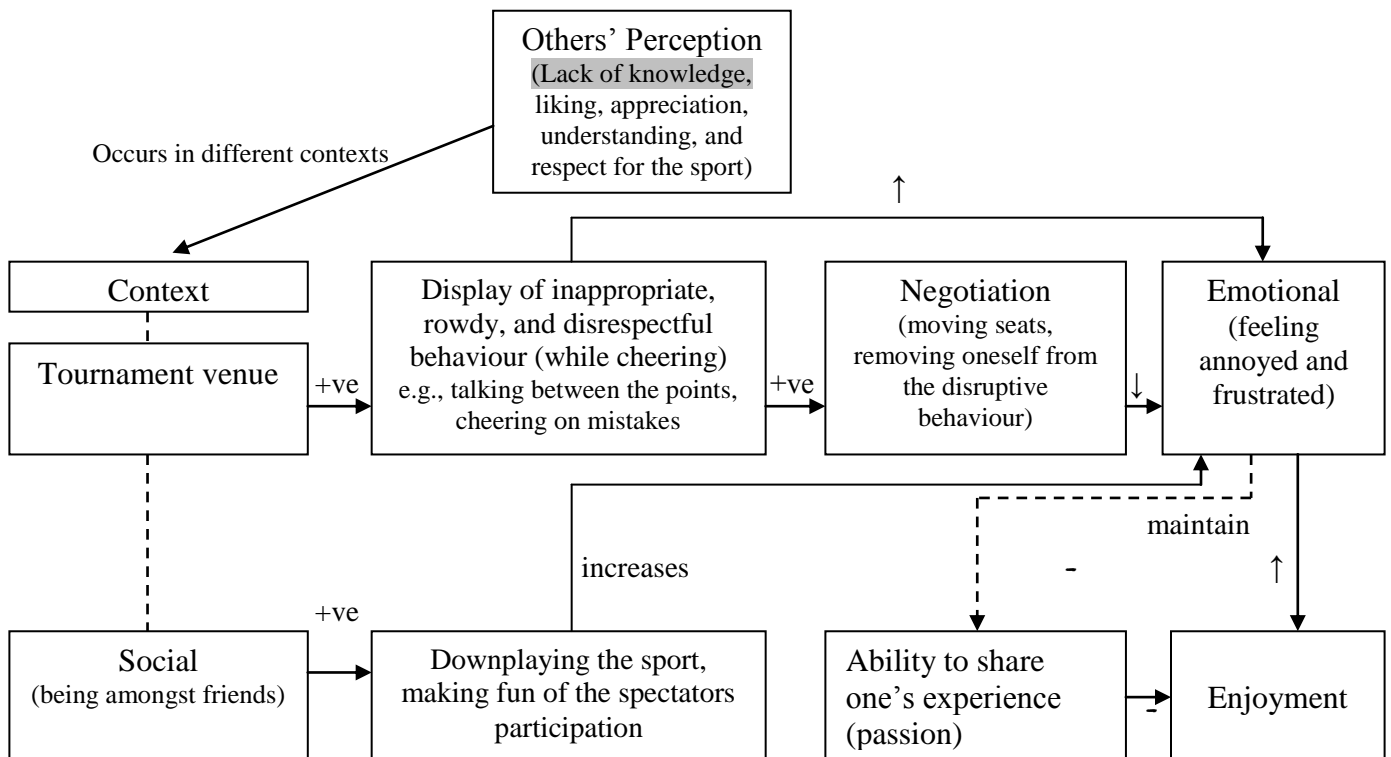


Example: highlighted within the box

Lack of knowledge, respect, and liking of tennis by others reduced spectators' tournament enjoyment. Lack of tennis knowledge among resulted in inappropriate, rowdy, and disrespectful behaviour (e.g., talking in between points, clapping on one's mistakes). This behaviour reduced

spectators' enjoyment leaving them annoyed and frustrated. Some negotiation steps were taken where spectators moved seats to distance themselves from the disruptive behaviour. Lack of appreciation, understanding, respect and liking of tennis by spectators' friends resulted in friends downplaying the sport, and making fun of spectators' participation. This left spectators annoyed. It also reduced their ability to share passion for tennis (Figure 7g).

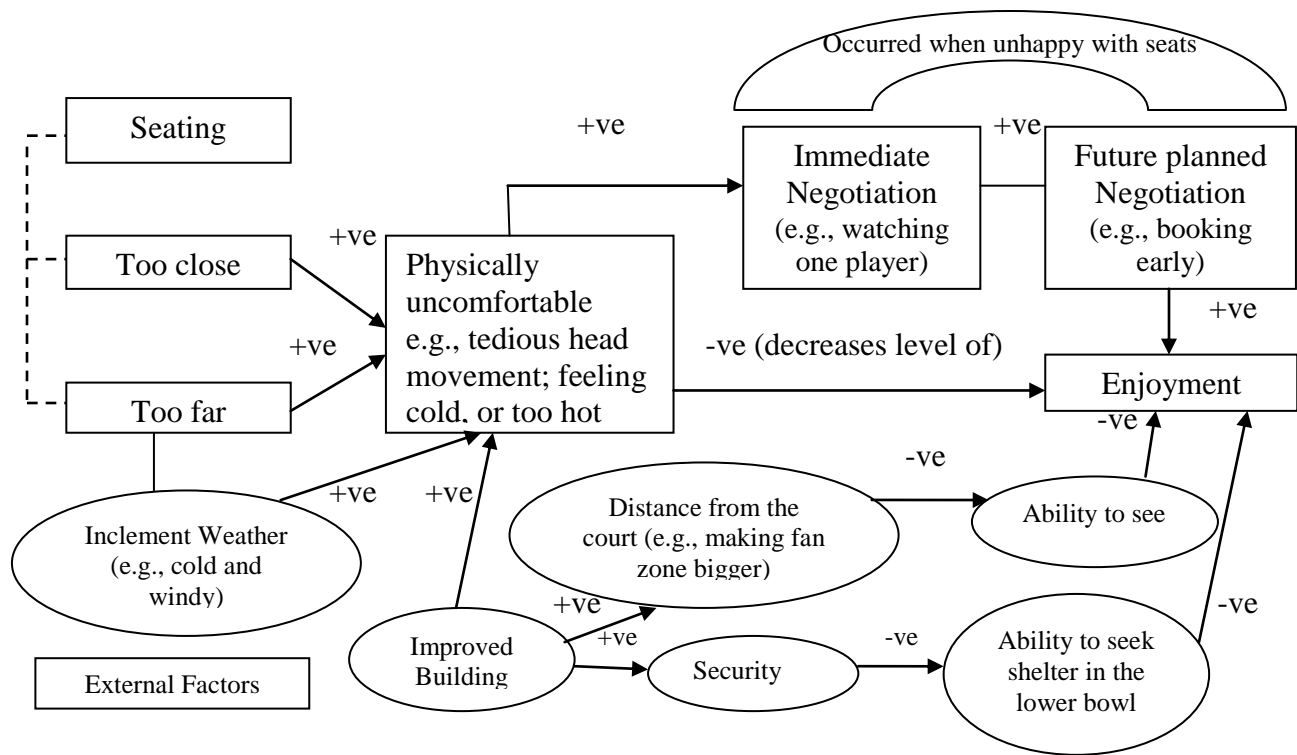
FIGURE 7G: Impact of other's tennis perception on spectators' behaviour and enjoyment



Seating affected spectators' experience in two different contexts. First, sitting too close sometimes created a need for tedious side to side head movements, which made spectators physically uncomfortable. This constraint prompted immediate and future negotiation. Immediate negotiation was watching one player for a certain period to eliminate the head movement. Spectators also planned in advance for proper seating to minimize potential similar future constraint. Second, sitting too far away decreased spectators' ability to see. This made

spectators feel they were missing the match energy. During inclement weather sitting too far caused them to feel uncomfortable because winds were perceived stronger at that height. Being physically uncomfortable (e.g., feeling cold) decreased one's enjoyment. Also, building improvements (e.g., new stadium) made fan zone bigger and further away, which in turn decreased one's ability to see. These improvements were associated with increased security reducing one's ability to seek shelter in a lower bowl easily. This further limited one's ability to negotiate lessening the overall tournament enjoyment (Figure 7h).

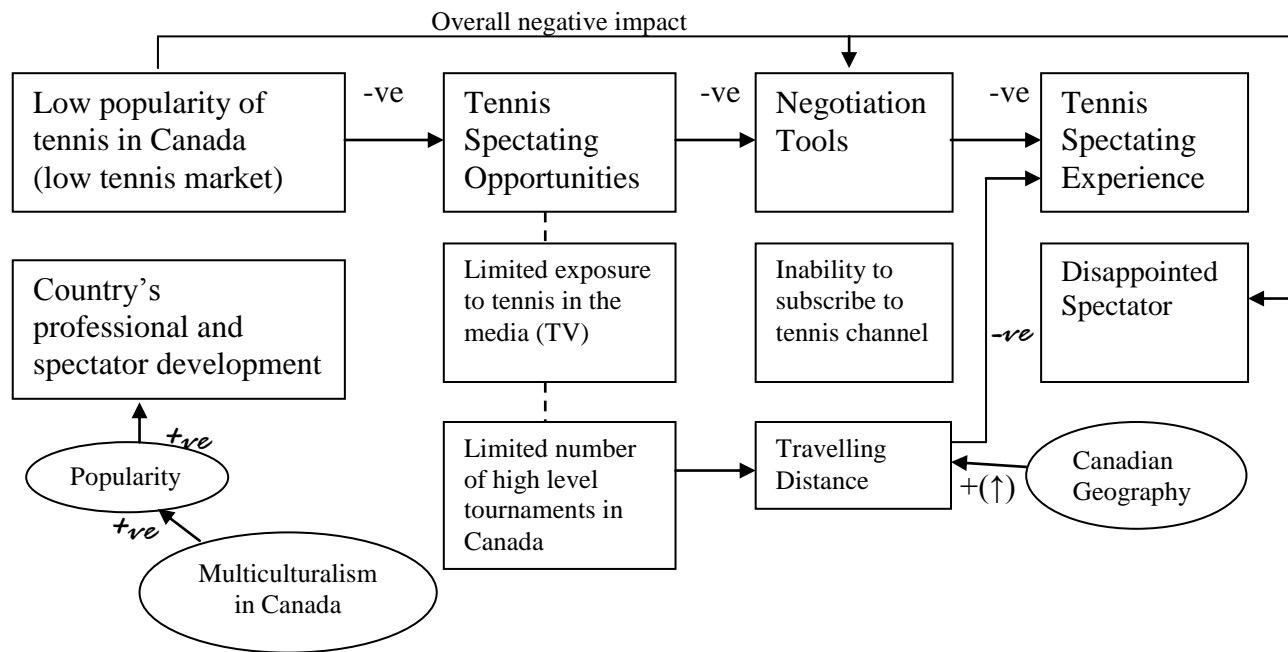
FIGURE 7H: Impact of close and far seating on spectating



Tennis popularity in Canadian culture impacted spectating opportunities, experience, and negotiation. For example, low tennis popularity decreased opportunities to watch tennis in that spectators experienced limited exposure to televised and live tennis. Lack of professional tennis tournaments made spectators feel forced to travel. Due to its small market, Canadian tennis spectators were unable to subscribe to tennis channels. This limited opportunity reduced one's

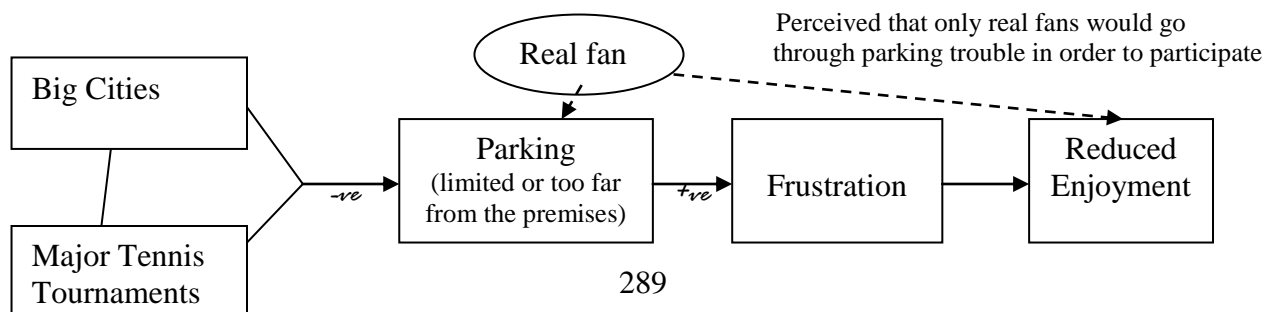
ability to negotiate. Low tennis popularity negatively influenced country's playing and spectating development (e.g., low tennis funds). Spectators believed that good athletes played hockey in Canada. Tennis playing on public courts was mostly observed during Grand Slams. Continued rise in Canadian multiculturalism was predicted to boost tennis popularity. Low tennis popularity sometimes resulted in disappointed fans (Figure 7i).

FIGURE 7I: Impact of low tennis popularity on opportunities, and negotiation



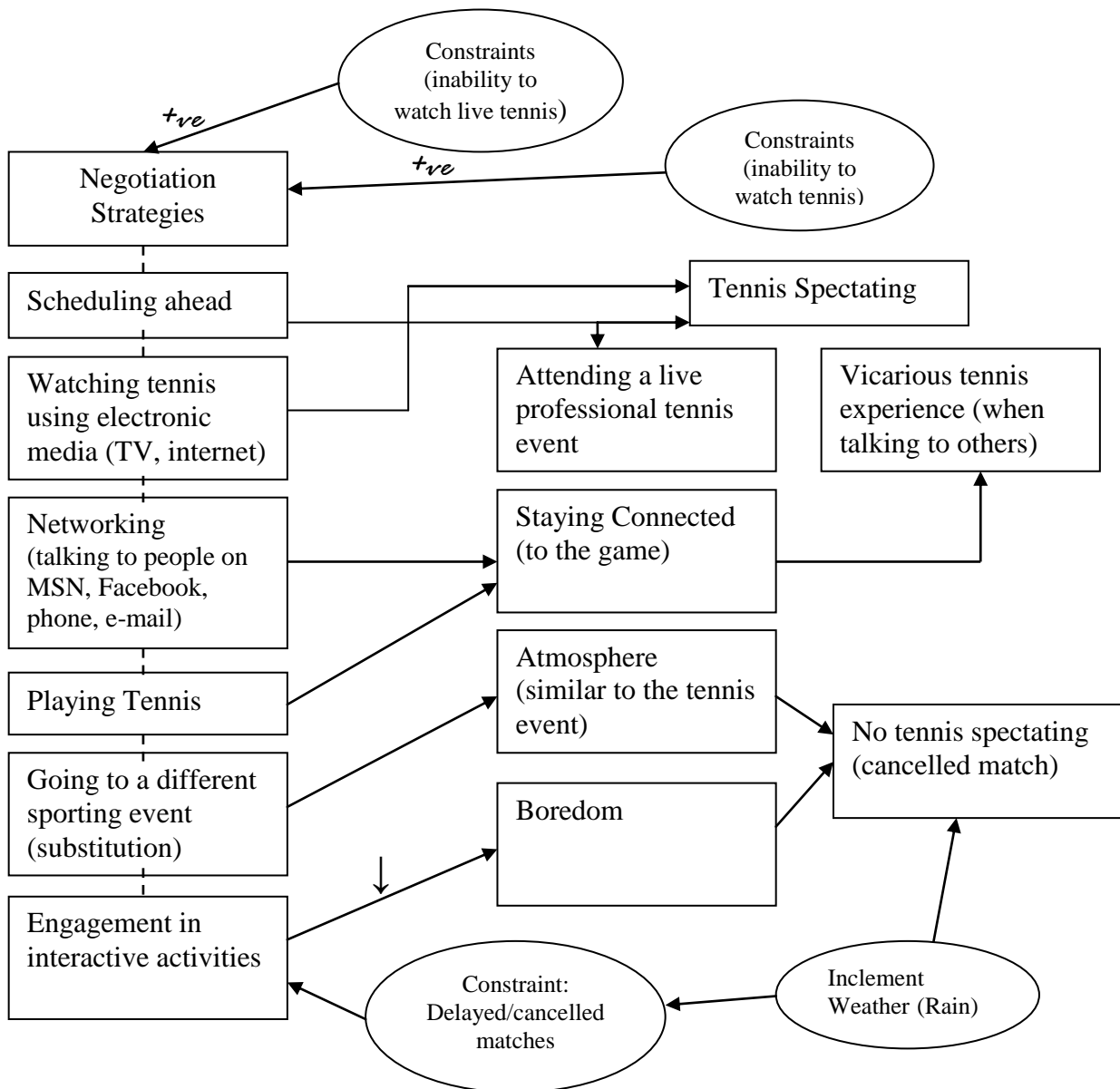
Inability to find parking at events negatively influenced spectators' experience. Major tournaments being held in big cities resulted in limited parking nearby. Parking too far was found frustrating because people need to walk longer. Some spectators believed that only "real fans" would undergo the parking trouble (Figure 7j).

FIGURE 7J: Tournament parking and its impact on spectators



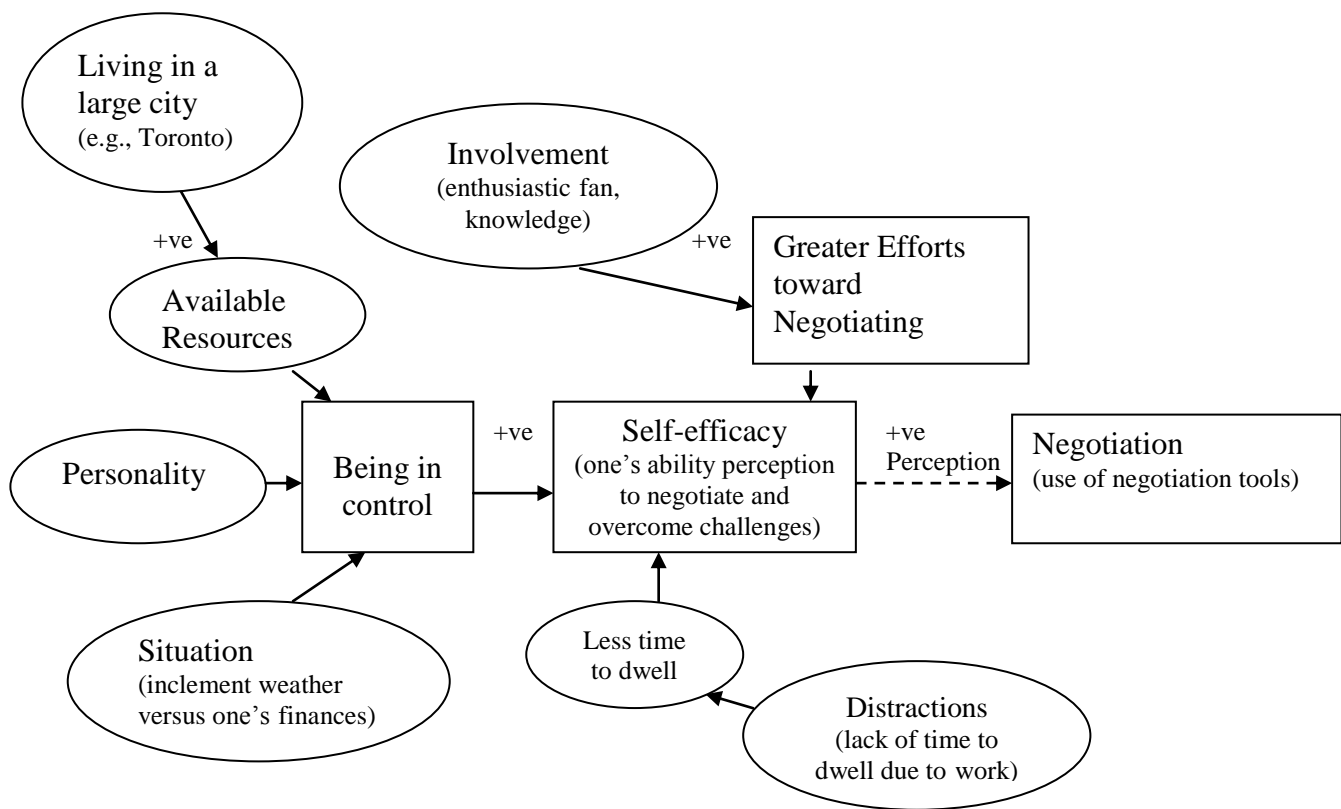
Numerous negotiation strategies were used to ensure some form of tennis spectating. For example, scheduling ahead was a strategy used to ensure live tennis viewing. Social networking was used to stay connected and vicariously experience matches. Spectators also played tennis when unable to watch live or televised tennis to stay connected to the game. Some respondents went to different sporting events to experience a similar atmosphere. Engaging in interactive activities at tournaments site helped reduce one's boredom during rain delay (Figure 8a).

FIGURE 8A: Negotiation strategies in tennis spectating



Feeling in control when overcoming challenges was situation, personality, involvement, and resource availability based. For example, spectators lacked control during inclement weather and felt in control with finances. Work served as a distraction increasing spectators' ability to overcome challenges. Spectators with more resources had more control. For example, living in a large city meant more opportunities and increased negotiation ability. Also, enthusiastic spectators made more efforts to negotiate. Being knowledgeable about tennis longevity increased spectators control and ability to negotiate in the future. One's personality (e.g., even tempered person) also increased spectators' control and ability to negotiate (Figure 8b).

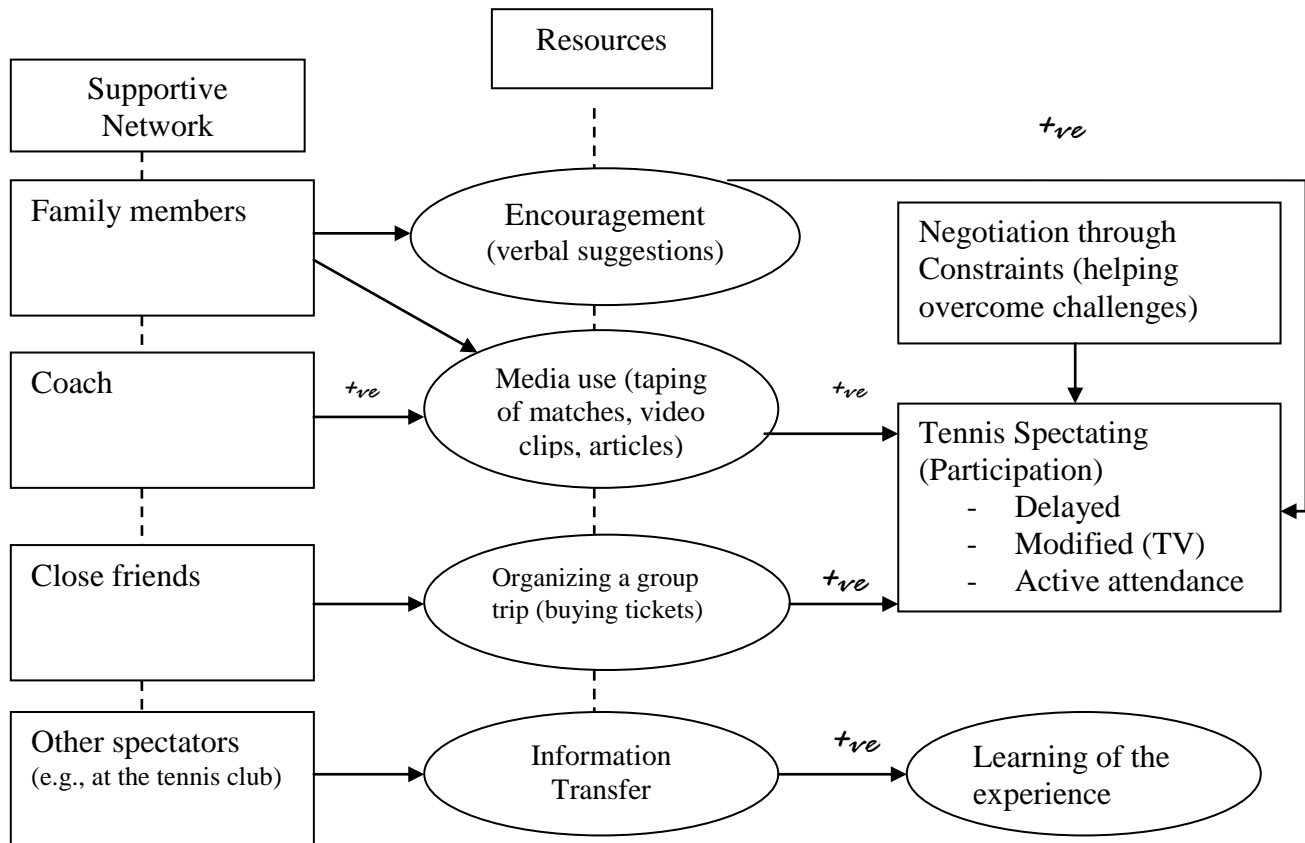
FIGURE 8B: Factors influencing self-efficacy in tennis spectating



Family members, close friends, coaches, and other spectators were most helpful in overcoming challenges. They used resources to help spectators negotiate better. For example, family members helped encourage participation (e.g., taped matches for later viewing). Close friends

helped organize a group trip (e.g., ticket purchase and itinerary). Coaches were helpful through use of media (e.g., newspaper, video) to show spectating experience. Other spectators helped by sharing information (e.g., where to buy tickets). Family members and close friends ensured spectating while coach served encouraged learning (Figure 8c).

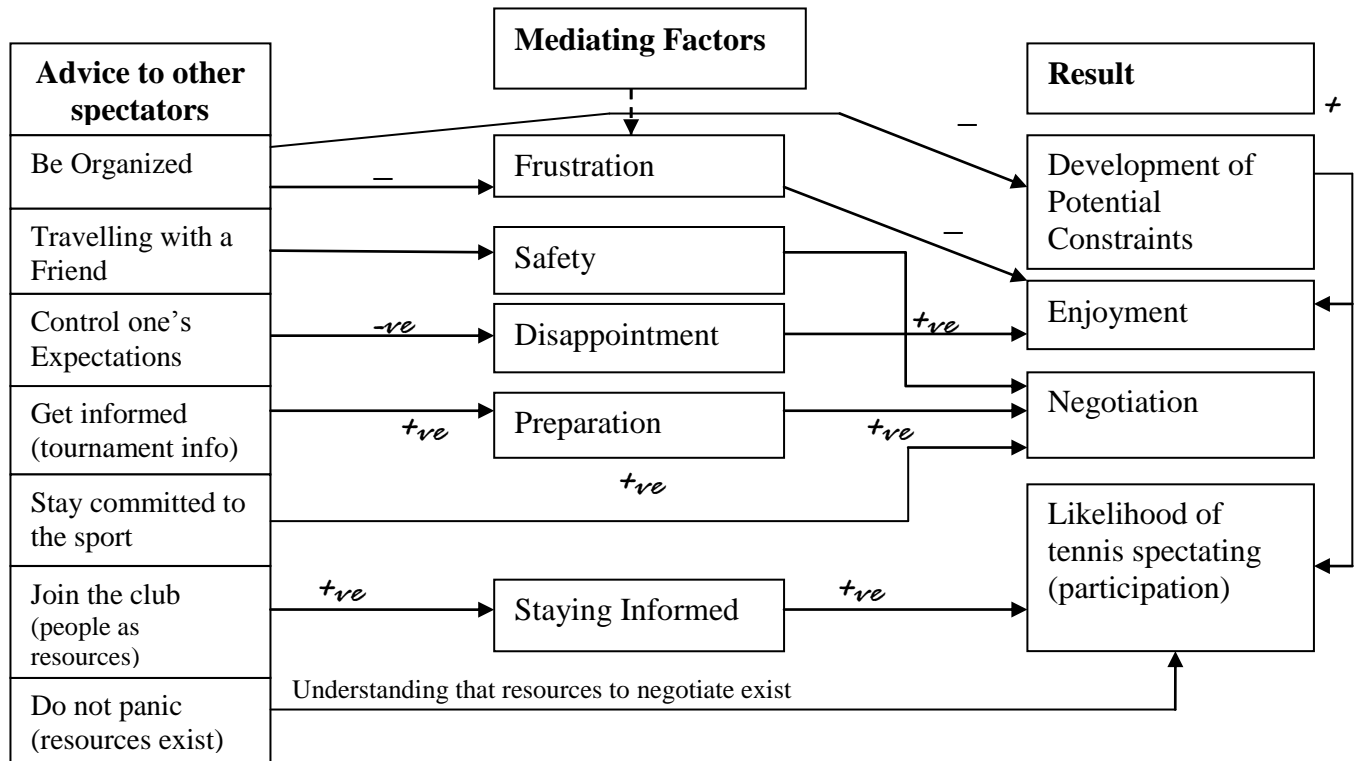
FIGURE 8C: Supportive network system and constraints negotiation



Seven suggestions to ensure participation, decrease potential future constraints, reduce frustration, and increase negotiation ability and enjoyment were made. Being organized helped reduce potential future constraints, decreased frustration, increased enjoyment and likelihood to participate. Travelling with a friend ensured safety, increased negotiation abilities and level of enjoyment. Getting informed on tournament policies encouraged preparation, and ensured enjoyment. Having control of one's own expectations helped reduce potential disappointment. Staying committed to tennis encouraged negotiation and participation. Not panicking and

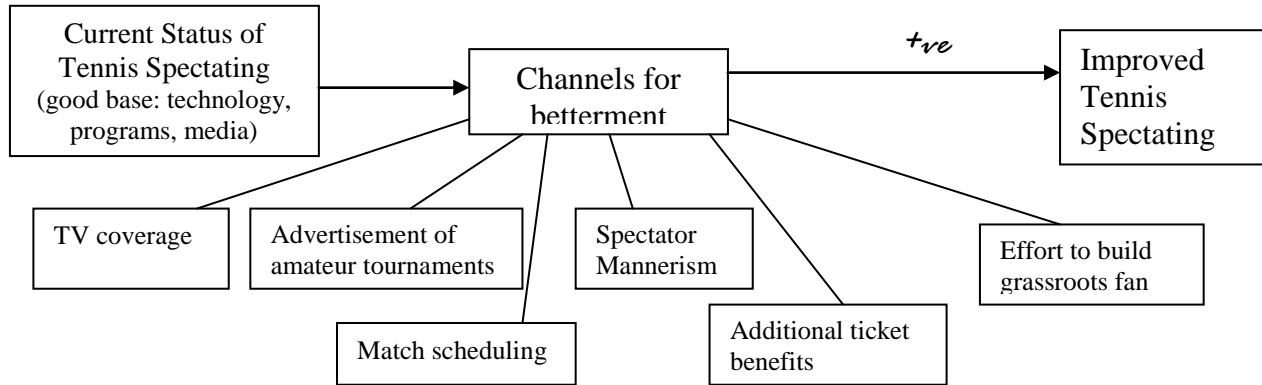
understanding of resources available increased participation likelihood. Joining local clubs helped spectators stay informed increasing participation likelihood (Figure 8d).

FIGURE 8D: Suggestions addressing constraints, negotiation, and spectating



Steps that would help improve tennis spectating included increased TV coverage of the sport, reinforcement of manners among spectators, increased advertisement of smaller events, improved TV coverage (e.g., service speed box), improved match scheduling, additional ticket benefits (e.g., free drink), building grassroots fans. Spectators viewed tennis as a beautiful, easy to learn spectator sport. They believed positive transitions in program offerings, court availability, technology; media of major events, and interactive activities (draw making) served as a great base for future developments (Figure 8e).

FIGURE 8E: Channels necessary for tennis spectating improvement



Grounded Theory: Simplified relationship between involvement, constraints, negotiation, self-efficacy in tennis spectating contexts

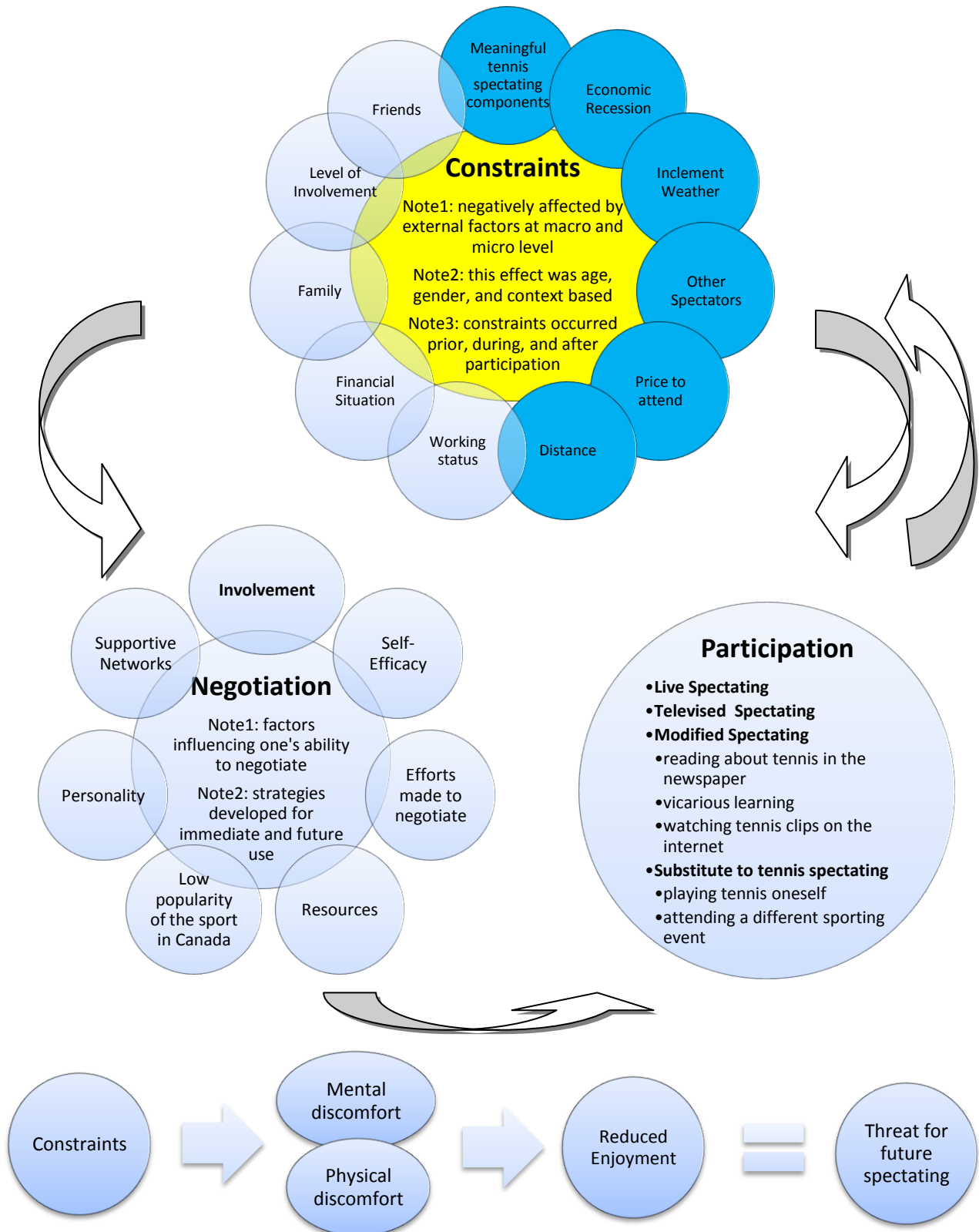
Constraints were believed to arise when one’s meaningful tennis spectating components were missing in a match or tournament resulting in negative emotions such as dissatisfaction, disappointment, frustration, and sadness, reducing enjoyment, and resulting in no participation. External factors affecting the development of constraints were divided into macro and micro levels. Macro external factors included economic recession, inclement weather, other spectators (stadium atmosphere), price to attend, and distance. These macro factors were believed to affect all spectators and were perceived to be least controllable. Micro external factors included working status, finances, family, level of involvement, and friends. These were classified at a micro level because they were immediate to the spectator over which he or she had some control. Micro factors did not to affect every spectator. The effect of macro and micro factors differed among spectators based on age, gender, and context. For instance, factors such as inclement weather and players’ performance were perceived less controllable by spectators and therefore, perhaps experienced more negatively than factors spectators felt to have more control over (e.g., purchasing desirable seats). Constraints experienced were most often negotiated resulting in

participation of some sort. The participation came in a form of live spectating, televised spectating, modified participation, and substitution. Modified participation included reading about tennis in newspapers, watching clips of tennis matches on the internet, talking to other fans to vicariously experience matches missed, and playing tennis. Substitution included attending a different sporting event in order to substitute for the missed experience of the tennis atmosphere with another sport. Experience of constraints was perceived to be negative decreasing level of enjoyment and creating a potential threat for future spectating. Constraints also caused negative emotions such as disappointment and physical discomfort. Negotiation through constraints was positively influenced by spectators' involvement with the sport. Level of involvement included being an enthusiastic spectator, as well as possessing previous competitive tennis experience. Being highly involved with the sport was believed to increase one's ability perception to overcome challenges (self-efficacy) as well as efforts made to negotiate through constraints. Self-efficacy was also positively influenced by the resources available to spectators. The more resources the spectator felt they had available to them the more likely they perceived to overcome challenges. One such example would include a spectator living in Toronto versus someone living in a rural area. Resources were further affected by the lack of tennis popularity in Canada reducing the number of opportunities to watch tennis. Personality such as being an even tempered person also positively influenced one's self-efficacy. Furthermore, supportive network such as family, friends, coach, other spectators were also perceived to increase one's negotiation through constraints. With the help of others spectators experienced positive self-efficacy. People within the supportive network also positively influenced spectators' involvement through encouragement and initial introduction to the sport. Self-efficacy however, was negatively influenced by factors that were out of spectators control such as inclement weather. Therefore, it

was concluded that self-efficacy was context and situation based. Positive self-efficacy and increased efforts in negotiating through constraints was believed to result in a higher likelihood of tennis spectating participation. Spectator's age and working status played a role in the way economic recession was experienced. Older adults, retiree, and a middle aged male working in the auto industry were negatively affected by the economic recession which caused restrictions in their spectating behaviour limiting their attendance. Finally, meaningful components appeared to be gender based in that tournament type of choice was gender representative in some cases. Through the experience of constraints spectators developed negotiation strategies that they offered for use by other spectators to ensure continued participation in tennis spectating (see Figure 9).

Figure 9 represents a simplified version of the relationship between constraints, negotiation, and spectating behaviour (e.g., participation). It is an illustration of all variables from figures 6a through 8e summarized into one diagram. The goal of this figure was to show the overall connection between the concepts in a simplified manner. For a detailed explanation on the relationship and in between concept effects please refer to preliminary detailed explanations reflected in figures 6a through 8e.

FIGURE 9: Simplified illustration of constraints, negotiation, involvement, and tennis spectating



Note: Darker circles in constraints diagram represent external factors at macro level and lighter shade circles represent external factors at micro level.

Conclusion

In summary, constraints were affected by numerous external factors which are experienced differently based on one's age, gender, and context. Negotiation strategies were also influenced by various factors that helped increase and sometimes decrease one's ability to negotiate. Negotiation through constraints resulted in some form of spectating. The process between constraints, negotiation, and participation in tennis spectating appeared circular, meaning that although negotiation takes place, it does not eliminate constraints all together. It may reduce the impact of a constraint however, the same constraint may reoccur again in the future. As long as tennis spectators are spectating tennis constraints will exist and negotiation strategies will occur. Constraints in this study were perceived to be related with negative emotions, reduced enjoyment, and physical discomfort that threatened future tennis spectating behaviour.

CHAPTER NINE: DISCUSSION AND IMPLICATIONS

The purpose of this study as outlined in Chapter One was to understand constraints to tennis spectating and negotiations therein. This research identified a circular relationship between constraints, negotiation strategies, and tennis spectating. Each of these three topics was perceived to be further influenced by external and immediate factors. This research is qualitative in nature and is solely grounded in the participants' experiences, perceptions, and actions and is not intended to generalize and be representative of a broader Ontarian or Canadian population. Since the study's end result was constructivist grounded theory, results were my interpretation on how participants viewed their spectating context. This chapter includes the discussion, and implications for future research and practice. In addition, it outlines the limitations of the current research study.

Discussion

In the discussion section of the chapter I have outlined the concept of involvement, motivation, leisure constraints, negotiation including self-efficacy individually. Further I discuss the relationship between the concepts incorporating the findings of this study with previous research focusing on findings that are new, consistent, and inconsistent with the literature.

Experience of leisure constraints

The grounded theory emerging from this study suggested differences in perception of constraints among tennis spectators. For example, some spectators took notice of the economic recession and its influence on the tournament and their decision-making while other spectators did not mention the economic recession as one of the factors to play a role in their spectating enjoyment and/or decision on whether to continue, discontinue, or limit one's future live event attendance.

Also some spectators felt that the attendance cost including ticket and food expense was high when attending a live event while some expressed seeing attendance cost to impact them more when the distance to be travelled to the event was greater. This is consistent with the conclusion made by Godbey et al. (2010) in their review paper that the perception of leisure constraints in terms of importance and strength varies among people in different contexts.

In relation to the economic recession experience that emerged among two spectators in my study it is important to note that the study was conducted during a real economic downturn in Canada and globally. Initially the research focus was delimited to economic recession but in the process decisions were made to broaden the constraint aspect by exploring factors that may prevent spectators from participating. What was interesting is that economic recession constraint did manifest itself in the study although it was not specifically addressed in the interview guide. Two spectators, Andre and Martina discussed the economic recession issue in great detail outlining its effect on everybody (e.g., tournament) and individually. The economic recession can be argued to be temporal and constraining during the downtime only. However, this does not mean that the financial constraint is only experienced during the economic downtime. For example, some people will face financial constraints more so than others regardless of the global economy.

Intrapersonal, interpersonal, and structural constraints

As expected several intrapersonal, interpersonal, and structural constraints were also emergent from this research study. Nyapuane and Andereck (2008) concluded that travel constraints experienced also differed by age, gender, income, as well as family structure of the participants. Although similar constraints were present in my study, specific demographic information such as income and age of the tennis spectators was not collected and similar

comparisons on possible relationships could not be made. It can however, be implied that travel specific structural constraints such as time, cost, place attributes outlined by Nyapuane and Andereck (2008) were also present among the tennis spectators. One such structural constraint existed within cost of attending an event in that cost was perceived to be high and increased when the distance to be travelled was great resulting in no participation among the tennis spectators. Furthermore, place attributes such as “inclement weather” were experienced by spectators within this study on the way to and during the event causing physical and mental discomfort and eventually resulting in abandoning the event for home or modified participation (watching a resumed match with a few spectators around). Furthermore, interpersonal travel constraints (having no one to travel with, and no fun to travel by oneself) as outlined by Nyaupane and Andereck (2008) also emerged within this study. Some tennis spectators such as Roger, Johnny, and Rod felt they had no one to travel with while Rod also outlined that travelling alone was no fun to him and that he would engage in it if the distance was shorter. Intrapersonal travel specific constraint of being unable to drive as outlined by Nyaupane and Andereck (2008) also emerged among one of the tennis spectators within my study, namely Juan who was unable to drive due to not having a driver’s license.

The structural constraint of distance present in my study shows the connection between tourism and leisure such as tennis spectating discussed by Hinch, Jackson, Hudson, and Walker (2005) in that tourism is leisure based travel. According to Hinch et al. (2005) the structural constraint of distance that was experienced by the tennis spectators would fall under a geographic factor indicating the distance needed to travel to sporting events. In my study distance seemed to be perceived more constraining when it was greater on spectators’ ability to negotiate resulting in a decreased likelihood to attend a live tennis event.

Furthermore, the constraints of “lack of time”, “lack of information” and “lack of companionship” also emerged among the spectators within this study. These findings are consistent with McCarville and Smale (1993) who reported differences in perception of constraints among five activity categories based on age, gender, education, and income. For the purposes of my study I focused on the findings in two of their activity categories: 1) arts and entertainment (going to concerts, plays), and 2) home-based (watching television) because in my mind they were the closest in representing televised and live tennis spectating respectively. McCarville and Smale (1993) found that “lack of time”, and “lack of information” was reported among individuals in home based entertainment and “lack of companionship” was common in the arts/entertainment activity bound group. All three constraints identified by McCarville and Smale (1993) were also present among some tennis spectators within this study. For example, lack of time was perceived as conflict between the timing of the event and other responsibilities among tennis spectators. Lack of information was experienced more at an amateur level of play spectating rather than the professional tennis spectating. Finally, lack of companionship was experienced as lack of friends who enjoy watching tennis, and subsequently lack of friends to travel to the tennis event. McCarville and Smale (1993) also found that younger participants (15-19 years of age) in their sample reported being constrained by the difficulty or inconvenience of getting places. Four out of thirteen study participants included two full time post-secondary students, one high school and one university graduate who were between 18 and 27 years of age. These individuals did suggest experiencing similar constraints of difficulty and inconvenience of getting places due to student transportation, and/or not having a car or license to drive, Although those constraints may be temporal and related to life stage issues, that does not diminish their

saliency to these participants at this time and also suggests that the next age cohort may experience similar issues when they reach that life stage..

In addition, last minute withdrawal from the tournament by top players was perceived as unfair to both the spectator and the tournament. It was seen as constraining to enjoyment making one question future attendance at the tournament. Not much academic literature exists on this topic or type of constraint. In this study it was individual and yet discussed in great detail, which makes it a potential future research topic. Bee's (2000) Master's thesis provided similar discussion in the context of Steffi Graf's retirement one week prior to the 1999 Rogers Cup.

Nationalism in tennis spectating perceived as "constraining"

The literature suggested that historically sports have served as a site for fostering national sentiment, promoting collective identification by allowing cities and countries to unite as a whole, and in some cases even being politicized to promote forms of aggressive nationalism (Bale, 1986; Holt, 1989; Beck, 1999; Martin, 2004 cited in Gibbons & Lusted, 2010). The topic of nationalism became of interest only after data was collected when Ana, one of the tennis spectators within this study, discussed one's rowdy behaviour displaying unwelcome nationalism at a women's professional tennis event. Ana showed great disapproval perceiving it as an unnecessary component of tennis spectating. This may not be unusual as Gibbons and Lusted (2010) concluded that in soccer, club team members would display their city and club identities on the national flags showing support for their club team even when watching England play. It is however still unusual as tennis is not a team oriented sport and it has historically shown to display proper and gentleman like spectating etiquette as outlined by James (2008). Since nationalism was not one of the main focuses of this study future research on sport nationalism and fan identity in the individual sports such as tennis is recommended.

Negotiation through constraints

Jackson, Crawford, and Godbey (1993) suggested that in order for the participation in an activity to take place people often must negotiate through constraints. Jackson et al. (1993) further suggested that the type of participation was modified. This was also apparent in my research study on tennis spectators. Spectators expressed four forms of participation after constraints were negotiated through of which one was modified participation. Their modified spectating included reading about tennis in newspapers, vicarious learning through someone else's experience of the match, and watching tennis clips on the internet. Furthermore, even continued participation after experiencing constraints appeared to be slightly modified. For example, when faced with inclement weather spectators engaged in activities such as hiding in shade and drinking more water than usual. Another example was seating, when spectators found themselves sitting too far or not enjoying the centre court match performance they would wander the grounds more.

Negotiation strategies

The negotiation strategies discussed by spectators could fall under both types of strategies for negotiating through leisure constraints introduced by Jackson et al. (1993) and Hutchinson and Kleiber (2005). For example, work and not having time due to work experienced by Roger served as a "distraction" which helped in negotiating the constraint reducing Roger's agonizing over not being able to attend a tennis event in Montreal, Quebec. This distraction would represent behavioural (Jackson et al. 1993) or emotion-focused coping strategy (Hutchinson & Kleiber, 2005). Second, the negotiation strategy on keeping one's expectations under control expressed by Ana represents cognitive or problem-focused coping strategy where meaning of an activity, in this case player's performance at the given tournament, is negotiated.

Self-efficacy, motivation, and negotiation through constraints

The grounded theory developed from this research represented a relationship similar to that of Loucks-Atkinson and Mannell (2007). The constraints were found to negatively affect tennis spectating by forcing its spectators to modify and sometimes even cease participation through the use of self-developed negotiation strategies. Loucks-Atkinson and Mannell (2007) found that negotiation efforts had a positive impact on participation and that motivation increased negotiation effects. They also concluded that negotiation-efficacy positively influenced strength of motivation to participate in negotiation efforts. This was similar among as some spectators believed that being an enthusiastic fan made it easier for them to make efforts to negotiate and overcome constraints experienced which in the end made them feel in control of their negotiation ability.

Role of motivational factors in spectating (involvement based)

The motivational factors to spectating and becoming a fan were perceived to be crucial in understanding spectating behaviour (Madrigal and Howard, 1995, 1999; Mahony, Madrigal, & Howard, 2000; Mahony & Moorman, 2000, Wann, 1995 cited in Mahony, Nakazawa, Funk, James, & Gladden, 2002). Mahony et al. (2002) identified four dimensions in their baseball specific scale. These four dimensions included suspense (close and tense games), aesthetics (excellence, beauty, creativity of athletic performance), vicarious achievement (feeling a sense of personal achievement when one's team won), and emotional attachment (e.g., favourite player). Mahony et al. (2002) tested the impact of these four dimensions on one's frequency of attendance and the length of time spent as a fan finding that emotional attachment (team) and vicarious achievement were positively related with the games attended, and that community pride, drama and player attachment were negatively related. They also found that high levels of

sport attachment and team attachment were significantly related to longer spectating. Since my study was qualitative in nature and the number of games was not explored, this relationship was not observed. However, the majority of the tennis spectators were introduced to tennis as a spectator or as a player at an early age (in their childhood) suggesting that perhaps an emotional attachment to the sport was present among them. This attachment to the sport may also be apparent in the self-perceived future tennis spectating behaviour where the majority of them predicted an increase and increased efforts in their future spectating while only one spectator predicted significantly lower levels of future spectating resulting in ceasing participation all together. Mahony et al. (2002) also found that only team attachment was a good predictor of length of being a fan and event attendance frequency while player attachment was not. As tennis is normally played as an individual sport, it would be interesting to find whether attachment to the sport overrides the player attachment. In my study tennis spectators expressed liking the sport and in most cases following it in any form they could, which would most logically represent sport attachment. Tennis spectators also identified their favourite player and in some cases this player was long retired, which could also suggest that attachment to the sport of tennis was important and perhaps more adequate in learning about tennis spectators' behaviour. It is also important that other tennis contexts promoting team attachment exist and further research is needed to explore the importance or existence of team attachment among tennis spectators in more nationalistic contexts such as Davis Cup and Olympics.

Furthermore, Mahony et al. (2002) found that sport attachment was the strongest predictor of length of time as a fan and not a good predictor of attendance frequency. Based on my study, various ways of staying involved in the sport such as via the internet, phone, MSN, Facebook, and personal communications were identified. Tennis spectators did not suggest that

using different resources in spectating tennis such as internet or talking to friends made them feel less involved with the sport, on contrary the majority felt as an active spectator. This may suggest that one can be a highly involved tennis fan without attending a lot of live events. This could also mean that the type of events and the nature in which tennis is watched do not hold a rank in predicting one's attachment to the sport but rather suggesting that the combination of tennis spectating behaviour may be a more realistic predictor of one's consuming behaviour. This becomes even more evident when observing the various forms of participation spectators engaged in once they negotiated through the challenges they faced. For example, some spectators' participation was a "substitute" meaning that they would play tennis to stay in touch with the sport or go to a different sporting event to experience tennis similar spectator atmosphere. This does not mean that they are not attached to the sport but rather that they participated in forms of spectating or participation that reminded them of tennis.

The dimensions of aesthetics, suspense, and emotional attachment to a favourite player utilized by Mahoney et al. (2002) in their study did occur as the "meaningful components of tennis spectating" in my study. The tennis spectators did express that closeness of matches; players' on-court abilities (shot making, conduct); and favourite player's success were among few meaningful components of tennis spectating that closely fall under the suggested dimensions in Mahoney et al. (2002) study. The admiration of the player's on court ability and conduct for example also closely represented the appreciation factor of fan attachment identified by Madrigal (2006). For example, Jana showed great appreciation for graceful movement and gentlemanly behaviour that Federer displayed on the court. It was further found that once these meaningful components of tennis spectating were compromised or missing the spectators experienced mental discomfort and their level of enjoyment was impacted. For example, Roger suggested that

watching his favourite player not perform well left him feeling disappointed. Choosing one's favourite tennis player appeared to be influenced by nationality and spectators' ethnic backgrounds. For example, Roger was of Latvian ethnicity and his favourite tennis player was Latvian, and Martina who is Scottish, favoured Andy Murray because he was Scottish, too. Although this was interesting it is not unusual as other researchers have reported that spectators often picked sport teams representing their home town as their favourite (Branscombe & Wann, 1991; Rooney, 1975 cited in Mahoney et al. 2002). Furthermore these meaningful components to tennis spectating also emerged from one's ideal fantasy suggesting a reasoning and motivation to participation. The spectators' fantasies appeared to have no limits and were constraint free in that the weather cooperated and the closeness of the match existed along with other meaningful components. This observation is similar to Kim and Chalip's (2004) finding that constraints had no effect on the spectators' desire to attend major sporting events such as World Cup.

Mediating factors affecting consumer loyalty

The relationship between involvement, commitment, and loyalty were perceived to be affected by other mediating and moderating factors in the literature. These factors included motivation, socialization, flow, commitment, and loyalty in leisure research (e.g., Gahwiler & Havitz, 1998; Havitz & Mannell, 2004; Iwasaki & Havitz, 1998; Kyle et al., 2003, 2006). Bee and Havitz (2010) proposed that the individuals who are highly interested and attracted to watching tennis would have a stronger psychological commitment to the event increasing spectators' resistance to change resulting in behavioural loyalty. They concluded their findings to be similar to Iwasaki and Havitz (2004) indicating that involvement does not directly influence behavioural loyalty but rather influences it indirectly through its impact on psychological commitment and resistance to change (Bee & Havitz, 2010). Bee and Havitz (2010) found that one's attraction and

involvement directly influenced development of psychological commitment to tennis. In my study involvement with the sport was perceived by some tennis spectators to influence their negotiation efforts which made it easier for them to overcome the constraints faced (e.g., increased perception of self-efficacy) and that was believed to result in participation of some sort. Attraction components to the sport as previously mentioned in relation to the FANDIM scale dimensions by Madrigal (2006) were experienced as “meaningful components of spectating” and by their absence constraints to spectating were experienced that caused either physical or mental discomfort reducing one’s enjoyment and resulting in a modified or ceased participation in spectating. These findings show similar indirect relationship of involvement and attraction on behavioural loyalty discussed by Bee and Havitz (2010).

Circular relationship between concepts

The hierarchical leisure constraints theory introduced by Crawford and Godbey (1987); Crawford, Jackson, and Godbey (1991) and further extended by Jackson, Crawford, and Godbey (1993) was understood to be circular in nature with the individual determining the starting point of the intrapersonal, interpersonal, and structural constraints (Godbey, Crawford, & Shen, 2010). The theory derived from my research study also suggested a circular relationship. This relationship however was between constraints, negotiation, and participation. The grounded theory of the study demonstrated an ongoing relationship where constraints do exist in tennis spectating and that as long as one watches either televised or live tennis constraints to spectating exist. One could also argue that macro level factors impacting tennis spectating exist regardless of one’s participation. Only when one participates can they feel and experience these existent constraining factors. This dilemma of constraints’ continuity and stability exists within this study in a similar troubling way that was suggested by Crawford and Jackson (2005). How spectators

experience these constraints will vary based on their immediate environment and the level of control they perceive to have in overcoming them. This translates into specific immediate and future negotiation strategies to minimize the effect of the constraints. The constraints emerging in this grounded theory never disappear entirely but appear to negatively impact spectators' enjoyment and participation. The grounded theory also outlines that constraints contributed to mental and physical discomfort leading to reduced enjoyment posing a threat on current participation and future spectating. Based on this theory and its' explanation of relationships between the constraints, negotiation strategies, and tennis spectating it could be argued that continuity and stability of spectating constraints is context, type and participant based. For example, inclement weather and its unpredictable nature is an ongoing risk to tennis spectating because tennis is an outdoor based sport. This refers back to the involvement literature by Priest (1992) who found that the general public perceives outdoor activities as most risky. However, more research, specifically longitudinal type of research is needed to explore the stability of a constraint following the same participants over a number of years.

Contributions of this study's model to previous research

The findings represented in Chapter Seven of this study show some relevance and new contributions to Mannell & Loucks-Atkinson (2005) model (p. 228). The findings of my study appear to be complimentary to their model in that the relationship between the concept of negotiation, constraints, self-efficacy, and participation and their effect on each other was similar. More specifically experiencing constraints prompted spectators within this study to negotiate indicating a positive effect of constraints on negotiation, which was the exact effect in Mannell and Loucks-Atkinson (2005) model. This constraint-negotiation link was also present when constraints were perceived as potential future constraints in my study. For example, some

tennis spectators discussed future life changes (e.g., children and family) and how they would pose new constraints to spectating (e.g., not able to take little children to the event) which they further negotiated by suggesting the need to find a babysitter. In terms of new contributions to the model, was detailed description of specific constraints and negotiation strategies used by the tennis spectators. Furthermore, a detailed description of how and why spectators experienced self-efficacy in addition to some detailed underlying motivating factors was also believed to contribute by adding more depth to concepts and their components. Based on this relevance it is recommended that future research focus on further exploration of the Mannell & Loucks-Atkinson (2005) model.

Implications for practice

Some implications for practice include establishing a sense of service value, increasing interactive gaming and activities during inclement weather, and betterment of promotional efforts of amateur events and media exposure via local channels of professional tennis events. These implications were chosen based on the three most commonly experienced constraints by spectators in this study.

First, participants discussed costs of a professional event as a constraint suggesting that it influenced their overall spectating behaviour and enjoyment. The cost was perceived to be greater with the distance because additional services like hotel accommodations were needed. Spectators also expressed feeling frustrated, and “ripped off” with food and beverage prices at the tournament. When the price exceeded the product quality, spectators showed anger by not disposing their garbage believing that clean-up services should be included in price paid. Re-evaluation of the food and beverage sales practice at the tournaments such as Rogers Cup is highly recommended. Realistic prices should be set based on the product value and spectators’

willingness to pay. It is important to remember the conditions such as extreme weather, and limitation of outside food and drinks into the premises, spectators participate in. Food and beverages are a necessity and overcharging the spectator for these products does seem unfair and the feelings expressed toward the issue within this study are in my opinion rightfully felt. Increasing perceived value of the service is recommended. For example, service providers (tournament) could increase benefits of event tickets by including discounts at local businesses such as restaurants, diners, and accommodations. This could be a way of building new partners and gaining more exposure for the tournament. Another example would be a coupon for the specials such as “lunch combo”, a “family luncheon” at tournaments or discount fares on “official partners” such as Via Rail or West Jet for an event.

Second, inclement weather was perceived as risky, physically and mentally discomfoting to the spectators. The enjoyment and participation was negatively influenced by the inclement weather resulting in long waiting periods, and sometimes ceased participation. Spectators experienced low crowd involvement after prolonged waiting periods to resume play resulting in reduced enjoyment. To reduce discomfort commonly caused by inclement weather tournament organizers should increase their efforts in developing several sheltered areas (e.g., tents and building areas) available to accommodate a large group of spectators. These areas should be equipped with interactive gaming and tennis activities that spectators can engage in while waiting for play to resume. This could serve as a distraction to spectators while waiting. It could also help retain spectators on the premises reducing the appearance of empty stands at after rain matches. Further, regular announcements on weather and scheduling decisions could take place to keep spectators informed and interested in waiting for play to resume. Formal introductions and on court activities could also be incorporated prior to start of the delayed match to encourage

crowd participation, and increased anticipation of the match. Examples of on court activities could include tennis history related topics, a reminder of spectating rules, and information on upcoming tennis events.

Third, lack of resources and access to them was also perceived as one of the most common constraints in tennis spectating. Spectators expressed difficulty finding information of amateur tournaments. They also discussed that little exposure and limited airtime of the professional tennis tournaments such as Rogers Cup made negotiation efforts and spectating more difficult. Making tournament information more accessible through the use of electronic and print promotional materials would be a good starting point for amateur tournaments. A feasible example could include providing information on tournament schedule, order of play, players' backgrounds, and social activities on site via website or through poster display at local clubs. These promotional materials can help organizers keep their cost down by using free website domains as their tournament site, and by sending electronic flyers to club directors to display in their lounge areas or send as an e-mail attachment to members. For professional tournament organizers such as Rogers Cup creating more media exposure through local television channels should be a priority. This would help make tennis watching more accessible for current and potential spectators. For example, airing of earlier tournament rounds through local television channels in addition to the final that's already being aired would create more awareness of the sport. It is possible that more tennis tournament exposure could serve as a reminder that sport is competitive and readily played in Canada.

In sum, the overall marketing strategy for the tournament organizers would be to conduct marketing research before, during, and after clients consume services. Conducting marketing research would help tournament organizers gain information on their customers' wants, needs,

preferences and perhaps even challenges faced. McCarville (2002) specified that collecting data before service would help develop communications and price offerings addressing the customers' preferences. Further, McCarville outlined that data collected after the event would help organizers in evaluating program's success. Understanding clients' needs is important because clients are believed to be at the centre of marketer's professional world and is the main reason why resources are modified and solutions are sought (McCarville).

Limitations and future research

The study helps clarify connections between involvement, leisure constraints, and negotiation among tennis spectators. It identifies constraints that may be individual and outdoor sport specific. It also identifies negotiation strategies commonly used by spectators to ensure and increase spectating behaviour. This research describes how constraints are experienced addressing the "why" component of one's perception. Furthermore, it explains reasons why certain actions were taken and will be utilized in the future. One limitation of this study, however, is that the results are not representative of a population due to its methodology, and sample characteristics. Instead they are participant and context specific. These results represent the experiences of thirteen tennis spectators interviewed. Another limitation of the study lies in data collection. Themes emerging from initial interviews were followed up and explored among remaining participants only. A second interview for further exploration of themes discussed initially by participants was not always possible. In addition, data analysis and collection was not done simultaneously as all data were collected over a two week period. Also, inconsistency in the nature of interviews was perceived as limiting in that phone interviews were significantly shorter than face to face interviews. This is perceived to be limiting in the reduced amount and depth of information obtained. A final limitation is that participants were asked to reflect back to

their live and televised spectating experience. This reflection took place a couple of months after the last Grand Slam tournament (US Open) and up to four months since home-based professional tennis tournament, Rogers Cup. If data collection would have occurred during Rogers Cup more constraints may have emerged. It is also possible that the strength of the impact of these constraints could have been greater.

Future research

In the future I would consider using and learning qualitative software to help in data organization and analysis prior to doing research. This would be especially helpful with a larger group of participants (e.g., thirty or more interviewees). To ensure data transcription and analysis during data collection process I would make an effort to schedule interviews further apart from each other. I believe this would allow time for development of new questions exploring the emergent themes. This may also enable a timely response for need to schedule a second interview. Based on the pronounced differences in information depth provided in face to face versus phone interviews, I would prioritize conducting face to face interviews whenever possible.

For future research on spectating, there are three recommendations. First, future research may focus on expanding the current study's findings by conducting a similar study in a different context. Examples of such contexts could include individual sports like golf, other racquet sports (e.g., badminton, squash, table tennis), ultimate fighting, boxing, or wrestling (WWF). Future research could also focus on specific constraint in more detail. An example of such constraint maybe understanding the cause, meaning, development, and importance of nationalism and fan identity in sports that are not commonly known for it. Other topics may include impact of last minute players' withdrawal on the spectators' experience and future intentions to participation.

Second, entirely different studies could be conducted quantitatively in survey form to ensure more representative samples. The relationships to be explored quantitatively in the future may include assessing the impact of sport attachment versus player attachment on spectating behaviour of individual sports. Since internet and use of electronic resources appeared to be a popular negotiation strategy to watching tennis, it would be interesting to explore how different types of spectating (e.g., televised, live, internet streaming) reflect one's involvement and the setting or circumstances under which each type is likely to be utilized.

Third, it would also be possible to conduct an experiment where one of the constraints is manipulated. One could manipulate annoying behaviour of another fan in the stands and observe the reactions or negotiation strategies applied to deal with the disruptive behaviour. This would help identify additional strategies that are constraint specific. Developing a list of constraint specific strategies could help provide tools to others facing a similar situation.

Conclusion

To summarize, the study has introduced the relationship between the concept of leisure constraints, involvement, negotiation, and consumer loyalty. It provides a detailed description of constraints encountered that influenced spectators' enjoyment, forced them to modify their participation, and sometimes prevented them from attending a live tennis event. The practical implementation for tournament marketers of addressing constraints, negotiation, and involvement is important due to their combined influence on consumer behaviour. Many researchers (e.g., Gahwiler & Havitz, 1998; Havitz & Dimanche, 1997, 1999; Hutchinson and Kleiber, 2005; Iwasaki & Havitz, 2004; Little, 2007) have concluded that these concepts and related constructs such as commitment, specialization, motivation, self-efficacy are complex in nature and I believe that this study reiterates this complexity. Although the concepts studied are

complex in nature this tennis spectating research is an attempt to help further the understanding of the relationship between constraints, negotiation, and consumer loyalty qualitatively.

Exploratory research techniques such as a qualitative approach used in this study were recommended in the past research (e.g., Kyle, Absher, Norman, Hamitt, & Jodice, 2007). In my mind, this research study offers a starting point in understanding the interaction of constraints, negotiation, and spectator loyalty, clarifying why and how tennis spectators continue, modify, or discontinue participation.

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APPENDIX A: PARTICIPANT RECRUITMENT POSTER

TENNIS SPECTATORS NEEDED FOR INTERVIEWS ON SPECTATING EXPERIENCE



Q1: Do you attend professional, amateur, or club level tennis tournaments?

Ex: Rogers Cup, US Open, Ontario Provincials, Club Championships, etc.

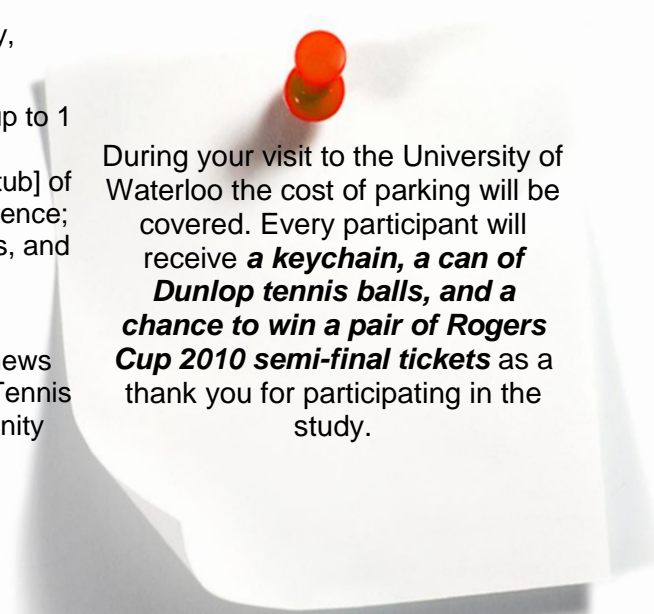
Q2: Do you feel that you do not attend as many tennis tournaments as you would like?

If you have answered **yes** to these two questions you may be eligible to participate in this study.

As a participant in this qualitative research study,
you will:

- ✓ engage in an audio-taped *interview conversation* up to 1 hr in length scheduled at your convenience;
- ✓ be asked to bring *memorabilia* [e.g., photo/ticket stub] of your last or most favourite tennis spectating experience;
- ✓ talk about your tennis spectating experience, views, and actions;

The interview sessions will be conducted at Burt Matthews Hall 2217 at the University of Waterloo, the Waterloo Tennis Club, or another location (e.g., Forest Heights Community Centre, UOIT in Oshawa) of choice with the project researcher.



During your visit to the University of Waterloo the cost of parking will be covered. Every participant will receive **a keychain, a can of Dunlop tennis balls, and a chance to win a pair of Rogers Cup 2010 semi-final tickets** as a thank you for participating in the study.

For more information and to volunteer please contact:
Nadina Imamovic, MA Candidate, Department of Recreation and Leisure Studies, University of Waterloo at 519-585-1718;
E-mail: nimamovi@uwaterloo.ca or take a business card below.

This study has received the approval of the University of Waterloo Office of Research Ethics.



APPENDIX B: A GROUNDED THEORY INTERVIEW GUIDE ABOUT TENNIS SPECTATING

Initial Open-ended Question and Probes

1. Tell me about how you came to watch tennis.
2. Tell me about the best tennis match you ever watched. Describe it in detail.
 - a. Probes: What was it that made it so great? (e.g., the artistry, the match itself, the setting, the location, the company, etc.).
 - b. If it is a TV match that they are describing I would follow up with the question about their best live spectating experience and what made it so great.
 - c. Another way of getting my participants to think about tennis spectating I would ask them to: Construct an ideal fantasy spectating tennis event and describe it in detail. Anywhere, anytime what would your fantasy look like. Describe the whole context for me (e.g., where you are, who you are with, why).
 - d. How would you describe the tennis spectator you are/want to be? Where do you see yourself as a tennis spectator in two years (five years, ten years)? Describe the type of spectator you hope to be then. How would you compare the spectator you hope to be and the spectator you see yourself as now?

Note: Be sensitive to what participants are saying. For example, why they watch tennis matches (e.g., daughter started to play) and explore this experience in more depth.

Intermediate Question and Probes

3. Tell me about the last time you wanted to attend/watch a tennis competition but did not.
 - a. Probes: Why didn't you go? What stopped you from going? Tell me about the challenges you faced (the sources of these challenges). Where was it, what happened, why did it happen? How did it happen?

- b. Tell me about the last time you went to watch a tennis match that did not meet your needs. Why did it not meet your needs? What happened? Why did it happen?
Tell me about the challenges you faced getting to and enjoying the last tennis competition you attended.

Ending Question

4. Tell me what you do when you are faced with the challenges of not being able to go to a tennis event to spectate.
 - a. Probes: How do you get around it? What do you do? Do you make any trade – offs? How do you feel about your ability to overcome these challenges? Do you feel you can easily face these challenges and overcome them? How and why?
 - b. Probes: How did it work out? What worked? What didn't work? Who has been the most helpful to you in facing these challenges? How have they (he or she) been helpful?
 - c. After experiencing these challenges what advice would you give to other tennis spectators facing similar challenges?

Is there anything else that you think I should know to better understand tennis spectating and challenges faced?

Is there anything else about tennis spectating that you would like to tell me about?

APPENDIX C: INFORMED CONSENT FORM

Date: _____, 2009

Study Name: Tennis spectator loyalty when life gets in the way

Researcher: Nadina Imamovic [MA Candidate]

Sponsors: University of Waterloo, Waterloo, Ontario

Purpose of the Research:

The purpose of this study is to understand constraints to tennis spectating and how they were negotiated through. The focus will be on tennis spectators' perceptions and living through experiences as reflectively described in their interview. In this research study, leisure constraints will be defined as things standing in the way to one's participation in tennis spectating. Throughout this research study, the tennis spectator is generally defined as a person who attends amateur tennis events (e.g., Ontario provincials, club championships), professional tennis events (e.g., Rogers Cup, US Open, Wimbledon), and/or follows tennis matches on the Internet (e.g., ATP, ITF websites) and/or television (e.g., TSN1, TSN 2, ESPN channels).

What you will be asked to do in the Research:

As a participant in this qualitative research study you will be asked to engage in an audio-taped interview conversation up to 1 hour in length scheduled at your convenience. You will be asked to bring memorabilia (e.g., photo/ticket stub) of your last or most favourite tennis spectating experience and talk about your tennis spectating experience, views, and actions. In addition, you will be asked to chat about constraints that you are or have faced in the past as a tennis spectator and any negotiation strategies and techniques that you may have come up with when facing these constraints.

Risks and Discomforts:

There are no foreseen risks and/or discomforts from your participation in the research.

Benefits of the Research and Benefits to You:

It is believed that this grounded theory study on the shifting roles and emerging meanings in the lives of tennis spectators experiencing constraints will help researchers better understand the phenomenon (e.g., leisure constraints) and its processes. This enhanced understanding of the experience, processes and theory development will allow the recreation managers, tournament directors, hospitality co-ordinators to become increasingly knowledgeable and able to better organize and implement sporting events in addressing the common constraints that people may face (e.g., changes in marketing strategies, such as pricing). Understanding this experience and its processes may also be of great importance for future sporting event and/or leisure constraint researchers interested in studying spectators and their constraint experiences allowing them to better conceptualize the phenomenon in their studies. This study is also believed to help participants (yourself) learn and become more aware of their (your) current and past involvement

with tennis spectating, their (your) experiences, views they (you) hold, and actions they (you) take.

Voluntary Participation:

Your participation in this study is completely voluntary and you may choose to stop participating at any time. Your decision not to participate in this study will not affect the nature of the ongoing relationship you may have with the researcher, study staff, or the University of Waterloo now or in the future.

Withdrawal from the Study:

If you decide, you may stop participating in this research study at any time, for whatever reason this may be. If you decide to stop participating in the study you will still be eligible to receive the promised incentive for agreeing to be a part of the study. Your decision to stop participating, or to refuse to answer any questions, will not affect your relationship with the researcher, study staff, the University of Waterloo, or any other group/organization associated with this study.

Confidentiality:

All information that you supply to the researcher during an interview will be held in confidence unless you specifically indicate your consent, your name will not appear in any report or publication of this research study. Your data will be safely stored in a locked facility at the University of Waterloo and only research staff will have access to it. If you would like your name to appear in the reports of this study please X your decision below.

- Yes, I would like my real name to be used in the report/application of this research study
- No, I would like my real name NOT to appear anywhere in the report/publication of this research study.

Additional Interviews:

For this research study purposes in case we need to contact you for an addition interview would you be interested in participating? Please indicate your decision by checking [X] of the options below:

- Yes, I would like to make myself available for 1 additional interview.
- Yes, I would like to make myself available for 2 additional interviews.
- No, I would not like to be contacted for additional interviews.

Have questions about the Research?

If you have any questions about your role in the study or the research study in general, please feel free to contact Nadina Imamovic, Researcher, Burt Matthew's Hall Room 2222, 200 University Avenue West, University of Waterloo (telephone: 519-585-1718 or e-mail nimamovi@uwaterloo.ca). This research has been reviewed by the Office of Research Ethics at the University of Waterloo and complies with the Office's Guidelines for Research with Human Participants and the standards of the Canadian Tri-Council Policy. If you have any questions about this process, and/or your rights as a participant in the study, please contact Dr. Susan

Sykes, Director, Office of Research Ethics, 200 University Avenue West (Needles Hall 1026), University of Waterloo (telephone: 519-888-4567 ext. 36005, or e-mail ssykes@uwaterloo.ca).

Signatures:

I _____, consent to participate in this research study on tennis spectator loyalty in a challenging economic time conducted by Nadina Imamovic. I have understood the nature of this project and wish to participate. My signature below indicates my consent to participate.

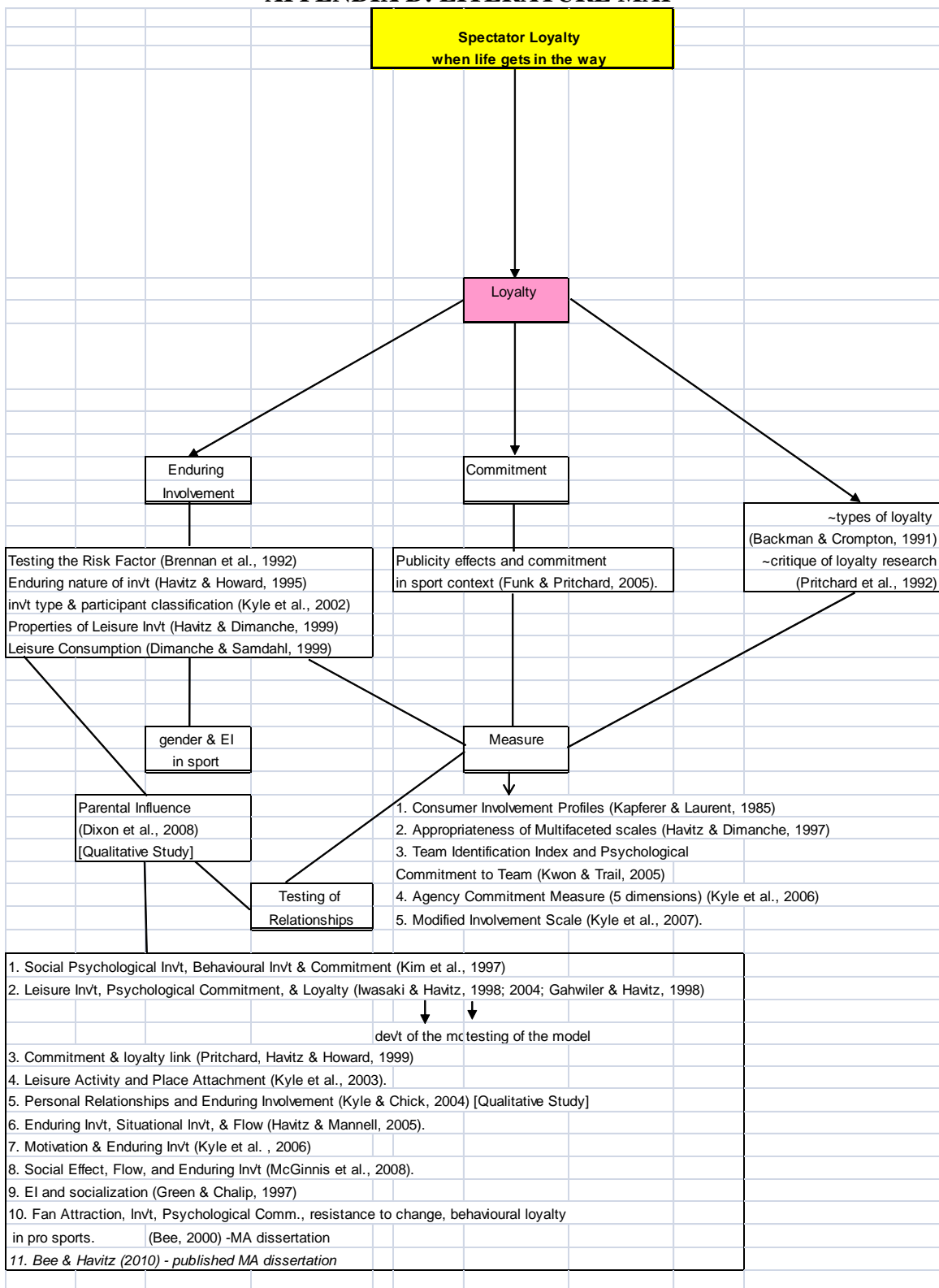
Participant

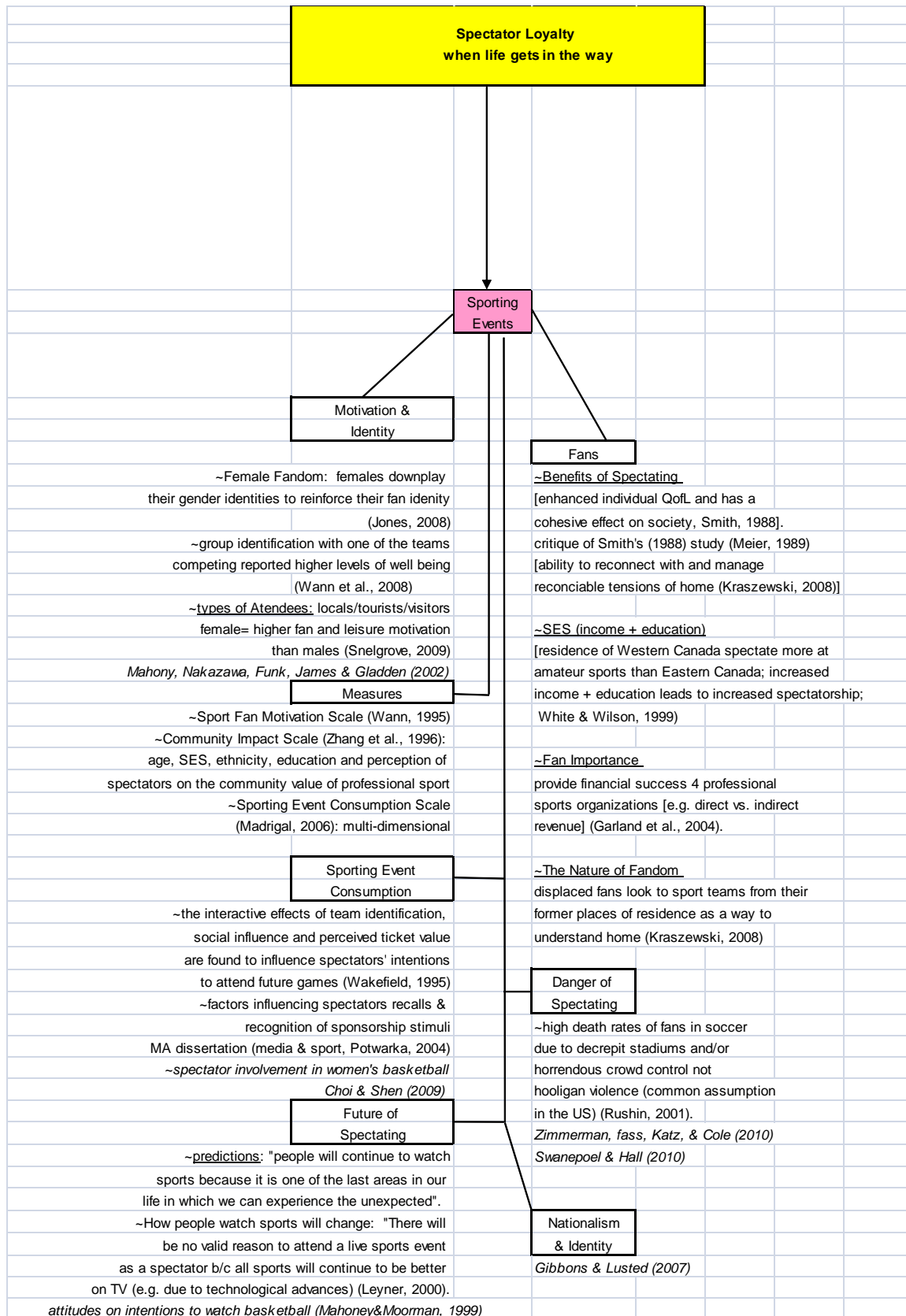
Date

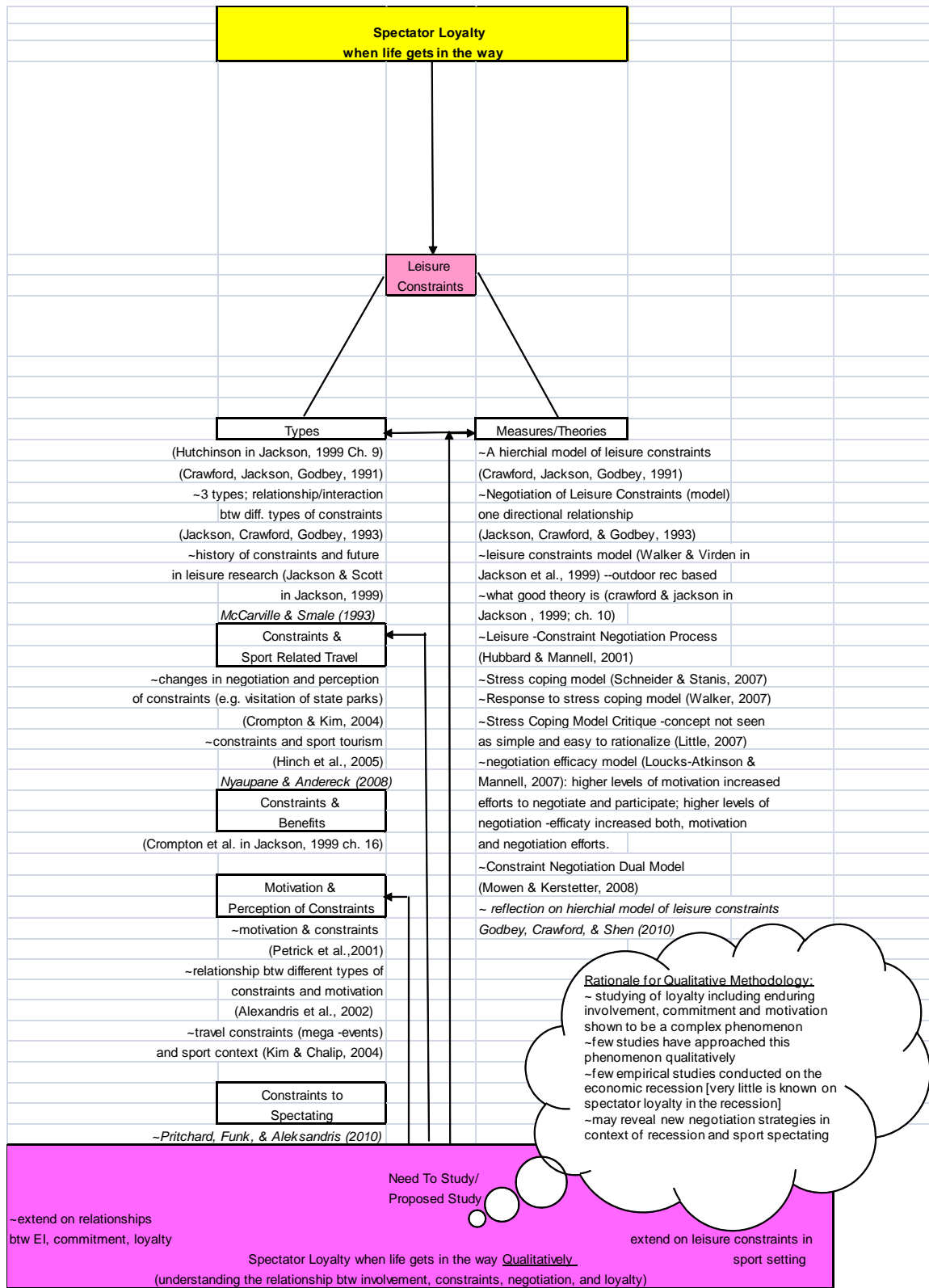
Nadina Imamovic (Researcher)

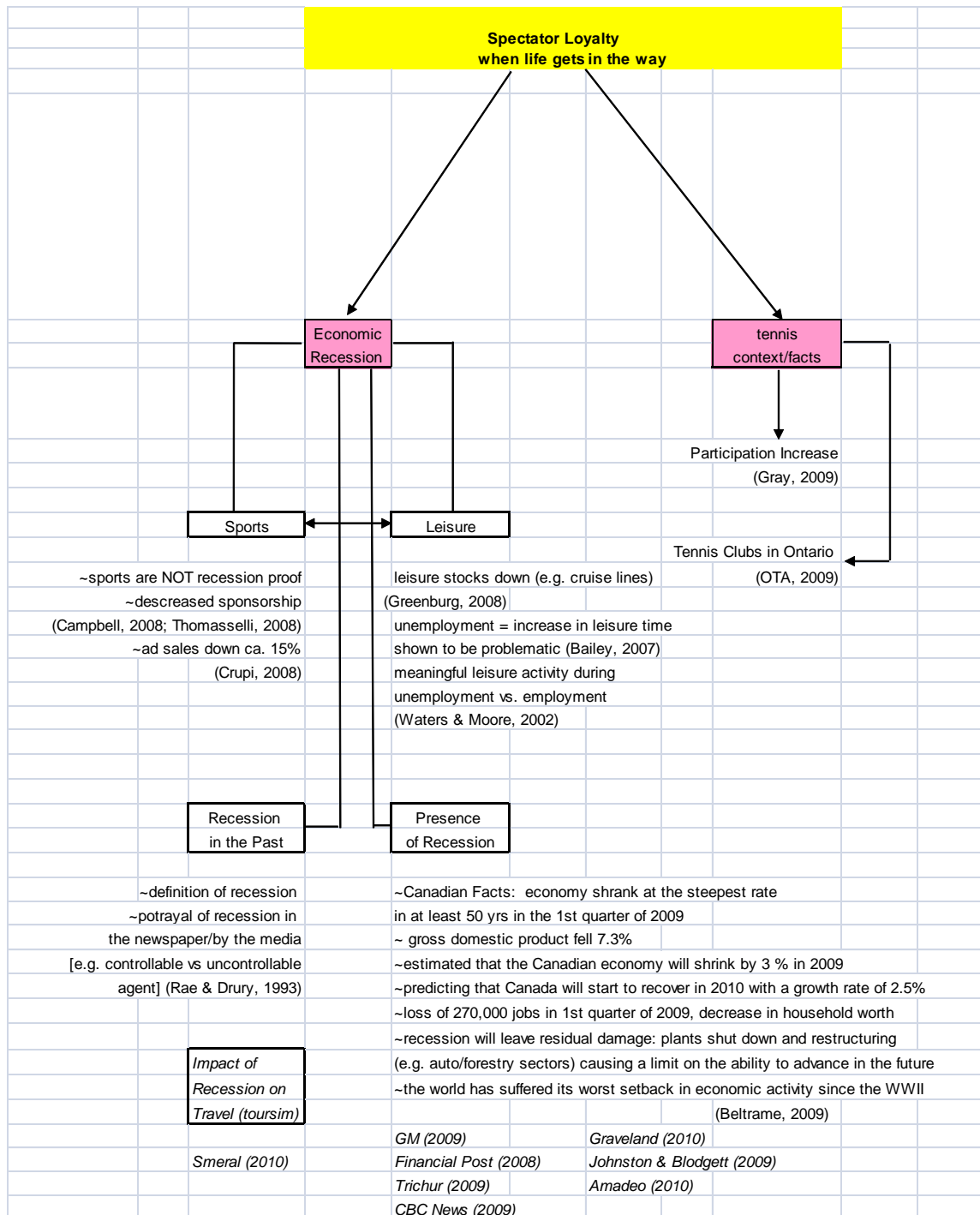
Date

APPENDIX D: LITERATURE MAP









APPENDIX E: PARTICIPANT DESCRIPTION (JOURNAL NOTES)

November 23, 2009

André

Andre is a Quebec native who is in his late forties. He is very excited about tennis as a player and a spectator. He started to play tennis ten years ago, but he has been a spectator for over twenty five years. Andre loves tennis and comes across as a very committed spectator and participant. He has been to most tennis events in North America and that makes him a very knowledgeable spectator. He wishes to go to Europe to watch French Open and Wimbledon. Some of his biggest challenges are money and inclement weather. When he was offered a free ticket to the US Open he had to turn it down because of the lack of funds available for travelling. To him it was not just the ticket that he needed to worry about, but also the accommodation. One solution that he often utilizes to overcome this challenge is using his station wagon as to camp out and sleep. In the past Andre has had issues with his dad in the work setting. Andre owns a car dealership in Guelph, Ontario where he currently resides and at one point he was working with his dad. The family challenge prevented him from going to the event in the past also. In addition to cost, work, and family challenges Andre finds inclement weather and being rained out on the premises challenging. He suggested to best overcome the challenge of long waiting periods is to eat well, stay hydrated and rest up. Being patient, having lots of energy to him is very important when playing and watching tennis in inclement weather. What Andre finds difficult is the fact that a spectator could get rained out all day and get rain check tickets for next day when he or she is unable to go. To him those tickets are wasted. Andre believes that inclement weather will stop less involved people from coming to the event because of the lengthy and frustrating wait for the courts to dry up. The less involved people to Andre are spectators who have good seats only go because they got the tickets through business and not because they love tennis. On contrary, he believes that spectators who love and understand the game would come to the event regardless of weather and external factors. Andre describes himself as an athlete rather than a spectator because he finds he relates to the players on tour from an athletes' perspective. He understands the game, its' difficulty, hence showing great appreciation for tennis players. Andre also believes that the marketing efforts of the professional tennis events made it easier for spectators to stay informed and go to tournaments.

Andre's ideal tennis experience is being surrounded by knowledgeable and high energy people who would cheer other players on and not only the favourites. There are things that Andre wishes were available to spectators like more than one main entrance, and more washrooms. In his opinion having access to facilities would make people stay longer. Andre prefers live tennis spectating over other types of spectating because live spectating to him is more realistic because he can see the players warm up properly, the actual speed, and players' athleticism. Atmosphere, people, and sound of the ball make it a unique experience for him. His favourite former tennis players include Ana Kournikova, Andre Agassi, and his current favourite player is Rafael Nadal. He believed that these players have a way of keeping the crowd interested in the game through their on-court performance and entertainment. He loves the interactive tennis booths and little shops at tournaments. He finds they are a good way to keep spectators interested and longer on the premises.

Andre views himself as an outspoken but committed spectator who tries to go to as many events as possible. His long term goal is to continue to play and spectate the sport. In the future he would like to travel to Europe and go to Roland Garros in France.

My reflection on Andre and his experience:

After talking to Andre it was very apparent that he loves tennis. I see him as a committed tennis spectator in general, meaning he not only enjoys big events but also lower amateur events. Tennis seems to run in his veins. He is very excited when talking about tennis. As well he found it very difficult to choose his favourite tennis spectating experience because in his opinion he had so many very memorable experiences. He also loves to play tennis. After talking to him he showed to strongly believe that tennis is sport of a lifetime that you can play at any age against other players of younger, older, or same age. To him tennis is not age specific and players of different ages can perform well against each other which he really enjoys.

November 25, 2009

Juan Marten

Juan is a nineteen year old tennis instructor who works part-time at a local tennis club in Kitchener-Waterloo. He started to play tennis when he was a child and has been a fan of the sport since. He mostly watches tennis matches on TV. Juan has previously attended amateur challenger events, and varsity tennis competitions. He has never been to a professional tennis tournament like Rogers Cup. He planned to go the summer of 2009 for the first time but could not due to work. Juan is attending college in September 2009 and needs to save money for tuition. On top he does not have a driver's license because his scheduled road test was delayed due to transit strike that occurred in late 2008. Juan faces a few challenges when wanting to attend a live tennis event. These challenges include money, transportation, and free time. Juan finds that travelling to Toronto can be horrendous and it is especially difficult when one does not have a car and depends on others to drive. He also finds that his priorities include making and saving money for college and therefore he cannot take time off work to attend Rogers Cup for example. To overcome the challenge of lack of time, funds, and transportation he plans to organize his trip well in advance the following year to make live tennis spectating happen. Juan believes that tennis tournaments are ongoing and that he has time to attend. To him tennis will not end abruptly and this understanding makes it easier on him to deal with the challenges and his inability to watch professionals perform. Juan tends to watch tennis on TV, talk to people, or follow it on the internet to make up for the missed live event attendance. He does find that watching tennis on TV is difficult because it is not aired regularly. In this case, he follows tennis online or talks to others about the matches.

His favourite player is Juan Marten DelPotro from Argentina. He likes DelPotro because DelPotro is closer to his age. As a spectator Juan prefers watching a close match filled with shot making and good players' performance. Juan dislikes when a player is not playing and showing their abilities especially when the expectation is there. He also finds that most of his friends are not tennis fans, which makes it difficult for him to talk to them about tennis and share his thoughts not alone watch the game with them. Juan perceives himself as a quiet and respectful spectator who shows support and appreciation for the players' efforts. Juan understands the skill and athleticism needed to play the game and therefore, strongly believes that no one has the right to disrespect players for their best efforts. He believes that players are

putting their heart and soul into the game and spectators need to appreciate that. Juan foresees an increase in his tennis spectating involvement. In terms of his mannerism he does not see any changes. He thinks that he will continue to be quiet and respectful in the future. Juan's ultimate spectating goal is to watch his favourite player perform live and do well.

My reflexive notes about Juan's interview:

Juan is a very upbeat and energetic individual. I know Juan since he was twelve years old. I used to teach him then and even as a child he was very energetic and hyper. He spoke openly about his spectating experiences and opinions during the interview. This could be because he knows me and feels comfortable talking to a familiar face. My impression of Juan was that he really likes tennis and wants to advance in tennis career wise. He seems to be interested in learning about the game by taking certification courses and by watching professionals play. My overall understanding of Juan's experience and future intentions is that, he faces challenges like most spectators do and is willing and planning to make an effort to overcome these challenges in the future. Based on my interview with Juan, I get the feeling that tennis will continue to be part of Juan's life as a player and a spectator. He seems to be willing and wanting to continue to increase his spectating involvement with the sport.

November 26, 2009

Goran

Goran is a nineteen year old undergraduate student at a university in Southern Ontario. He is a Mombasa, Kenya native and plays on the varsity tennis team. Goran started to watch tennis when he was a young boy. At age seven he was given a tennis racket by his dad to try the sport. He has been playing tennis ever since. As a child most of his spectating consisted of him watching his dad play matches at a local club. Goran loves to watch live tennis because of the setting, being close to the player and being able to see their accuracy in a match. The most exciting match Goran has watched was a practice match between Gonzalez and Tipsarevic, which has left him amazed. He is specifically amazed with the players' control and placement ability. Just like every other spectator Goran has also had bad spectating experience, provincials being one of them. He found the seating (e.g., seating too far) and lack of court conduct (e.g., cheating) as main deterrents to his spectating enjoyment. Another challenge he faced at this provincial tournament was very individual to Goran in that he became nervous watching good play on the court she was scheduled to play immediately after.

Goran would really like to go to the US Open. It has been on his wish list for a few years but he finds he is unable to go because the tournament is during his school term. Long distance also adds to his challenge of not able to go. Instead of going to the US Open thus far he has been following it on TV. Since Goran is a student he does not get cable and channels like TSN, TSN2 that usually air tennis in residence. Therefore, he normally watches tennis on tape that his dad made for him. Goran perceives himself as a quiet and respectful spectator. He does not foresee any changes in his spectating mannerism. However, he does foresee himself watching and attending more live tennis events when he graduates and becomes more independent. Goran believes that with steady job he will have more organized free time to relax and watch tennis. In his opinion, having the supportive network of people encouraging tennis participation among him makes challenges faced easier to overcome. Goran strongly believes that prioritizing and understanding one's priorities is important when organizing free time and

making an activity choice. For example, Goran believes that one can watch tennis in free time without many consequences and that choosing to watch tennis over studying for a midterm may not be a good idea because the consequences are too great.

My reflections on Goran and his interview:

Goran is a very quiet person. He thought hard about the interview questions I posed and took time in answering them. Based on the conversations, tennis plays a big part in his life. He plans to continue to play the sport as well as spectating and it is very likely that just like his dad did, he would also try to tennis to his own family when that time comes.

November 26, 2009

Roger

Roger is a recreational/competitive tennis player in his late twenties. He is of Latvian background and although one of his favourite tennis players is Roger Federer, he also enjoys and strongly supports his second favourite player, the Latvian native, Ernests Gulbis. Roger is a full time teacher at French Immersion high school in Cambridge, Ontario. His extracurricular activities in school consist of coaching the soccer, volleyball, and tennis team. Roger started to play tennis as a kid but it was not until his early twenties that he really grew to love the sport. His tennis spectating behaviour took off two years ago when he attended his first professional tennis event. He did this out of curiosity and had a wonderful time. Roger loves to watch tennis especially history making, or spectacular shots. He loved the Federer versus Nadal 2008 Wimbledon final so much that he bought the tape without any commentary. One of the tennis rewarding experience in terms of spectating for Roger includes watching a student play. He finds this to be the most rewarding experience especially when a student who has been working hard with on a skill performs well.

Roger fantasizes about going to Wimbledon with a couple of friends to watch a final between Roger Federer against a top five player in the world. As a spectator he prefers to be close to the action in order to see facial expressions better. Roger perceives himself as an informed spectator. He reads up on the players and looks into their strengths. His goal is to go to more ATP level tournaments with the short term goal being to attend more tournaments in Canada. His long term goal is attending Wimbledon and he thinks that with time it will be more feasible for him. Roger finds money, distance, and ticket availability to be constraining. For example, Roger finds Montreal too far for him to drive because it would add to his overall attendance cost (e.g., accommodation, food). In terms of tickets in the past he has not been able to always purchase tickets for semi-finals because they were sold out. Now Roger knows to plan his trip and book tickets well in advance in order to get what he is looking for. Based on his past experience Roger recommends to other spectators to get informed about the tournament on time and buy tickets early. Roger also suggests to other spectators to go with a friend because it is safer and more fun.

My reflections about Roger's interview:

Roger is a very outgoing and fun person to talk to. He enjoys tennis as a player and a participant. He plays regularly at the tennis club with a group every Saturday. He enjoys both, singles and doubles play. Competitively he plays more doubles on inter-urban league circuit. When talking to Roger he seems to struggle with not sharing the same tennis interest with his

significant other. It also seems that not being able to share the same interest in tennis makes it difficult on him to take time off and attend live events.

November 26, 2009

Johnny

Johnny is a recreational tennis player and coach in his mid twenties. He is a full time university student in the Greater Toronto area. His summers are spent teaching tennis at a small tennis club in Kitchener-Waterloo area. Johnny started watching tennis when he was twelve years old. He stumbled upon a tennis match with the American professional player, Michael Chang on TV. After watching tennis on TV he expressed an interest in trying the sport, which he later did. He enjoys watching a close match where players such as Goran Ivanisevic question the calls being made. His fantasy would include watching tennis at Wimbledon between Rod Laver and Roger Federer. He would like to see these two players from different tennis eras competing against each other in their prime time, kind of like time travelling. This in his opinion would settle the argument of who was and truly is the best tennis player in the world ever. Although Johnny enjoys watching tennis very much he does not watch as much as he would like to. He is challenged by the lack of time, and lack of resources needed to attend a live tennis event. He finds he is very busy with school and does not have the means to buy tickets. He also finds that even when he does have free tickets he is not always able to go due to lack of time and student transportation in Toronto, Ontario. However, Johnny remains enthusiastic about tennis and makes every effort to substitute for the missed matches. He would engage in talking to his friends on the phone, internet, or at the tennis club to learn about the current tennis happenings and stay up to date. Johnny also likes to read about tennis, and watch video clips on the internet. His advice to other spectators facing similar money challenges is to join a local tennis clubs, go to free amateur tournaments, and go to earlier rounds of professional tournaments. Johnny perceives himself as an active spectator who hopes to have the means to go to more tennis events. He foresees watching and playing tennis to be part of his life forever. In the future he hopes to have smaller events to attend. He also foresees tennis spectating to continue to increase in its popularity which he expects to also affect the ticket price.

My reflections on Johnny's tennis experience:

I have known Johnny for over a decade. He is a close family friend with whom I have spent many Christmases together. In fact when Johnny was sixteen he took a few tennis lessons from me at the club we both played at as juniors. I was in the competitive stream while he was more of a recreational player. Johnny stays well informed with the sport. He reads regularly about former players' current life and happenings. He tends to keep the players from the past alive with his tennis video clip sharing of stunts and matches on Facebook. He is also very interested in keeping up with the tournaments and rankings. Johnny loves tennis so much that he has entered and won the Agassi music video contest with his "tennis rapper wannabe" video three years ago. This won him a set of new Head frames autographed by Agassi and a trip to Las Vegas. In Las Vegas he spent the day with Agassi talking and also playing tennis. Lucky for Johnny he also got hit by a ball that Agassi hit by accident (maybe it was too fast for him ☺) this leaves him with a memory that only a few could share. Knowing Johnny personally and also talking to him in this interview made me feel that Johnny is a true tennis fan. He goes out of his way to follow tennis on the internet and keeps everyone else up to date on the new and old happenings in the sport.

Johnny without a question faces some of the most difficult challenges to overcome, and that is lack of funds. As a full time student pursuing a second degree he is on a very tight allowance. This however, does not stop his love for the sport as he continues to play it on the public courts where he does not have to pay court fees and he uses the internet as a way of viewing tennis matches, clips, and reading about the players. He recommends the sport to everyone he meets and always finds a way to encourage others to participate or watch. Therefore, he seems to be a very actively committed tennis spectator.

November 30, 2009

Marcos

Marcos is a recreational/competitive tennis player in his late forties. He plays on inter-urban league circuit in Kitchener-Waterloo. Marcos is married to Kim, another study participant who he recruited to participate. He gets his nickname from Marcos Baghdatis, a professional tennis player. He was given the name because Marcos was invited by Baghdatis' cousin to join him in the player's box at a Grand slam, which was not possible because Baghdatis ended up losing prior to that round.

Marcos was first exposed to tennis thirty five years ago when his father got him to watch a match with him. This initial exposure to the sport encouraged by his father triggered Marcos' interest in trying to play tennis. He did just that without any formal instruction at the club where his father was on board. Marcos attends Rogers Cup annually in Toronto, Ontario. His wish as a spectator is to attend a Grand Slam venue, which he was not able to yet. Marcos' best live tennis experience included a set between Nadal and Gasquet. He is a spectator who likes to watch top players play but he also enjoys seeing the underdog do well against a top player. He also enjoys watching a close match with high level of crowd involvement. As a spectator attending Rogers Cup on an annual basis, Marcos finds the crowd to be more into a match at night. Marcos' favourite TV match is Wimbledon final 2008 between Roger Federer and Rafael Nadal. This match for Marcos was amazing because of the compatibility between the players, its length, and closeness in score. Marcos' ideal tennis spectating fantasy would be going with his dad to Wimbledon and sit in the players' box among coaches and announcers such as John McEnroe.

Marcos perceives himself as an active and knowledgeable spectator who is learning more about the game each time he watches. Marcos can see himself spectating tennis for a long time. However, he does believe that his spectating will change based on his father's aging throughout the years. For example, he thinks that in five years he would still be going to Rogers Cup with his father but he may be staying at the centre court rather than wandering the grounds and watching the side courts also. In ten years he believes that he will not be able to travel to Rogers Cup with his father anymore and therefore, he would have more freedom and would also be feeling less guilty to travel further and go to Rogers Cup in Montreal, Quebec.

In terms of spectating behaviour Marcos likes routine and therefore, he always goes on the same day to Rogers Cup and purchases the same seats at the centre court. He goes to watch tennis regardless of whether it is the women's or men's tour. He finds that he is knowledgeable enough about the game and the difficulty behind it that players rarely leaving him disappointed. However, just like the majority spectators, Marcos also experiences challenges to spectating tennis. He finds inclement weather and finances to pose a challenge for him. He finds that weather delay changes everything and sometimes results in no spectating and/or limited

spectating. If the matches are delayed for numerous hours he finds he cannot stay to watch them because he has to work the next day therefore, he feels forced to leave without getting to see the matches scheduled. However, he does understand that he cannot control the weather and therefore has learned to accept most of the time. Overall, Marcos finds his dad was very helpful to him over the years when it came to overcoming the challenges faced. He also finds his wife Kim and a friend from the club very helpful when organizing a large group of them to travel and spectate tennis together. Furthermore, what really matters to Marcos as a spectator is the seating. He likes to book seats on an angle with the sun in his back. His advice to other spectators is to book tickets early, arrive in time, know where to sit and park to avoid any disappointment. His ultimate goal is to watch professional tennis all over the world. He would like to attend Grand Slam venues and watch tennis in more exotic places.

My reflection on Marcos' interview:

Marcos is a nice guy with a good sense of humour. He likes to talk about tennis and takes pride in his participation as a player and spectator. He really enjoys watching the professional players play and going to Rogers Cup is something he does every year with his dad, wife, and a few friends. Marcos likes to socialize with others and exchange stories and his knowledge and opinions about the players and their performances. He shows respect when talking about players understanding their efforts and difficulties in performing well. Marcos really wants to watch tennis in spots other than Toronto, Ontario. In the future he seems to be keen on combining his vacation with tennis spectating by going to more exotic places to watch tennis such as Dubai. Grand Slam venues are on his list of future events to attend.

November 30, 2009

Rod

Rod is a former thirty five year old varsity player. He played number one doubles for his school in their first year in the Ontario University Athletics league. Rod has a Master degree and is working full time in Toronto, Ontario and is of Asian descent. He was first introduced to tennis in his teens by receiving free tickets to go to the Masters event with his dad. Shortly after, when he was fourteen years old he developed an interest in tennis and started to play. As a spectator Rod loves tennis and follows it regularly. The best live tennis event he watched was varsity tennis because of the upbeat atmosphere and how well his teammates performed as a rookie. The best TV match he has seen was between Agassi and Sampras when they were at top of their career. Closeness and players' performance made the experience exceptional. His ideal tennis spectating experience is to watch Wimbledon or French Open. An all inclusive trip with teammates to one of these venues is his wish.

Some of the challenges he has encountered when spectating in the past included lack of company, finances, sport popularity, and poor players' performance. Financially it was not always feasible for him to attend a professional tennis event; this was especially true if the event was further away from his residence. He also believes that poor performance by top female players at Rogers Cup leaves spectator disappointed. Rod also finds that tennis does not receive credit and support in Canada because it is not in the country's top ten sports. From personal experience Rod has heard some people downplay the skill and athleticism of the sport. This makes Rod quite angry because these statements in his mind are expressed by people without any previous playing knowledge and understanding of the sport. Overall he feels he is able to

overcome these challenges by watching tennis online, and on TV. Although he does find this spectating experience to be different from spectating live tennis. He also finds that playing the sport offsets the challenges he is experiencing by meeting his needs for tennis connection. Roger also likes to vent about matches seen with his friend, Johnny who also participated in this study. His advice to other spectators is to follow tennis on the internet and play the sport when unable to attend a live professional event. Rod perceives himself as an active and committed spectator. He keeps up to date, follows matches and results on TV, YouTube, and tennis websites (ITF, WTA, ATP, Tennis Canada). He finds it difficult to picture his future tennis involvement. He believes that it would depend on his family structure but he hopes that sport will continue to grow and be present then.

My reflections on Rod's tennis spectating experience:

Rod was my second phone interview. He was recruited to participate in the study by Johnny through 'word of mouth'. Based on the topics and conversations that emerged from this interview, Rod is very enthusiastic about tennis. He loves to watch tennis regardless of level of play. Although he thinks that poor players' performance leaves spectators disappointed he also said that when he attends a live event he likes to enjoy himself because it is his day off work. Tennis in Canadian sport culture does frustrate him and he hopes to see some improvements and positive changes in terms of the support, TV coverage, and appreciation of the sport by others. It also seems evident that Rod likes to play tennis and keep his interest alive through his family in the future. He can see himself introducing his own children to the game of tennis. When he talked about this possibility he was getting excited about the idea thinking how great it would be. Overall my impression of Rod is that tennis will be part of his life for many more years as a player and a spectator.

December 1, 2009

Ana

Ana is a former NCAA player at Niagara University, Lewiston, New York. She is in her mid twenties and currently coaching tennis part time. She was first introduced to tennis by watching her dad and brother practice on public courts. Being exposed to tennis through live spectating of her brother's practices she became interested in trying to play at age nine and a half. Since she started to play as a child she has continued to play competitively as a junior in Ontario and later at an American university. One of her best tennis spectating experience included the US Open final between Roger Federer and Andy Roddick. It was special to her because Federer made history with his win over Roddick. Her most favourite live tennis spectating experience was the NCAA finals against two rivalry schools. It was exciting for her because of the loud, cheerful atmosphere, players' compatibility, quality of play, and closeness of the match. Ana enjoys watching tennis with her dad because they can root for the opposition and really get into discussions. Her favourite player is Ana Ivanovic and her second favourite player is Kim Clijsters. She prefers to watch women's tennis over men's. She finds women's tennis matches to have more well round structured points. She also finds women's tennis less predictable than the men's tennis. In women's tennis she believes the players are well rounded athletes unlike the men's tennis where athletes need a couple of weapons to be very good. Finally, she believes that women's tennis is more interesting, exciting, and appealing than men's tennis due to its fashion.

Ana attends Rogers Cup almost every year in Toronto, Ontario and really enjoys it there. However, she does find tickets to be pricy and sometimes not as well organized as it could be (e.g., parking). She also finds inclement weather and long delays of match play to be challenging. Ana finds that these types of delays result in spectators leaving early affecting the overall atmosphere of the stadium. She also finds that sometimes too much nationalism exists in tennis, which to her becomes bothersome in that she believes that nationalism does not belong in tennis as much as it would be appropriate in other team sports such as soccer. Ana looks at tennis as a conservative sport where support, respect, and encouragement are shown for the players rather than loud and rowdy behaviour in the stands.

As a spectator she prefers live tennis over televised because in her opinion live tennis paints a more realistic picture. She perceives herself as an occasionally distracted spectator who tends to zone out during match play focusing on socializing with those around her rather than watching the game. Her future goal is to see all Grand Slam venues. She thinks that her spectating will increase once she finds a full time job in her field and becomes more independent. She advises other spectators to control their players' expectations, prepare for rainy and hot weather, understand that tickets and concessions are expensive at the tournament and therefore, have money and be ready to spend it.

My reflection on Ana's interview:

I have known Ana for seven years. She and I used to work and play tennis together. Ana comes from a tennis family. She seems to be very committed to the sport of tennis rather than a particular event. Based on my personal experiences and interactions with Ana before and from this interview, she takes tennis very seriously. It is an activity that she has played throughout her junior and university years. She shows great appreciation for the sport and its athletes. From her past and current involvement with the sport as a player and a spectator I can see Ana continuing her involvement throughout many more years in the future at a personal and family level.

December 3, 2009

Jana

Jana is a Halifax native in her late forties. She is a recreational tennis player who occasionally takes private or semi-private lessons with her friend Melanie (below) at the local tennis club in Kitchener-Waterloo. Jana is a lawyer who has three children living at home. She lives in Waterloo, Ontario. Jana was first introduced to tennis by watching the sport on television. As a child she would hit the ball against a local school wall trying to imitate the swing motion seen on TV. Her parents were not into tennis and it was not until she was an adult that she could take lessons to learn how to play. She was always interested in the sport and thinks that this is due to her appreciation and love for graceful movements and performances in ballet. She finds tennis to be a very beautiful sport. Jana's favourite player was Jana Novotna mainly because of her odd and beautiful service motion in addition to being a round player and being able to construct strategic points in a match. Her second favourite player was Martina Hingis who used to play doubles with Jana and she found the two to be very smart players. Her appreciation for beauty in sports has translated into her favouritism for Roger Federer. Jana believes that she is a very old fashioned woman, who likes tradition and to her Roger Federer resembles the beauty and proper conduct of a gentleman.

Although Jana's love and appreciation for tennis was there, she found herself not watching enough or as much tennis as she would like to. The main reason for Jana's low tennis spectating involvement is the lack of time due to work. She also finds professional live tennis events pricy to pursue as a family activity. Her family does enjoy watching amateur level events such as International Tennis Federation challengers locally available to them at no cost. Some of the main challenges Jana encountered while spectating was hot and humid weather. She usually seeks shade or leaves when faced with this challenge. One of the main changes she would like to see in tennis is better scheduling with players not being exposed to sun and heat during the hottest time of the day. Based on her personal experience of challenges while spectating tennis, her advice to other tennis spectators is to prioritize and plan ahead (e.g., save money) to attend an event.

Jana perceives herself as a casual spectator who only watches tennis when she gets a chance to. She does not prioritize it and finds that she would more likely play tennis instead of watch it in her free time. However, she does foresee to have more leisure time once she retires and children move out. Then she can see herself along with her husband taking the time off to really indulge in live tennis spectating. Jana's tennis spectating fantasy includes sitting in an executive box with her family sipping on wine watching Roger Federer play. She hopes to watch more tennis in the future by attending Rogers Cup more often and going to one of the Grand Slam venues. Her ultimate goal is to watch professional players play at Wimbledon because she has tried playing on grass and has found it so difficult that she had to quit. So for her it would be an amazing experience to watch the professionals play on the surface she finds impossible to play.

My reflections on Jana's interview:

I met Jana a few days before our interview at the tennis club in Kitchener-Waterloo. She is a well spoken and friendly person. My interview with Jana took place in her home at the kitchen table. Jana's home atmosphere was very welcoming. It was big kitchen with high ceilings and the Christmas music was playing in the background during our interview. She had a cup of tea and was sipping it occasionally while answering my questions. Sometimes while talking about the experience she would look up into the ceiling as if she were searching for answers. When she is not sure what to say or how to answer the question she would tap her fingers on the table producing the sound of a finger nail tapping rapidly. According to our interview conversation Jana loves tennis and was able to introduce her children to the sport. She seemed very proud that her children are showing interest and commitment to the sport through volunteering as ball boys at the local challenger event. Based on her description of the sport and how she views it I believe that tennis will be part of Jana's life for a long time. She seems to constantly learn about the game, rules, and tactics. She loves tradition and tends to relate tennis back to its original historical meaning. She seems to attach a lot of value to the gracefulness, respect, and appreciation among the players and when players and people around her deviate from this type of behaviour she becomes offended. Jana told me that being at Rogers Cup this year for the first time was a positive experience. She felt safe there and that she can see herself going back in the future. Overall, my impression of Jana was positive making me believe that tennis does play an important hobby role in her and her children's lives.

December 3, 2009

Melanie

Melanie is a recreational tennis player in her late forties. She started to play tennis in high school but was later introduced to the sport by her husband who was an avid tennis player. Her nationality is American but she has been living in Canada for the majority of her life. She has two sons who are still living at home. Melanie takes tennis lessons at a local tennis club to improve her game. She also has a cottage in South Hampton, Ontario where she belongs to a tennis club. She absolutely adores the place and the people there. To her, South Hampton is one of the most beautiful spots in the world. Her sister in law works for Tennis Canada whose partner is a highly ranked wheelchair tennis player. She absolutely loves watching professional tennis and is a regular attendee of the Rogers Cup in Toronto, Ontario. Her family usually purchases very good seats and watches semi or finals of the tournament. Melanie perceives herself as a selective spectator who is more interested in important matches such as finals than earlier rounds. She also finds that she pays more attention when watching top players perform than lower ranked players. Melanie hopes to change her attitude and orientation towards earlier rounds and lower level players. She wants to become more interested in these matches. Her most favourite TV match was Wimbledon final between Roger Federer and Rafael Nadal because it was close and high quality match that they performed so well she wanted them both to win. Her most favourite live tennis spectating experience is watching locals play in the club championships in South Hampton, Ontario where she has a cottage. Her tennis spectating fantasy is to go back to Wimbledon and have good weather there. She also thinks that it would be nice to go to Australian Open when it is cold in Canada and watch the first Grand Slam of the year. She believes that would be a good way to start of the season from a spectator's perspective. Bad weather and time conflict are some of the challenges she struggles with. She finds to be an even tempered person and therefore, feels to be in control of the situation. When faced with a challenge that prevents her from going to watch live tennis, she reads about the match in the newspaper, or watches it on TV. She also engages in vicarious learning where she would ask her husband, kids, or somebody else who was at the match to describe it. Melanie foresees more spectating in the future. She believes that she will continue to attend Rogers Cup annually and she also hopes to combine vacation plans with tennis spectating. Her ultimate goal is to go to the US Open with her husband or her whole family and simultaneously go site seeing there.

Personal reflections about Melanie and her tennis experience:

I have met Melanie for the first time in her home at the time of our interview. She seems to be a very lovely lady with great interest in tennis. She speaks highly of her tennis spectating experiences and attendance of various tournaments including Wimbledon. She also comes across as a very supportive mother, wife, and a family member. Melanie shows pride in her sister in laws wheelchair tennis performance. She also shows a lot of satisfaction with her family's spectating and playing involvement. She talked very fondly of her cottage in South Hampton. Melanie expressed her unconditional love for this place, their tennis club, and tennis players there, making it clear that South Hampton is a very special place to her. Based on the conversation I had with Melanie, in addition to spectating, she makes an effort to improve her game through lesson taking. It appears that Melanie will try very hard to continue her involvement with tennis in the future by keeping fit, and combining vacation destinations with

tennis spectating. Overall, what I took from Melanie's interview is that she would follow tennis in any form she can.

December 3, 2009

Kim

Kim is a recreational/competitive player in her late forties. She is married to Marcos and just like him, she also plays on the inter-urban league circuit. Kim played tennis in high school. She has never had any formal instruction other than her high school tennis teacher. Kim plays regularly at a tennis club in Kitchener-Waterloo. Kim attends Rogers Cup on a regular basis. She works for the Alumni Office at a university every year and part of her job is to connect with Alumni at the tournament. As a spectator she prefers to watch a close match and players who are compatible. She does find travelling, being in a crowded place, and inclement weather challenging and stressful. Kim really disliked being rain delayed for hours when Tornado hit Vaughn Mills, Ontario. This was negatively experienced because she could not finish watching the matches because it was too late and she needed to go to work the next day. She understands that she has very little control over weather and has learned to accept it. Also, Kim does not like going through the big crowds of people, she finds it takes to get to Rogers Cup and back home. She is more of a small tournament type of gal. She does not necessarily like or care to read up about professional tennis players, their training and life. On contrary, Kim likes to watch doubles more than singles because it is the game she plays and she finds it to be more exciting than singles. Her ideal fantasy spectating tennis would be a private doubles performance between compatible players in a small place with enough people to make crowd noise. Her favourite singles TV match was the US Open final between Andy Roddick and Roger Federer because Roddick showed great improvement doing much better than he was in the past few years. She is more interested in players if there is a personal connection. For example, when she was invited to watch Marcos Baghdatis by his cousin, it was then that Kim read up on the player to find out more about his life and professional tennis career.

Kim foresees no changes in her spectating behaviour over the next five years. However she does predict less involvement on her part in a ten year period. She believes that her interest will decrease with age because she may not be playing the sport. Kim also thinks that other interests such as golf, will get in the way to her tennis spectating. Her parents are avid golfers and she is presuming to spend more time golfing than playing tennis.

My reflexive notes on Kim's tennis spectating:

I have run into Kim many times in the past either on the court or in the passing by at the local tennis club. Kim likes to play tennis regularly. She plays once or twice a week in the ladies Round Robin at the club. She seems to enjoy the social part of tennis spectating and playing more than spectating alone. She likes to hang out with her friends and watch her friends play more than the professionals because of the personal connection. It appears to me that although Kim is a regular attendee of the Rogers Cup tournament in Toronto, Ontario that she only does it because she has to in a way. For example, she usually goes to Rogers Cup twice when it is on, one time for work and another time with her husband, Marcos and their friends. From our conversation, Kim appears to tag along to professional tennis events but would rather watch amateur and club level tennis competition that is closer to home. It does not appear that Kim would go out of her way to really watch or read about tennis, although she does read about it, she came across as she is not really interested in reading about the players, their lives, and

training. To me Kim appeared to be a shy, self-conscious lady who does not like crowded places. When she talked about her experiences she suggested being uncomfortable at Rogers Cup amongst hundreds and thousands of people. Overall, my impression of Kim is that she is not overly excited about spectating professional tennis. However, she is excited about social tennis and watching her friends play. To me I have a feeling that as long as Kim's husband, Marcos and their friends are actively attending the Rogers Cup each year, Kim will go. I also get the feeling that Kim may not like professional tennis because not only is it far from home and crowded but also because the level of play may be too high for Kim to relate. My understanding of Kim's experience and future involvement is that she will continue to watch as long as the social component exists and is satisfactory for her. She is also more likely to watch tennis on television if she is playing the sport. I sense that Kim is expecting to stop watching tennis when she stops playing it. Unlike the conversations I had with other spectators, Kim's interview was a bit challenging because she was not talking freely about her experience. She also had a hard time explaining things in great detail. Kim would drink her water frequently during our interview. She had her arms crossed most of the time. Her answers were short and I found I had to probe a lot more to find out what she meant or really wanted to say. This could be based on her personality because Kim did appear to be very shy and quiet.

December 6/7, 2009

Martina

Martina is a retired tennis spectator who started to play tennis eleven years ago. It is assumed that this was in her late fifties or early sixties. She was introduced to tennis by a friend who suggested that she was athletic and could play the game. She did not play much tennis because the sport was not popular in Saskatchewan where she was residing at that time. Ten years ago she moved to Waterloo area and joined the club and started playing the game more. It was about the same time she started to enjoy watching tennis with the friends she made at the tennis club. The tennis club also offered discounted tickets to duMaurier then, now known as Rogers Cup and that is how she was introduced to the professional game of tennis.

Martina likes to watch live tennis at both, professional and amateur level of play. She has lived through three economic recessions and this recession has affected her. She has given up a few things and delayed them for when the market is better and enjoy them then. Martina finds that she deals well with the challenges. She tends to accept the fact that she cannot afford something at that given moment but finds comfort knowing that Rogers Cup will be there tomorrow for her to see. A couple of years ago she found the women's tournament disappointing. Top players cancelled their appearances, which in her mind was unfair leaving the fans upset. Martina enjoys watching the men's tournament because of the stability in players' performances.

Martina also believes that in the past a lot more sponsors appeared on tour giving out a lot of freebies. However, this past summer (2009) she noticed there were no freebies and Martina is convinced that this is due to the recession. Martina also finds the concession prices of food, drinks, to be extremely high and she tries not to spend money there because she does not like to feel as she was ripped off. She was born in Scotland and believes that her Scottish blood does not allow it (over spend). She brings her own water bottle and fills it up to avoid spending money. Furthermore, Martina always tries to find deals and get early round "free tickets" that will get her on the grounds. She likes seeing side courts and the ability to watch practice matches also. In fact

her most favourite match she has ever watched live was a practice match between Federer and Gasquet. It was a Sunday afternoon, Federer and Gasquet hit for an hour and played a set. What Martina liked about it was that she got to sit as close as ever on the centre court. She also liked the fact that the two players were sitting close together, laughing, talking in between games having a very good time. For her it was nice to see these players enjoying what they do.

Based on her personal experience of challenges when spectating tennis, Martina recommends other spectators to get to know the stadium, where to sit and park. She suggests that other spectators should wear comfortable shoes and layers. Martina believes that being prepared for weather and having enough money for food and beverage is important part of spectating.

My reflections on Martina and her interview:

Martina seemed very open to being interviewed. During interview she thought about the questions asked and tried to answer them in great detail. She was introduced to tennis at a later age. She enjoys the sport and is an active spectator. She likes to watch matches live and on TV. Because she has a lot of free time as a retiree she gets to enjoy it more. For example, she is able to watch the Australian Open as it happens (in the middle of the night Canadian time) and catch up on her sleep after. What really makes a tennis match exciting for her is the uncertainty of the outcome, especially if it is not easy to predict. She does not see a point in watching a TV match when she knows who wins. Instead, if she tapes it she tries NOT to find out what the final score was. Getting to the event was never a problem for Martina because she loves to drive and she does not mind the traffic. In order to minimize it and decrease travel time, Martina uses 407 toll route instead of 401. She finds that using 407 eliminates all the big trucks.

Martina has not had a chance to go to a Grand Slam venue. She hopes that before she leaves this world she would have attended all five Grand Slams. She also finds that if she cannot enjoy something now (e.g., go to Montreal to watch men perform) because of the money she would need to spend, she defers her enjoyment for next year when men are in Toronto, closer to her home for example. Martina also finds that living in recession has caused her to give up a few things. She does not feel like she can get up and go to Scotland or a tennis event whenever she wants. She finds that her investments have taken a big hit. Martina feels she does not have time to make up for the money she has lost because she is retired. Living off her savings and spending means spending the money she cannot recover. If she were younger she would feel more capable of recovering her investments. She was not expecting the recession to have as big of an impact on her finances as it did. However, she does find that she has learned to deal with recession through exposure to previous recessions in the eighties, nineties and now she tries not to panic and understands that the market will eventually recover but at the moment her immediate and current plans need to change and she needs to watch where her money is going more but she has hope and is looking to make up for the missed fun in the near future.

Martina seemed very relaxed joking about it. She appeared very comfortable expressing her feelings freely while talking about her experiences. She joked about the audio recorder saying that on tape she sounds like a chipmunk. After that she laughed very hard. It may not be surprising that Martina felt very comfortable in her interview because we knew each other. I met Martina ten years ago when she first joined the club. I was a junior playing at the club she joined. We ended up exchanging a few tennis related stories with each other over a ten year period. In the meantime, she was very familiar with me as I have competed and worked at the club she belonged.

January 7, 2010

Serena

Serena is a woman in her early to mid thirties. She started to play tennis when she was five years old. Her tennis fantasy is to be with her family and her friend in box seats at a Grand Slam venue. She loves the fashion in women's tennis and watching players talk about their own designs. Serena really wants to go to the US Open and in five years she hopes to make it come true. She has a fair skin and finds that she needs to be very cautious in hot weather. She tends to wear a hat, sun glasses, and seek cover in hot, humid weather. Staying hydrated is also her priority in this type of weather. Serena is a member at a tennis club in Hamilton, Ontario. She has a supportive dad and a supportive tennis network of people with whom she watches tennis. She usually watches tennis with her sister, and her good friend. Her dad supports and encourages her to play and spectate tennis. She goes to Rogers Cup often and tries to make tennis spectating happen when faced with challenges. Some of the challenges she faces include purchasing a ticket such as paying top dollar for good seat, and time conflict. She also finds food and drinks to be very pricy at the tournament. Serena really has a hard time sitting too far from the match because she finds she cannot see very well and feel the match. Last time she went to spectate tennis at Rogers Cup; she had good seats with access to the VIP lounge. There she found that she could really indulge in all the food and Häagen Dazs ice cream.

My reflections on Serena and the interview:

Serena's interview was my last interview I conducted for the purposes of this study. I had a phone interview with her and I found that I was not able to really get to know Serena I could not read her facial expressions. Also I do not have any previous knowledge of Serena and could not really picture her tennis playing ability. However, based on her voice and verbal expressions on the phone, Serena sounded very enthusiastic about tennis. She was excited to share her experiences with me. She expressed joy in watching tennis and attending live tournaments. She was also very happy to talk about her dad's encouragement and her efforts to make tennis spectating happen in her life. She strongly believed that other spectators need to plan tennis into their schedule.

APPENDIX F: DATA ANALYSIS SAMPLE MAP



<i>Ideal Fantasy and Live Spectating Experience relates very closely/identifies important components of spectating.</i>	
Ideal Fantasy Spectating Tennis relates to values, beliefs and important components of live spectating	What makes the best tennis spectating experience so great? (e.g., artistry, location, atmosphere) ... Both TV and Live
1. Final of Wimbledon 2. Front Row 3. although he knows it is pretty much impossible to get the tickets and it's expensive, it is definitely where he would want to be 4. Men's Singles (because that is the game that interests him the most) 5. See one of top 5 guys play 6. Watch an epic final like the last two have been, crazy final . 7. Unpredictable final 8. probably 5 Sets 9. Just wants to see some good tennis 10. long rallies 11. a lot of aces 12. be with a couple of friends (just him and a couple of friends) 13. wouldn't bring his girlfriend along because she doesn't have the patience, and he believes she wouldn't enjoy it.	TV Match 1. the swing of momentum
14	What seems to be important/what Magnuss values in a match is: 1) Seating (front row) 2) Location and Type of Event (Wimbledon - Grand Slam) 3) Match quality (long rallies, unpredictable match, etc.)
Type of Spectator (Current Involvement) Self-Identification here	<i>Notes: Magnuss suggests and assumes that he would be experiencing his ideal fantasy with a couple of buddies of his because not too many of his friends are into tennis as much as he is. Meaning, Magnuss has a small/intimate number of tennis friends who are involved/engaged in the tennis community who would go and appreciate the game with him. Magnuss also suggests that he is not sure if patience in ppl excites, that according to him may be required to enjoy or learn . the sport and watch it (Researcher believes he may be referring to his girlfriend here and relating it to his experience with her and her attitude towards tennis.</i>
1. Informed (reads about it a lot) 2. Watches it when he can 3. Tries/makes an effort to watch and read about the players 4. Reads about players to find out what the match up might be like 5. Observes players strengths and tries to learn from them (bring that to his own game) VICARIOUS LEARNING	Reasoning for Setting/Location choice: 1) Likes grass courts 2) Classy (Wimbledon is where tennis started) 3) Old school yet modern at the same time 4) Prestigious b/c there are only 3 or 4 grass tournaments
6	Reason for the Context: 1) close because you get to feel the match more (see the facial expressions, hear more, you experience everything)
Type of Spectator (Future Involvement) wishing, wanting -self-identified	
1. Would like to get to go to more ATP level tournaments 2. Realization that he could go to smaller events in Canada	

boring, if people don't like the sport they are not going to enjoy watching it.

Time Constraint:
Occurs in two different settings:
1) as Time of the year that the tournament is on
2) as Time needed to set aside away from work to watch the event.

Money Constraint:
Big Tournaments = Big Cities
Big Cities = high expenses
High expenses ≠ feasibility for magnuss

Advice/Importance in Spectating
1. Knowledge :
a. culture of the sport/tennis spectating
b. tournament rules

Short Term Goal (2 years)	Longer Term Goal (5 years)	Long Term Goal (10 years)
1. Just wants to go to more stuff	1. financially more feasible to go to a tennis event	1. has definitely seen two Grand slams because it would be financially (constraint) possible for him to do that.
2. Maybe will try to go to more smaller level events in Canada but unsure whether he would be interested in travelling out West to BC (Vancouver).	2. would have seen a Grand Slam probably Wimbledon because of the schedule of the event and his work schedule.	2
3. Once a year isn't enough for him.	3. seen some of the Masters series tournaments in the States (e.g., Cincinnati)	
4. Would like to go to the US Open but the timing isn't good for him because he is in school teaching, Magnus thinks that Wimbledon would be more realistic but WOW he says he cannot see himself going to Wimbledon any time soon.	4. go to more Master series tournaments in the States	
Best Tennis Match Experience both TV and Live		
Live	TV	
1. Highschool Tennis Team match	1. Federer vs. Nadal @ Wimbledon Final 2008	
2. He remembers how hard his female player worked to get there and that she was able to pull it through was pretty fun for him to see	2. Remembers where he was (Sudbury)	
3. He recalls that the match was tight, and that his player won in three sets	3. Who he was with and why (with school - highschool)	
	4. What he had to do (assignments/homework)	
	5. What he ended up doing (no homework, only watched tennis with his roommates)	
	6. He recalls the setting and context (rained out and delayed match for a ridiculous amount of time)	
	7. The way he felt about the match (that the match was incredible, an awesome experience, the swing of the momentum made it so great, the match was also disappointing because the player he rooted for didn't win.	
	8. In the end how he felt (didn't care of the result because it was a good match). The outcome didn't matter in the end.	
	9. He remembers the day match was played on (Sunday)	
	10. He liked it so much that he bought it on DVD (reasoning for purchasing it, he suggests that there is no commentary)	
	What makes the best tennis spectating experience so great? (e.g., artistry, location, atmosphere) ...	
	Both TV and Live	
Live Match - Identified by Spectator	TV Match (Identified by Spectator - Participant himself)	
1. tightness and closeness of the match	1. the swing of momentum	
2. the hard work paying off	2. being with friends.	
3. being in the coaching situation	3. what was on the line (if Federer would have won that match he would have gotten his 15th GrandSlam and he would have written/made history because no one had done that before).	
4. long rallies	4. Breaking of the record (related to #3)	
5. nobody likes a blow out match- it's boring	5. the shot making (match quality)	
	6. the combination of everything in one (shot making meaning the match quality, atmosphere including being with friends).	
	7. the intensity of the match ending at night where they didn't have lights (maybe the idea alone that the match may not be finished and had to be continued the next day)	

Concluding Stage Negotiation of Constraints	
Identified Negotiation Through Constraints/Challenges	
1. he brudes	
2. suck it up if it doesn't work out	
3. he just deals with it	
4. watches it on TV, reads about it	
5. plays tennis all the time	
6. he is disappointed for a short while and then he gets over it by just playing the sport	
7. He'd love to go to more events but it is just not feasible for him, he can't do things on the whim because he doesn't have the means to do that.	
Identified Trade-Offs Made in the Past/Present	
1. Make an effort to go to another type of live spectating sports event (e.g., hockey game) Magnuss believes that going to a couple of big sporting events a year is good for you and he does believe that going to a hockey game makes up for the missed tennis event in the summer.	
2. The feeling of being in an arena serves as a substitute for the missed tennis event especially if you are not the Leafs fan then it makes it easier.	
3. Watch it on TV (he'd stay up late to watch the Australian Open for example - 'til 5 a.m.)	
Emerging Negotiation Through Constraints not clearly identified by the interviewee	
1. realization that Canada has small events (ITF level events, challengers) more and only one 100,000.00 level tournament, so Magnuss figures he could potentially go to the smaller events to substitute for the big events all over the world that he cannot get to but finds it hard because small level tournaments are not well advertised.	
2. Would like to go to the US Open but the timing when (time of the year) the event is held Magnuss cannot attend, he is a high school teacher	
3. Wimbledon WOW Yeah (as if unattainable) (e.g., Magnuss doesn't see himself going to Wimbledon anytime soon).	
4. Time Constraint - no way you can set aside too many days (3-4) to go watch tennis bc of working fulltime.	
Ability to overcome challenges identified by the participant (self-observation, beliefs)	
Feels he can easily overcome challenges of not being able to attend a live tennis sporting event	

because he is usually a very busy person, has a lot on his plate and doesn't have time to think about that stuff. He also loves playing more than anything so that helps him and that is how he deals with challenges by playing.	
Who has been the most helpful in facing challenges to tennis spectating?	
1. People around /at the tennis club (WTC) by talking to them, staying informed and knowing what is going on - you know what type of match to look for, etc.	
No one has helped him specifically - directly.	
Advice to Other Spectators (Negotiation of Challenges)	
1. Read about it	
2. Call the tournament organizers/customer service and enquire about the tournament	
3. Ask lots of questions on policies (find out about weather, how long you can stay and what can potentially happen)	
4. Bring someone else along to be sure in case something happens or something goes wrong	
5. Don't go alone because you never know what might happen. So bring someone just to be sure in case something happens or something goes wrong.	
6. Look at the draw to see what could potentially happen and what match ups you may get to see in the week. (self-prediction of what might happen on court)	
7. Think of things that you would like to see and what you want to see because semis and finals sell out quickly	
8. Just really look into the tournament and your wants. Related to # 7 and #3.	
9. Know the Culture of Tennis Spectating (e.g., being quiet during points; if not you might get kicked out or given a dirty look)	
10. Know Rules of the court (and tournament). For example when or what camera you can use to take a picture (e.g., flash)	Comparison between the Type of Spectator he is and the Type of Spectator he hopes to be (Self-identified based on experience)
	NOW
	1. at a pretty good level
	2. something he enjoys enormously
	THEN
	1. more informed
	2. more knowledgeable
	3. keep learning
	4. stay active in the tennis community
	5. wants to really know the sport and the game inside out
	6. just wants to be there and participate actively at the same time as knowing what is going on in a match.

<i>Magnuss for his best TV tennis match</i>	
<i>was able to recall the context, day (it was a Sunday)</i>	
<i>who he was with, his responsibilities, what he ended up doing, and most importantly his feelings about</i>	
<i>the match, how he felt about the match, the players</i>	
<i>and the end result (outcome of the match).</i>	
<i>These events are very clear in Magnusses mind and</i>	
<i>how all these events on this given day evolved.</i>	
<i>He has experienced (based on his answers)many</i>	
<i>different emotions (e.g., anxiety, excitement,</i>	
<i>dissappointment, satisfaction perhaps with the</i>	
<i>overall match - good match ,best one in history).</i>	
it's just them playing, and it's really good quality	
Regarding Live Tennis Experience	
Note: Magnuss had a hard time identifying his best	
tennis match experience at a pro level because he is	
fairly new to the live spectating scene and doesn't think	
that at that level he's seen anything memorable	
unfortunately.	

Additional Questions	
Does it matter whether a tennis spectator is a tennis player him/herself? Why, why not, and how?	
Yes, because of the knowledge of the sport and liking of the sport, you need to understand it, like it in order to watch it and enjoy watcing it on TV or live.	
Compare TV spectating to Live Spectating	
Magnuss thinks that LIVE or TV spectating would be the same (bad) for people who don't like the sport, because of the nature of the sport (e.g., not violent, people are not constantly cheering and banging on the boards - insanity like in hockey)	

#2 comment was initiated by the researcher that it seems that the attendance is picking up however, although Magnus has heard on TV as well both researcher and Magnus are not sure they 100% buy into it.

General Thoughts and Opinions on Tennis Spectating

1. **Rather Play than Watch** (Magnuss states that he is the type of person who likes to play the sport rather than watch it).

2. **Tennis Spectating is picking up** /in popularity (tickets get sold out for certain events such as semis or quarters) - this is the impression Magnus is under because he hears things on TV such as that Waterloo Challenger is setting records in attendees but he is not 100% sure whether he believes it or not.

3. **Just likes to be around the game**

4. Knows the culture of the sport = knows what to expect.

5. Magnus identifies himself as a **"Disappointed Fan" in Canada** because the sport is not where it could be. According to Magnus all good athletes play hockey.

6. He thinks the sport could be a lot more than it is (culturally and popularity wise)

7. Public courts /participation increases during the Grand Slams and after that it dies down on the public courts. (People tend to only watch the Slams and nothing else).

8. disappointed at the scene (only one big tournament, top Canadian tennis player is top 100 in the world)

9. Tennis is not as close to heart to people as "hockey"

Problem: Magnus thinks that Canada is stuck that way

(1) climate

(2) geography

(3) mentality

10. Canadian Tennis Players (successful ones) are of European background (Slavic vs. Serbian as in Nestor).

Constraint to Our Sports Popularity?

(nature, culture of the sport, lack of air time).

Positives of Spectating

1. going early in the week when it's not busy, getting to see a lot of matches on the side courts.

2. watching the side courts allows you to see some pretty good tennis players up close.

3. Executive box seats to him appear to be nice and classy.

Negatives of Spectating

(Tennis Spectating In Particular)

1. sitting too far away from the court (not being able to feel the match)

2. saying "hi" to a player who doesn't say hello back at you.

3. poor player's performance.

4. culture of tennis spectating (e.g., having to be quiet during the points) cannot be wild as a spectator.

5. nature of the sport (e.g., lack of violence, individual sport versus team violent sport - currently popular). (this would be perception by Magnus).

6. People tend to watch it during Grand Slams and not after that.

meaning of additional comments regarding spectating

1. Magnuss thinks that top Canadian tennis players should be nice to spectators especially if they play a Canadian event for example saying "hi" back when a spectator tries to say "hi" to them.

Possible Solutions/Negotiations through Constraints

Transportation/Distance/Cost: Tennis Road Trip, travel with friends, crash with friends to offset some of the transportation and accommodation cost (decrease the cost of the hotel, gas).

Dilemma:

Playing Sports -> Increased Spectating (with knowledge of the sport, love for the sport, etc.)

Playing Tennis costs less money than hockey; yet hockey is closer to the heart of Canadians than any other sport (tennis)

Tennis (Individual Sport) = easier to find people to play with later on, and easier to stay active

Hockey (Team Sport) = harder to play at an older age at an appropriate level of play

Therefore, tennis may not be popular because of the Canadian geography, Climate, and Mentality.

Lack of Participants /Popularity = Difficult Spectating (increase in spectating)

opportunity is there = courts are readily available in the summer.

building a court requires space and money but public courts are readily available for use.