

TOURISM

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Sport tourism: a growth market considered from a cultural perspective

Submission: 10.01.2018; acceptance: 13.06.2018

Key words: sport tourism, cultural tourism, cultural heritage of sport, sport heritage tourism, heritagization of sport, martial arts tourism

Abstract

Background. The subject matter has been presented from the perspective of the sciences of sport tourism, cultural tourism and heritology.

Problem and aim. The aim of the article is to present contemporary correlations between cultural heritage, sport and tourism. It also wants to demonstrate the tourist potential of cultural heritage in Poland and worldwide by means of suitable examples.

Method. We applied the source analysis method and the observation method which enabled us to show the socio-cultural potential of the sport tourism forms which allow to learn about cultural heritage. We used in the article the general typology of cultural tourism resources coined by Wil Munsters [1996].

Results and conclusions. As a result of the research, the authors conclude that the research on sport heritage in the light of tourism is still an undiscovered academic terrain. The development of tourism related to sport heritage is also insufficient, given the potential of this market. Poland should follow other countries' footsteps, as this form of travelling abroad has been growing dynamically (which finds its reflection in the article as well).

“Sport is a part of human heritage and nothing will ever
replace it”

Pierre de Coubertin

“The past of sport is the future of tourism”

Sean Gammon

1. Introduction: trends and definitions related to sport tourism

Current travelling related to sport, in a role of both an athlete and a spectator, has become a varied and multidimensional phenomenon that has grown significantly in the last decades. Sport travels are one of the most developing fields of international tourism as they have become an important aspect of life for people interested in sport. Sporting activities have increased touristic mobility among people in almost all continents in recent years, and sport tourism has been gaining more and more popularity, especially as tourists fre-

quently participate in mega sport events. In the *World Travel Market Report*, presented at a sport tourism conference in London in 2011, it is clearly highlighted that mega sport events may attract more tourists than beautiful beaches, historical monuments and astonishing landscapes, and 80% of cities and regions that host big sporting events have experienced the phenomenon of both athletes and fans becoming typical tourists [World Travel Market 2011]. Judging by the impact of mega sport events, one may easily notice a relation between the development of sport and of tourism. The touristic business is stimulated not only by travelling to sport events, but also by individual trips, during which tourists can actively develop their sporting interests and passively (without any physical effort) broaden their hobbies. Visits to famous stadiums or sport museums are getting more and more popular. Due to this worldwide development, sport tourism is nowadays one of the most dynamic branches of the touristic business. It has been estimated that 15%-30%

of the global touristic economy are travels related to sport, and an outlook for tourism development in the upcoming years indicates further increase of such trips [Vehmas 2010]. Indeed, according to the latest statistics of World Travel & Tourism Council (WTTC), the segment accounts for 25% of the tourism sector income [www.tourism-review.com, April 16, 2018].

In the contemporary world, sport plays a significant socio-cultural role, also in the field of tourism. Hence, sport tourism should be perceived as an autonomous phenomenon of today's social reality, which reflects current trends, needs and lifestyles, such as seeking for strong emotions, or leading an active lifestyle (see Marvin Zuckerman's sensation seeking theory, Gerhard Schulze's theory of the society of sensations or Robert Crawford's healthism ideology). One may observe a strong link between sport and tourism that could be referred to as touristification of sport or sportification of tourism.

Researchers usually understand sport tourism as “leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities” [Gibson 1998: 155-179]. Sport tourism manifests itself in two basic forms: active sport tourism which is based on practising sports mainly by means of physical participation in competitions and passive sport tourism which includes attending sporting events as a spectator and visiting attractions as a sport tourist [Woodham 2016]. Both active and passive sport tourism have a strong cultural element because sport is as noted a crucial element of everyday life, and practising and watching sports have always belonged to the most common forms of cultural behaviour. Sport travelling includes cultural trips based on sport, which enable to learn about the material/tangible and non-material/intangible heritage of sport. That is why sport tourism can be considered as a specific form of cultural tourism, generally defined as “the movement of persons to cultural attractions (such as museums, heritage sites, artistic performances and festivals) away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs” [Richards 1996; 2001]. If that cultural travelling is focused on sport culture, it might be qualified as a separate category of cultural tourism specifically related to sport. Since millions of people around the globe interested in sport decide to spend their leisure time visiting stadiums or sport museums, such a distinction seems justified. Indeed, more and more trips combine the interests for sport and for culture, giving the tourist the possibility to learn new things about sport, enjoy it, meet athletes, visit significant sport venues and centres, and be in places of great sport performances [Buczowska, Malchrow-

icz-Mosko 2013]. It is an immensely interesting way of travelling which is supposed to develop even further in the future.

While analysing publications on cultural tourism, it is clear that researchers have neglected the issue of sport, whereas it plays an equally important role in our culture as religion or cuisine, areas that have been studied in detail as subcategories of cultural tourism and that have been labelled as religious tourism and as culinary tourism. As stated by Warwick Frost in “Heritage Sport Tourism”, especially sport's cultural heritage is hardly covered by academic studies on tourism and cultural heritage [Frost 2007: 76] although numerous cultural heritage venues are closely associated with sport, in Poland as well. This article aims to fill this gap by presenting a typology [after: Munsters 1996] of attractions and events related to sport and sport heritage, while highlighting their touristic potential and reflecting at the same time on the sustainable development of sport tourism.

2. A typology of the sport tourism supply

2.1 Sport attractions

2.1.1 Historical sport sites

Today's tourists are increasingly interested in ancient locations of important sport events, such as the first Olympic Games. This both sport and a religious event took place in Olympia in 776 BC. Hosting the Games every four years since then, Olympia became the most important touristic centre of Ancient Greece. Even the residents of the furthest Greek colonies visited the Games. The Games were such an important event that even wars got paused so that spectators could reach their destination safely. The Olympics served as a national holiday highlighting the cultural identity of all Greeks. The event lasted for five days; the rest of the time was dedicated to athletes' and fans' trips. Visitors, lured with the magic of a mega event, behaved similarly to contemporary sport tourists. It has been estimated that approximately 50,000 fans came to the Games [Cartwright 2013]. Visited en masse by contemporary tourists as well, Olympia is considered to be the biggest historical sport site of the world, composed of the remains of a sanctuary with a temple, an altar and the statue of Zeus as well as sport facilities including a stadium for 20,000 fans, a hippodrome, baths, a palaestra (a school of boxing and wrestling) and a gymnasium. The archaeological site in Olympia has been on the UNESCO Heritage List since 1989. Olympia is also home to the International Olympic Academy that is a global centre for research on Olympism and the Olympic heritage. Tourists may admire and visit Pierre de Coubertin's stele, the archaeological museum

dedicated to the 2004 Olympics in Athens, and the Olympic archives.

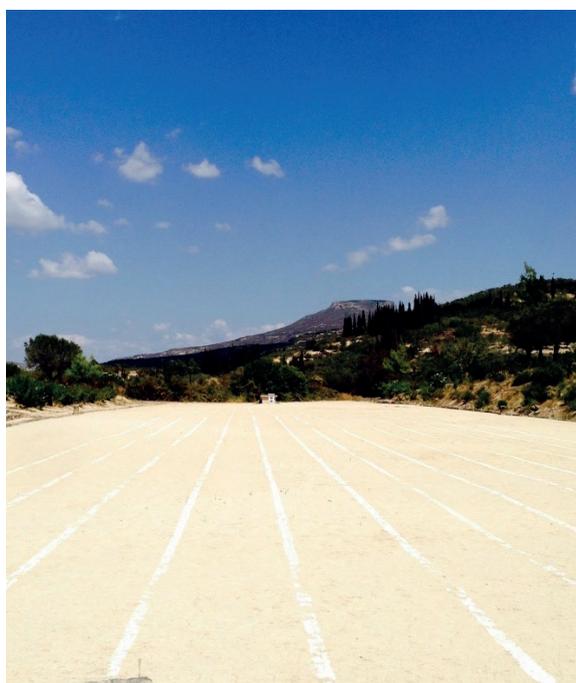


Archaeological remains in Olympia, Greece 2016
(from first author)



Tourists listening to explanations about the ancient Olympic Games at the archaeological site of Olympia, Greece 2016
(from first author)

Sport fans travelling to Greece might also be interested in the Nemean Games. The Nemean Games are one of four great Panhellenic Games which were held in Ancient Greece. They were part of sporting and religious events in which players from all Greek *poleis* took part. Nemea played a role of an international religious centre hosting games for all Greek citizens, regardless of their beliefs and values. The Nemean Games were organised twice during a four-year Olympiad: in the second and fourth year, in July or August. Initiated in Nemea in the 20th century, the excavations works provided a comprehensive and complete image of a whole range of events organised over two thousand years ago. The excavations became possible as the American School of Classical Studies obtained the rights to carry out archaeological works in 1924 and 1926, which were extremely successful, especially due to B. H. Hill and Carl W. Blegan's findings. A considerable part of the temple of Zeus was found, a small part of the Nemean stadium was excavated and traces of the palaestra and the gymnasium were found fifty meters from the temple of Zeus. Although just few



Ancient stadium in Nemea, Greece 2016
(from first author)



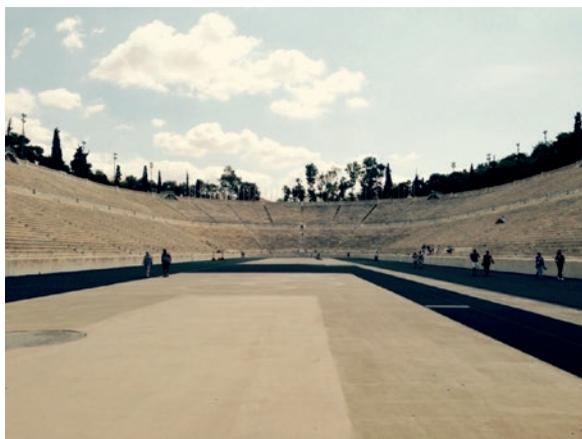
Archaeological sites and monuments of Nemea, Greece 2016
(from first author)

remains document this fact, in some palaestra rooms eight baths were found, which were used by the athletes (probably after their trainings). Current excavation works started in 1973 by dint of the cooperation with the University of California in Berkeley and were conducted by Prof. Stephen G. Miller, an expert in the field of classical archaeology. Nemea is hence an important spot on the European sport tourism map as an ancient cultural centre in which excavation and reconstruction works are carried out. Comprehensive educational and

popularising activities are undertaken to inform tourists about the historical interest of the site.

2.1.2 Historical sport monuments

The modern Olympic Games have been held since 1896 (the summer Games in Athens) and 1924 (the winter Olympics in Chamonix). The idea to revive the Games was initiated not only by Pierre de Coubertin, but also by the Greek philanthropist Evangelis Zappas in the 1830s [Georgiadis 2003]. Prior to the modern Olympic Games, the Zappas Olympics took place in the Greek territory four times until 1896: in 1859 (before Pierre de Coubertin was born), 1870, 1875 and between 1888 and 1889. They were an event that pioneered international sporting competitions and precluded the cyclical Olympics which have been held every four years until this day. The role of the Zappas Olympics in the history of sport and in the shaping of the Olympic Games is evident and undeniable. One of the most impressive remains of the sport history is the Zappeion, a neoclassical sport venue built on Zappas's initiative, designed by the Danish architect Theophil Hansen (1874-1888), and located in the National Gardens of Athens near the Panathenaic Stadium. Together with his cousin Konstandinos, Zappas made a huge amount of money available for the building. During the 1896 Olympics, the Zappeion was used as a main hall for fencing competitions and later – during the unofficial Games in 1906 – as a part of the Olympic village. The Zappeion is part of national heritage of Greek civilisation, Nowadays, it serves as an Exhibition and Congress Centre. The statue of Zappas is located nearby. The Zappas Olympics not only contributed to the revival of the Olympic Games, but in the 19th century mainly enhanced the national identity of the Greek after the Turkish domination. These days, the material remains of this event also fulfil both cultural and touristic functions. For example, the Zappeion and the Panathenaic Stadium host cultural events and welcome tourists interested in sports history and Greek culture.



The Panathenaic Stadium, Athens 2016
(from first author)



Tourists in the Panathenaic Stadium, Athens 2016
(from first author)



The Zappeion, Athens 2016
(from first author)



Tourists visiting the Zappeion, Athens 2016
(from first author)

2.1.3 Sport museums

Olympic sports museums

One of the most popular forms of sport tourism related to cultural heritage is the visit of sport museums. The most famous sport museums are Olympic museums. For instance, the Olympic and Sports Museum in Barcelona perfectly presents the look and feel of the city in 1992, the year in which the Olympic Games were held there.

The Olympic Museum in Lausanne, which is the most popular sport museum in the world and the second most visited one in Switzerland, stores the original first Olympic flag. Located at the shore of the Lake Geneva, the museum has been a magnet for tourists for many years. In 2011, 18 years after it was opened for visitors, the museum was temporarily relocated in order to allow a complex reconstruction of the building commissioned by the International Olympic Committee which had to rethink the way of attracting the younger generation living in the world of smartphones and YouTube videos. Two years after, the museum was reopened as a newly designed, high-tech and interactive place. The exhibition still focuses on the Olympic ideals, yet they are shown in a fresh way using interactive videos and innovative technology. As Coubertin envisioned it, the place enables visitors to reflect upon the genius of Olympism. The museum has been an informal centre of sport museology for years, and Lausanne is considered to be the Olympic Capital and the global sport.

In 2006, the Olympic Museum Network was founded in Lausanne. It is led by Francis Gabet, Director of the “Culture and Olympic Heritage Department” of the IOC, with the aim of creating a unique platform of cooperation in the field of the Olympic Movement and of increasing levels of cooperation in terms of museums’ communication with the contemporary world of sport so that the participants could get hold of the most interesting materials connected with current sporting events. At the moment, the members of the Olympic Museums Network are, among others, The Olympic Museum in Lausanne, Brazilian Olympic Museum in Rio, China Sports Museum in Beijing, Museu Olímpic de l’Esport Joan Antoni Samaranch in Barcelona, Athens Olympic Museum, Nagano Olympic Museum, and Singapore Youth Olympic Museum. It is worth mentioning that even museums from countries which have not hosted the Olympic Games may become members of the Olympic Museum Network as long as their exhibitions are devoted to the Olympic Movement. For example, the Museum of Sports and Tourism in Warsaw, the biggest Polish museum dedicated to sport, tourism and Olympism, often called the Polish temple of sport, is a member of the organisation. The exhibition of the Warsaw museum presents the history of sport since the ancient Greece, through the revival of the Olympic idea and the beginnings of the Polish sport, until today. The Olympic Centre gathered over 3,000 exhibits and almost 600 photographs related to Polish sport and tourism. Over 40 disciplines are displayed in their various aspects. The most interesting pieces are Olympic medals, Olympic torches and a canoe used by the pope John Paul II. The exhibition also brings closer the figures of Polish super athletes, such as Jerzy Kulej, Irena Szewinska, Wladyslaw Komar, Wanda Rutkiewicz or Robert Korzeniowski. Furthermore, the museum holds

events popularising sport disciplines, especially among young people – the last such initiative was an exhibition dedicated to the history of golf in Poland. Another Polish museum presenting exhibits related to the Olympic Games is the Museum of Sport and Tourism in Lodz, founded in 1982. It houses an impressive collection of Olympic medals, occasional badges, coins and cups. Permanent exhibitions are “Residents of Lodz in the Olympic Games” and “The History of Sport in Lodz”. The museum also shows the rich history and the long sport tradition of the city. Another place worth visiting is the museum in Olsztyn, which came into being as a social initiative in 1988. Beside viewing exhibits related to sports originating from Olsztyn and the Masuria lake district, tourists can visit The Gallery of the Olympians and The Exhibition of the Olympic Posters.



Exhibitions in the Museum of Sports and Tourism in Warsaw, 2017

(from first author)

To return to Lausanne, it is also the seat of the World Union of Olympic Cities (WUOC), an organisation which integrates Olympic cities with a view to initiate a dialogue and an exchange of experiences between the cities which already hosted the Olympics and the ones which are applying to host. Such a cooperation is necessary to properly manage this immense sporting event. According to Agenda 2020, the organisation’s work con-

centrates on sustainability in sport and Olympism, and on the Olympic legacy [see Preuss 2007; Girginov 2012; Chappellet 2015]. Apart from that, the city is home to other sport attractions, such as sport trails and promenades. In 2016, the city hosted a lot of socio-cultural sport events: Christmas Marathon, Lausanne Marathon, University Festival of Sport, Triathlon de Lausanne and a sport films festival. So sport has also become one of the leading topics in the touristic promotion of the city. The same goes for Zurich, another Swiss city that currently invests in presenting sport heritage. The local authorities recently launched an extremely modern FIFA World Football Museum, which is directly owned and operated by FIFA.



Tourists visiting the Museum of Sports and Tourism in Warsaw, 2017

(from first author)

National sports museums

Another interesting subcategory of sport museums which enable tourists to explore sport culture consists of national sport museums. For instance, the National

Sports Museum of Australia located in Melbourne is dedicated to Australian sports and collects exhibits connected with the Olympic Games in Sydney, and with cricket and rugby. The National Sports Museum in Sweden presents the rich history of Swedish sport by providing not only information about the athletes themselves, but also about the influence of sport on Swedish culture, including the impact of the Olympics in 1912. The collection comprises Bjorn Borg's shoes, Ronny Hellstrom's cap and Annika Sorenstam's golf bag.

Thematic sports museums

Thematic sports museums allow tourists to get familiar with the cultural heritage of a specific sport discipline. One of the most interesting sport museums in Poland falling into this subcategory is the Museum of Sport and Tourism in Karpacz which collects documents, pieces and various memorabilia related to the development of winter sports and tourism in the Karkonosze region. After the World War II, Karpacz became a centre of bobsleigh and luge in Poland. Karkonosze region hosts also a variety of tournaments and skiing races. Mountain climbers are also very active in the area. The exhibits gathered in the winter sports department make it possible for tourists to follow the development of the sport equipment, starting from the oldest skis and sleighs. Outstanding athletes donated their sport trophies to the museum.

Sport clubs museums

Museums dedicated to sport clubs constitute a subcategory which is especially popular among tourists, for example the FC Barcelona museum where one may get familiar with the history and values of the Catalan soccer club that make it so special. Located in the Camp Nou stadium - which is also open for tourists-, by over 1,5 million guests came to this soccer club museum in 2013, making it the most frequently visited museum in Spain that even out-rivalled the famous Prado in Madrid and the Picasso Museum in Malaga. The museum cabinets proudly present trophies and club memorabilia, whereas an interactive screen placed on the walls informs about Barca's history, its players and coaches.

Halls of Fame

Modern sport museums can become Halls of Fame full of athletes' memorabilia. These buildings are a hybrid tourist attraction characterised by a mixture of a traditional museum and a postmodern theme park. The special atmosphere of a Hall of Fame is created through the authenticity of exhibits illustrating the material history of sport disciplines. Halls of Fame, however, are not only contemporary pantheons of sport, but also cultural enterprises that sell museum products, sport memorabilia, et cetera. Visiting such places does not have much in common with the experience of high culture, yet it contributes to the building of societies' cultural

capital and identity in relation to sport. As stated by John Urry [2007], the phenomenon of musealisation of sport reflects local needs of search for identity, one of the most important postmodern tendencies of Western European culture. Halls of Fame are extremely popular in the United States. One might even suggest that Americans are obsessed with sport as there are almost 200 venues. The most famous one are the Basketball Hall of Fame, the International Boxing Hall of Fame, the Tennis Hall of Fame, the World Rugby Hall of Fame and the Hockey Hall of Fame.

2.1.4 Sport stadiums

Sport fans and tourists enjoy visiting sport stadiums. Together with sport museum visits, this type of leisure activity is one of the most popular forms of sport tourism. Stadium tourism is based on visiting soccer stadiums during the matches or afterwards. In a broader perspective it can be seen as sightseeing of cult sport venues.



Guided tour at the National Stadium in Warsaw, 2015
(from first author)



Tourists at the PGE Arena Gdansk stadium, 2014
(from first author)

One of the famous tourist attractions in this category is the Camp Nou Experience in Barcelona, which includes the visit of the stadium seating, the press box, the playing field, the conference room and the relax zone

for football players. Other popular stadiums in Europe are Wembley in London, Anfield in Liverpool, Old Trafford – Manchester United's stadium, Amsterdam Arena in the Netherlands, Stadio Olimpico in Rome, San Siro in Milan, Allianz Arena in Munich, Santiago Bernabeu in Madrid (into which the Real Madrid's museum has been integrated), Estadio do Dragao in Porto (including the FC Porto's museum) or Estadio da Luz (Stadium of Light) in Lisbon. Outside Europe, one of the most famous attraction of this kind is the Maracana stadium in Rio de Janeiro.

Sightseeing of Olympic stadiums also attracts a great deal of tourists. The Fisht Olympic Stadium, the Bolshoy Ice Dome or Ice Cube – Curling Centre (Sochi 2014) can serve as examples. The Historical Olympic Stadium in Stockholm built for the 1912 Olympics has been a mega events facility for over 100 years. In Greece, one of the most important sport venues is the Panathenaic Stadium in Athens, which has been thoroughly renovated for the 2004 Olympic Games.

In Poland, the most popular stadium is the National Stadium in Warsaw. Visitors may enjoy a number of guided tours: the soccer player tour, the exclusive tour, the history tour, the preschooler tour, and the celebrity tour. The stadium's website offers an online tour as well. Other Polish stadiums which have gained popularity, especially after the 2012 UEFA EURO Championships, are the PGE Arena Gdansk and the City Stadium in Poznan.

2.1.5 Modernist sport venues

Sport venues inspired by (post)modernist architecture are becoming attractive destinations for sport tourists too. These venues are supposed not only to fulfil sport functions, but also to attract tourists because of their original design. Illustrative examples are the Sport City in Manchester, the International Sport Village in Cardiff, the Aspire Zone in Doha/Qatar, Sports City in Dubai and the Ferrari World Abu Dhabi in Qatar. One of the most extraordinary projects of this kind is the stadium designed by Zaha Hadid for the upcoming 2020 Tokyo Olympics. Tourist are also keen on visiting the Chinese Bird's Nest, a must see attraction during most trips to the country. In China, as part of the Olympic Park project, a hotel has been designed that resembles a 150-meter table tennis racquet. Other buildings in the area have the shape of different balls varying from a volleyball and a football to a basketball.

Unfortunately, not all stadiums or other sport facilities function as tourist attractions and fell into ruin instead. That is exactly what happened to the abandoned Olympic sites in Sarajevo, Berlin and Athens. They can be qualified metaphorically as "white elephants". The term derives from a Southeast Asian legend about a white elephant which used to be a gift from the maharajah for those whom he considered as his friends. Although beautiful and unique, this sacred animal was of no use

since it could not perform any work, whereas its maintenance ruined its owner. Mega sporting facilities are often perceived in this way. They required exorbitant costs, yet they are not able to make any money now. Maintaining specialised sites for non-sporting purposes, especially if this aspect has not been taken into consideration at the initial stage of planning, is one of the major problems of mega sport events in terms of economy and management if it comes to material heritage of these sites. In Poland too, the problem exists, yet there have been some actions initiated lately, like the renovation of the Sport Palace in Lodz, decided by the city. The well-maintained Centennial Hall in Wroclaw has found its place on the prestigious UNESCO List.

2.1.6 Theme parks

Meeting the postmodern tourist's need for experience, sport theme parks offer visitors the opportunity to practise traditional sports and games and stimulate active sport tourism in this way (see 3). Examples are the Gerlev Legepark in Denmark where one can practise more than 130 traditional sports and games and Bokrijk in Belgium which organises a yearly event focused on folk games.

2.2. Sports events

2.2.1. Olympic and other Games

The most significant sport event of our civilisation are undoubtedly the Olympic Games as they are not only the biggest sport event but at the same time a cultural mega event. The organisation of Olympic Games is strongly connected with the development of cultural tourism after the Games [Boukas, Ziakas, Boustras 2012]. When considering the scale of sports events tourism, one tends to associate it intuitively with the Olympic and Paralympic Games. However, there are similar mega sports events held all around the world, which stimulate the development of tourism as well, for example the Panamerican Games, Asian Games, Panafrican Games, Balkan Games, Mediterranean Games, Ethnic Games, and Commonwealth Games, just to name a few. Baku in Azerbaijan hosted in 2015 the first continental European Olympic Games, in which European athletes participated exclusively. The Gay Games (held for the LGBT community athletes) or World Games (for the sports not contested in the Olympic Games), whose last edition took place in Wroclaw, are also gaining recognition. Mentally disabled athletes take part in Special Olympics World Games (the first such event was hosted by Chicago in 1968). Paris hosted in 1924 the first Deaflympics – World Games for the Deaf – were hosted under the banner *Per Ludos Aequalitas* (Equality through Sport). An important social function is also performed by the World Masters Games, which encourage to take physical effort at any age. The event is dedicated to athletes of different age groups, usually 30 years and older. The first edition of

the event took place in Toronto in 1985, and the next one in Auckland in 2017. The European counterpart of these games are the European Masters Games held for the first time in Malmö, Sweden. The World Senior Games fulfil a similar function. Such events provide an opportunity to reflect upon the role of sport in the ageing process and to break with stereotypes concerning the elderly not being able to do sports. Recently, an event for youngsters has been initiated as well. The Youth Olympic Games (YOG) offers in addition to a sporting competition a varied educational and cultural programme, “Learn and Share”, which is an integral part of the Games. Young athletes from all over the world participate in workshops and lectures that bring forward Olympic ideals, and make room for exchanging experiences and ideas on respecting cultural diversity. The founder of that idea was Jacques Rogge, the then Head of the International Olympic Committee, whose initiative was enthusiastically received. The first summer YOG took place in Singapore in 2010, whereas the winter event made its debut in Innsbruck in 2012. The socio-cultural aspect of the YOG is managed by an elected body, the Culture and Olympic Heritage Commission, which works closely together with the UNESCO.

2.2.2 Marathons

The global growth of the phenomenon of running marathons has been observable for several decades. The originally Greek tradition has expanded all over the world and the most important and popular marathon races are now those held in London, New York, Boston, Chicago, Vienna, Berlin, Hamburg, Rome and Paris. Unlike the Olympics, the event is accessible for everyone, including amateurs. Already in 1997 the New York marathon was attended by 28,000 people, from which 12,000 came from outside of the United States. In 2013, the race welcomed over 50,000 runners which made it the biggest such event ever held in the world. Marathon races gain popularity also in extreme conditions, such as the races in the Sahara or on the poles. Ice-Marathons on the Lake Baikal require competing under a temperature of -30 degrees Celsius. An interesting marathon is the Istanbul Euro-Asian Marathon held simultaneously on two continents as the route crosses the Bosphorus joining Europe and Asia. The most significant Polish running events are Warsaw Marathon, Poznan Marathon and Cracovia Marathon.

2.2.3 International football championships

Events that have changed the shape of sport tourism, especially of sport events tourism, were the first soccer World Cup and European Football Championships. Being FIFA's first such a demanding initiative, the World Cup was organised for the first time in Uruguay in the Centenario stadium in Montevideo in 1930; 13 national teams competed in the event. The small number of con-

testants was caused by the distant location and high travelling costs. The tournament resulted in a both sporting and financial success, whereas the hosts initially worried if fans would find the event attractive. Over 90,000 people came to the stadium to see the final. The first European Football Championship took place in France in 1960 marking the beginning of this popular tournament. Even though the first soccer spectators appeared already in the second half of the 19th century (the first soccer club was founded in Great Britain in 1854), it is in the 20th century that supporting teams took form as we know it today. In 2012, Poland was for the first time the host country of the UEFA EURO tournament.

2.2.4 Heritage sport events

Despite the fact that most events are closely related to a certain city or a place and constituting a part of its heritage, academic literature rarely joins the concepts of sport events and heritage. A sport event related to cultural heritage may be defined as an event, usually focused on a single sport discipline, which takes place in a given location that has hosted it since its origin. J.L. Chappelet calls this type of event a 'Heritage Sport Event' (HSE) [Chappelet 2015]. Examples of HSEs are the Palio di Siena (famous horse races in Siena, Italy), the Australian Open (tennis, Melbourne), Japanese Hatsu Basho (sumo, Tokio), Internationaux de France Roland-Garros (tennis, Paris), Sydney-Hobart Yacht Race, Swiss Open (tennis, Switzerland), Mostar Bridge Diving Competition, Tour de Pologne (cycling) or Turkish Kirkpinar (male wrestling in oil in the town of Edirne). It could be added that the aforementioned locations do not need to apply to host the events, which means that they do not have to compete with other regions as the Olympics' candidate cities have to do.

A very interesting example of an heritage sport event are the Nemean Games revived in the last years especially thanks to Prof. Stephen Miller (*see also 2.1.1*). Everyone can participate in the modern Nemean Games, including children. There are no age, sex, religion or nationality limits or requirements regarding the sport level or health condition. The event is becoming more and more popular among athletes, fans and tourists. According to prof. Miller and own observations from a stay in Nemea, the initiative for the modern Nemean Games supports the economic growth of the region. The event is now part of the local tourism supply, contributes to the recovery of the cultural heritage, and has been integrated into the life of the local community. The modern Nemean Games are a social and cultural event which wants to encourage international dialogue through sport. Visitors come to Nemea from different parts of the world, not only from Greek poleis as it happened in the ancient times. The 21th century Nemean Games is an event which enables communication between athletes, fans and hosts. They provide a tremendous opportunity in our multicultural

world to raise new generations in a spirit of friendship, peace, harmony, tolerance, and fair play. On its website, *The Society for the Revival of the Nemean Games* states: "it is our belief that the modern Nemean Games, despite their obvious success in many respects, have become increasingly removed from the average person. Our goal is the participation, on the sacred ancient earth of Greece, of anyone and everyone, in games that will revive the spirit of the Games. We will achieve this by reliving authentic ancient athletic customs in the ancient stadium of Nemea" (www.nemeangames.org). The huge number of volunteers from Greece and other countries also prove the significance and success of the Nemean Games.

3. Active sport tourism

3.1. The ultimate form of cultural sport tourism

Active sport tourism related to national and traditional sports is the most intense and thorough way to learn about the cultural heritage of sport. It combines practising sports with the deep and meaningful reception of the sport cultural heritage of a place, region or country because it requires physical activity in places where a certain discipline originated, or where it plays a significant role for locals. It enables tourists to immerse themselves into the history and the subculture related to a given sport discipline. Tourists who visit these kind of destinations are driven by the need to learn the techniques of a discipline as used by representatives of a different culture, and the wish to share their experience with athletes and amateurs from all over the world. So active sport tourists travel vast distances to practice windsurfing in Hawaii, Gran Canaria, or at the Greek island Rhodes. Other examples of active sport destinations are Brazil (soccer), Canada (ice hockey), Thailand (Thai boxing), or Poland (speedway). A crucial spot on the international map of active sport tourism is the Basque Country in the north of Spain. Players from all over the world compete there in the Basque pelota in specially designed courts, called frontons. During the regional Aste Nagusia festival, workshops dedicated to that regional version of tennis are organized by Basque instructors.

By taking the culture of human movement in a broad sense, some researchers (Schwark 2007: 122) claim that dance can also be labelled as sport tourism. Dance tourists travel to Cuba to learn the salsa under the tutelage of dance champions, visit Brazil to master the samba, Argentina to learn the tango, and Spain to get initiated to the flamenco (both being recognised as intangible heritage by the UNESCO).

In this context, martial arts tourism deserves further consideration. According to W. J. Cynarski [2015], this kind of travelling is defined by the need to know, study,

practise and teach sports such as judo, karate, taekwondo and aikido, and the like. This socio-cultural phenomenon dates back to the samurai trips of Western travellers to Japan in order to study in fencing schools. Nowadays, Japan is still a destination for judoka's and karate lovers from the whole globe who wish to discover the roots of the sports they exercise. Other countries in East and South Asia, such as the Philippines, India, Korea and Thailand also have long traditions of national martial arts training which attract interested globetrotters [Cynarski 2009: 346-359; Cynarski 2012: 361]. The same applies to events connected with martial arts, for example Buddhist monks' shows or Japanese sumo tournaments. Martial arts tourists make these journeys for educational, recreational, cultural and self-development purposes. They wish to learn to practise these sport disciplines and at the same time encounter the culture of countries they originated in. They want to know more about the cultural heritage of their teacher's country and the contemporary civilisation of the place where the martial arts developed, and at the same acquire self-knowledge by exercising their body and mind through mental and physical practice. Martial arts not only enable these travellers to participate in cultural circles of practitioners, both masters and students, they also contribute to the intercultural dialogue between the Far East and the Western civilisations and as such they are part of a global cultural exchange process. In addition, W. J. Cynarski distinguishes a special type of martial arts tourism: journeys made in order to participate in conferences devoted to martial arts and combat sports [Cynarski 2018: 23], organised by such organisations as International Martial Arts and *Combat Sports Scientific Society* and *the Japanese Budo Academy* [Herrera-Valenzuela, Valdes-Badilla 2017: 55].

Given the double role of the tourist both as a spectator and as an actor, active sport tourism can be qualified as a form of creative tourism “which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken” [Richards, Wilson 2006]. Hence, the martial arts tourist transforming from a passive observer into an active participant in the local sport culture can be considered as a creative tourist [Cynarski 2015: 18].

3.2. Sport volunteer tourism

Many event organisers are becoming increasingly aware that sporting events cannot be financially viable without the substantial economic contribution of volunteer labour. The journeys volunteers undertake to travel to the host venue create a new and popular form of sport event tourism: sport volunteer tourism. Volunteers have always played a crucial role in the sport sector. Without them, most sport activities simply would not take place. Reasons for volunteering in sport vary from person to

person. Some common reasons include: a love of playing and/or watching sport; the chance to meet people and make new friends; the opportunity to use professional skills to help the community; the chance to learn new skills; enjoy the buzz and excitement of sporting events; support activities their children are involved in; give something back to their community.

Volunteers who invest their time, energy and expertise in sport enjoy many of the benefits associated with actually taking part. There is always a double benefit: for those playing and for the volunteers themselves. Volunteering plays a significant part of life in the contemporary world because Western people have a lot of free time and want to realise themselves not only at work (see the theory of “serious leisure” coined by Stebbins).

4. The sustainable development of sport tourism

4.1 The preservation of sport heritage: a major challenge

During the last decades, popular sports like soccer, tennis, cycling, boxing, basketball or volleyball dominated the world of sport. The overwhelming presence of these disciplines in the media makes them omnipresent in the public discourse, but they are also an intrinsic part of the globalisation process and contribute to the deterioration of local traditional sports and games. Although the interest in old sports is growing in some countries where traditional sports are being developed consciously, in many places they are still neglected or thoroughly forgotten. The development of sport heritage tourism may undoubtedly contribute to the preservation of traditional sports and games. It may also play a crucial educational role by raising new generations in the spirit of care and respect towards their own sport culture.

Given the common practice of forgetting old sports due to global tendencies and the popularity of international sports, the UNESCO launched an initiative to rescue vanishing regional and folk sports as part of the intangible cultural heritage that deserves protection and revitalisation just as much as art, architecture, environmental sites, and cultural minorities' languages [Zeijden, van der 2015]. This initiative is part of the general United Nations policy regarding sport. Liponski in his *Encyclopedia of Sports in the World*, commissioned by the UNESCO, collected information about over 3,000 sports from different continents and cultural regions, which shows how rich the world of sport is [Liponski 2004; Prabucki 2013; Bronikowska 2015]. Another result of the UNESCO conferences and consultations is the development of a Traditional Sport and Games Card.

In this context, Poland may serve as an illustrative case. Unfortunately, none of the Old-Polish and

folk sports has become a national sport, although there were a plethora of games, such as rochwist, czoromaj or grele. Most of them are long forgotten nowadays or are practised only in isolated villages. An exception are the kumoterki races which have become quite popular in recent years. In the Podhale dialect, kumoterki is the name of a small double sleigh to which a horse was harnessed. It comes from the word kumoter (godparent) as the sleigh served to ride this family member together with the new born baby to the baptism. Used by Podhale highlanders since the 19th century, kumoterki were masterpieces of wood carving; much attention was paid to the selection of proper material, the careful realisation, and the ornamentation. Initially, they were only a means of transport in times of severe Tatra winters. In the interwar period, as motorisation developed, they lost their utilitarian character and became race sleighs. In the 1970s, kumoterki races were seen rather as social events than as sport competitions. The horses competing in that time were used for everyday agricultural work and were not really prepared for athletic purposes. At the beginning of the 1990s, though, retired athletic horses were brought to Podhale. After elderly landholders had given way to younger racers, kumoterki became typical sport races. Sport competition driven by the will to achieve the best time effectively extruded the social and folk elements. Nowadays, kumoterki races are even more attractive due to horse boarding shows (snowboarding while attached to a horse). This kind of events attracts the younger generation interested in extreme sports. M. Baraniak from the Polish Historical Society states, however, that competition hosts do not wish to modify the tradition of the races and want to protect its authenticity by rejecting new elements introduced only to enrich the programmes of tournaments. Furthermore, the organisers find it particularly important that the races do not spread across other highland regions in Poland and remain a unique Podhale tradition. During a conference of the Polish Society for the Social Sciences of Sport in Warsaw in 2017, Baraniak informed the audience about the initiative to file an application to the National Heritage Institute to put the kumoterki races onto the National List of Non-Material Cultural Heritage. If the application will be approved, these races will be the first traditional sport to be enlisted in that prestigious record. As stated by other Polish researchers [Liponski 2004], Poland should follow in the footsteps of Great Britain, France, Denmark, Belgium, Italy and Spain and take better care of its own sport and cultural heritage because Polish traditional sports and games may enrich the standard touristic and recreational offer, mostly thanks to cultural and humanistic values they bear.

Furthermore, it is important to protect also the politically charged heritage of sport. A lot of sport stadiums and monuments are not under protection now because they are treated as “dissonant heritage”. A good example

of a sport event qualified as dissonant heritage are the Friendship Games held between July 2 and September 16, 1984. The event was organised by nine socialist states among which Poland as an alternative for the 23rd Los Angeles Olympic Games boycotted by the Soviet Union and its allies. Unfortunately there is neither a site nor a monument in Poland, which commemorates this ignored part of the national sport history. This is often the fate of heritage – including sport heritage – which has been abused as a political tool and has become “heritage without heirs” [Ashworth 2007].

4.2 Destination marketing: revitalisation versus gentrification

With a view to combat seasonality in tourism and create or enhance their destination image, countries and cities around the world are increasingly hosting sport events, from hallmark events or mega events, such as the Olympic Games, to regional events. The competition among communities to host these events is intense because of the economic impact generated by sponsorship deals, and for the major events, by television rights. These kind of events can be connected with the sport cultural heritage of a given region. Jumping from the Old Bridge in Mostar is one of such attractions which attract tourists en masse.

Cities and regions raise their status not only through mega sport events. Many places have their own, unique sport culture which makes them not only attractive, but also original and competitive. By valorising sport heritage as a tourism product element, destination marketing may help to preserve it for the future. At a conference dedicated to the sustainable development of sport tourism in Portoroz in 2015, Prof. J. L. Chappellet emphasised that sports of long tradition and history more and more often become promotional tools for countries and cities. They improve not only their image, but also contribute to preserve the sport heritage and strengthen the local cultural identity [Chappellet 2015].

A phenomenon which is closely related to tourism destination marketing, sport and culture is the revitalisation and gentrification of cities through the development of sport infrastructure. Places are revitalised so that they have more to offer for both locals and tourists. Unfortunately, revitalisation more than once opens the floor to the process called gentrification, which usually concerns changing the character of a district, previously occupied by a broad spectrum of inhabitants, into a zone dominated by residents with a high financial status [Gravari-Barbas 2017]. In Poland, the most notable examples of this process are Kazimierz in Cracow, Praga in Warsaw and Srodka in Poznan. Some researchers underline the fact that gentrification constitutes a market processes, whereas a revitalisation – a term understood as a synonym of gentrification by many – regards mostly

institutional processes [Jadach-Sepiolo 2009].

Gentrification might be harmful to sport cities. Media often emphasise the beneficial effects of revitalisation for poor districts in Olympic cities like London or Rio de Janeiro, yet the process of gentrification is becoming a serious issue for these places. That is why it is necessary to develop and apply policy guidelines for the sustainable development of sport tourism. A well-known best practice of successful revitalisation of a city due to a sport event is Barcelona. The “Barcelona effect” is definitely worth mentioning as an example of a positive legacy of Olympic Games. In 1992, Barcelona hosted the Olympics. Thanks to the excellent organisation and promotion, the capital of Catalonia became renowned in the whole world as a business centre and, above all, as a tourist destination. Although the Olympic Games saddled Barcelona with a financial loss, the city has taken advantage of the event in a long-term perspective, especially with respect to the revitalisation of the city. The phenomenon was so remarkable, that it became known as the Barcelona effect. Unfortunately, it is also necessary to notice that in the course of time, the type of impact may change. The Barcelona effect is widely considered as positive, yet recent developments have showed that the massive wave of visitors has been troublesome for the citizens of Barcelona. Tourism phobia and over-tourism are the urgent issues with which the city authorities are now confronted and that they are attempting to solve by taking policy measures in order to limit the number of tourists.

In Poland, Bydgoszcz is one of the most interesting cities when it comes to revitalisation of the urban sport infrastructure. In recent years the district Wyspa Mlynska has been revitalised after having served as an industrial site and as a sport site before. Now this urban space has been augmented with additional facilities: galleries, museums, conference rooms, restaurants and recreational sites including a yacht harbour where canoeing activities for youth are held. At the moment, it seems that gentrification does not pose a serious risk to the area around the harbour, yet the authorities should ruminate on how the socio-cultural function of that space could be enjoyed not only by visitors, who play an essential role given the touristic potential of the city, but by local residents as well. It is crucial to make sure that investments in the sport infrastructure with the aim of revitalising cities benefit locals in the first place.

5. Discussion and conclusions

Contemporary sport in its various forms plays an important socio-cultural role in the leisure time of the 21st century homo ludens. Both sport and tourism, as mega leisure activities, constitute a significant element of the global entertainment business, and mark the interna-

tional mass culture. In this article we analysed sport and its heritage as a touristic phenomenon, and demonstrated the socio-cultural potential of sport tourism. Visiting tourist attractions related to sport or sport heritage and taking part in sport events will increase in the future, undisturbed by such phenomena as cyber sport and cyber tourism. As has been argued, it would be valuable to work on the success of sport tourism in Poland especially in connection with its cultural heritage, as it is already the case abroad. A lot of Poles are sport fans, and Poland has a long and beautiful sport history. Education has to play a key role in the promotion of respect towards the Polish sport cultural heritage, for example by means of interesting museum exhibitions focusing on all age groups. It is also important to show proper and desired forms of cheering favourite athletes up, to teach Olympic values, and to encourage sport volunteering. Poland has the potential to develop its sport tourism and it would be a waste not to promote its assets abroad. People have never travelled as much as they do now which creates the opportunity for Polish travel agencies to offer sport trips. It is high time to present Polish heritage to the world by using best international practices, such as attracting the young generations through interactive content.

In conclusion, we would like to quote Jacques Rogge, a former President of the IOC who said that *major sports events like the Olympic Games are not organised today only for two weeks of sport competition, but above all for improving the quality of life of future generations in the economic, ecological and socio-cultural sphere*. If Poland wishes to host mega events also in the future, one should now consider how to manage the “heritage of the future” that has been transmitted after the competition has ended.

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Turystyka sportowa: rozwojowy rynek w perspektywie kulturowej

Słowa kluczowe: turystyka sportowa, turystyka kulturowa, dziedzictwo kulturowe sportu, turystyka dziedzictwa sportowego, heritagizacja sportu, turystyka sztuk walki

Abstrakt

Perspektywa. Podjęte zagadnienie zostało przedstawione z perspektywy nauk o turystyce sportowej, turystyce kulturowej oraz heritologii.

Problem i cel. Celem artykułu jest ukazanie współczesnych powiązań i zależności pomiędzy dziedzictwem kulturowym, sportem oraz turystyką, a także zaprezentowanie na wybranych przykładach potencjału turystycznego dziedzictwa kulturowego sportu w Polsce na tle tendencji światowych.

Metoda. W artykule zastosowano metodę analizy piśmiennictwa oraz metodę obserwacji, dzięki którym przedstawiono w nim potencjał społeczno-kulturowy tych form turystyki

sportowej, które najsilniej wiążą się z poznawaniem przez turystów dziedzictwa kulturowego ludzkości. Skorzystano także z typologii zasobów turystyki kulturowej utworzonej przez W. Munstersa w 1996 roku.

Rezultaty badań i konkluzja. Badania nad dziedzictwem sportu w kontekście turystyki stanowią w Polsce niszę badawczą.

Podobnie jest z rozwojem turystyki związanej z dziedzictwem sportu, pomimo dużego potencjału w tym zakresie. Polska powinna brać przykład z innych krajów w zakresie rozwoju turystyki dziedzictwa sportowego, ponieważ ta forma podróży za granicą rozwija się już bardzo dynamicznie (co również zostało zaprezentowane w artykule).