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RELATIONS BETWEEN TOURISM AND SPORT IN THE CONTEXT OF TOURISM AS AN ACADEMIC DISCIPLINE

Abstract: The specific objective of the paper is to discuss the mutual relations between tourism and sport and, in a wider context, to draw the reader's attention to the potentially excessive range of research goals in tourism as a discipline. Within the scope of discussion, the author looks at tourism as a social activity and a conceptual and research subject. Research questions, the signposts of intellectual debate, come down to whether tourism shares any common areas with sport (in its widest sense). If so, is such activity still tourism activity? Or perhaps these types of 'sport-tourist' activities should be excluded from discussion on tourism as an academic discipline because of their non-tourist character? The author assumes that there is an exploratory and cognitive zone between these two areas of social activity, going beyond both tourism and sport. Tourist activity and sport activity in fact differ from each other.

Keywords: tourism, sport, sports tourism, exploratory activity, active tourism.

1. INTRODUCTION

The purpose of this paper is to take part in the discussion on the relations between tourism and sport. Issues of tourism, sport and the boundary between them have been discussed by a number of researchers, both Polish and foreign (STEVENS & VAN DEN BROKE 1997, GIBSON 1998, KAZIMIERCZAK & MALCHROWICZ-MOŚKO 2013, BOŃCZAK 2013A, GOZALOVA *et al.* 2014). The author will try to achieve his aim by evaluating the range of tourist activities and their potential overlap with sport. Tourism is understood here above all as a field of social activity. Nevertheless, the discussion presented below refers to concepts and research in tourism as a discipline. The dilemma: 'tourism as a discipline or as an aspect of human activity described in other disciplines', is present in the literature (COHEN & COHEN 2012, DARBELLAY & STOCK 2011). The key research signposts will be questions concerning areas shared by tourism and, in its widest sense, sport. If such areas do exist, is activity there still tourist activity? Or perhaps these kinds of 'sport-tourist' activities should be excluded from discussion on tourism as a discipline? The author does not intend to provide final evidence or establish a strict boundary between tourism and sport. Establishing such a boundary might be even regarded as impossible due to the considerable fluidity, vagueness and change in the evolution of definitions, tourism research, as well as actual tourist

activity (DEWAILLY 2002). The aim of this paper is to contribute to the discussion in the literature and evoke reflections among both researchers and those organizing tourism in practice. Perhaps as a result of such pre-theoretical conceptual discussion (CHOJNICKI 2005), it is possible to precisely specify or rather not to over-extend the definition of tourism, its research goals and tourist activities. The discussion leaves out the question of recreation and its relation to tourism and sport. Debates on this issue have often been presented in the literature (BACHVAROV & DZIEGIEĆ 2005) but, according to the author, recreation is a term which describes a variety of seemingly sport-related activities, during tourist trips. Thus, it is an important and widely discussed element of the 'sport-recreation-tourism' triad (BOŃCZAK 2013b). Recreation is an indisputable element linking sport with tourism, but not the only one. The other link includes activities such as white water canoeing, high mountain climbing, orienteering or hiking on adventure trails. It can be assumed that following the development of various forms of human outdoor activity at the turn of the 21st c., two activities can be distinguished which bridge sport and tourism. Searching for another link between or, on the contrary, a divider of the two fields is one of the aims here.

Tourism is primarily a human activity (PRZEĆLAWSKI 2002). It is a significant social phenomenon shaping

modern societies in many aspects of their existence and development. As a result, the research subject and conceptual discussion are strongly influenced by actual social activities (GREN & HUIJBENS 2011). The development of tourism as a social activity is considerable, if we consider both its scale and the growing number of tourism sub-disciplines. Along with the growing popularity of 'tourist' styles of living and social attitudes, the speeding 'flywheel' of tourism generates new offers, tourism fields and, consequently, new research areas concerning new tourism activities. This may lead, and in some cases perhaps does lead, to legitimizing new or already existing forms of human activity as tourism, although in fact this is not what they are. There is a kind of hermeneutic loop between tourism as social activity and research. New areas of human activity, called tourist by researchers, find existence in social awareness as well. Researchers confirm the appearance of a new activity and at later stages it is studied in a tourism context. Finally, ignoring the differences between individual definitions, and the lack of connection with an objective definition of tourism (or simply expanding it), a new tourism form is announced, which then appears independently in academic works, supported with texts describing case studies. In the author's opinion, this is what is happening to pilgrimage tourism, which is in fact a religious social activity of *sacrum* nature, and not related to tourism through its aims and motivations. Naturally, religious pilgrimage tourism generates investments which provide services for the 'tourist-visitor' as well. In itself, however, it is not tourism but pilgrimage. Controversies connected with tourist activity may also result from the lobby of entrepreneurs who want some form of social life to be called tourism for commercial reasons. The author believes that the greatest hypocrisy of the contemporary Western World is the expression 'sex-tourism'. This term in fact signifies the morally dubious exploitation of people from poorer countries, perhaps it is even a modern form of colonization and slavery. As reality shows, behind the façade of tourism, it is possible to get involved in sex, developing a new field of socio-tourist activity, but in consequence also an exploratory and explanatory form of tourism. Is it not a research field within the scope of social pathology rather than tourism research?

In times of 'fluid modernity', in which everything is transient, anything may come into being but also may cease to exist, anything may change appearance and transform (BAUMAN 2006), it is easy to distinguish a set of behaviours and call them sex tourism (OPPERMANN 1999), religious tourism (PFAFFENBERGER 1983) or 'black tourism' (Smith 2010), despite the fact that these behaviours have nothing to do with tourism. It is much easier to announce the advent of a new type of tourism than deprive it of a chance to become

a tourism type.... The constantly increasing 'pluralism of lifestyles' (GIDDENS 2001) in Western society encourages contemporary man to search for new, more sophisticated forms of social activity, which includes leisure time. In turn, the growth and ease of spatial mobility are reasons why these individual lifestyles can be easily put into practice in geographical regions far from a permanent place of residence. Technological progress, which enables people to use sometimes highly advanced tools pushing the limits of a physical achievement to an extreme, can be added. Considering all these, it is worth thinking whether any spatial behaviour, replicated in even hundreds, thousands or millions of individual acts, bears the hallmarks of a phenomenon provoking people to create a new field of tourism and open research fields. In other words, the question arises whether the term 'tourism' is not overused or used as an alibi to create a new tourism product and to study reality created in this way. For instance, canoeing tourism is a form which undeniably exists involving one-day or longer canoeing trips, individually or in groups. However, in the course of the evolution of this tourism form, more advanced varieties may appear, such as white water canoeing, sea canoeing, freestyle forms, rafting, etc. Then again, sea canoeing features a lot of more or less advanced activities of those who are interested in it. Here, however, the question can be posed whether each of these activities is a tourist activity. Some of them will come very near a sporting achievement and refer rather to an innate struggle with the participant, nature or rivals. Others will include elements of competition rather than touristic ways of spending free time. Naturally, questions can be asked about those tourists who rent a kayak for a few hours or days on their way to some where else? They are either doing a form of recreation during a tourist trip or are temporarily involved in active tourism. Is it justified then to create a new entity, i.e. sports tourism? The author has his doubts.

2. UNDERSTANDING TOURISM AND SPORT

In order to find hypothetical similarities and differences between tourism and sport, in effect to hold a discussion on potential common areas of sports-tourist activity, and conduct research where tourism borders with sport, there will first be a discussion on the understanding of tourism and sport as social activities.

Z. Kurek & M. Mika note that in early definitions, the concepts of 'tourism' and 'a tourist' were defined relatively generally and universally (KUREK, ed. 2007). It must be remembered here that they were definitions

of 19th c. activities, i.e. activities which were rare and limited for both social and technological reasons. In the early 19th c., many defined tourism as “theory and practice of touring for pleasure” (TRIBE 2009, p. 44), demonstrating at the same time that the word ‘tour’ itself means discovery, journey, reconnaissance, exploration, and that it is rooted in Hebrew. One of the first academic definitions appeared in 1911, presenting tourism as a totality of activities, mostly economic, which are directly related to visitors entering, moving, spending time and immersing in a foreign country, region or city (TRIBE 2009). W. HUNZIKER & K. KRAPP defined tourism as the sum of activities which involve travelling and staying at a destination, with the exclusion of gainful or settlement-related activity (1942).

More recently, the term ‘tourism’ has been used to define spatial mobility, a voluntary activity which involves changing a place of residence and rhythm of living. Tourism defined in this way is also connected with personal contact with the natural and social environment visited (PRZECLAWSKI 1979). Thus, this aspect stresses its voluntary character, spatial mobility, a change of residence and interactive contact with the host environment. Voluntariness is considered a very interesting concept which according to K. Przeclawski, is naturally implied by tourism. This means that tourist activity greatly depends on the potential tourist, and the optionality of this activity is an immanent feature of tourism. Therefore, whether an activity can be called a tourist activity depends on its voluntary character. Naturally, nowadays we may immediately wonder what can be called an optional, rather than an obligatory, activity which we have not been forced to do e.g. by commercials, stereotypes, group conformism, decisions of our bosses or partners, or our life situation. Despite these dilemmas, it can be assumed that the voluntariness of tourism fits the ideas embodied by it: freedom, moving around, change or exploration. K. Przeclawski’s postulate of interactive contact with the natural and social environment should also be noted. However, the early 21st c. brings a question on the genuine character and authenticity of the environment visited by the tourist. Is it a real environmental and cultural landscape or an artefact created to meet the visitor’s expectations?

Based on K. Przeclawski’s definition of tourism, it can be referred to in narrower or broader senses. In the latter case, the researcher accepts the inclusion in tourism of such forms of social activity as sport, a religious cult, visiting family or gainful activity (PRZECLAWSKI 1996). But this is where boundary and misunderstandings appear as regards the social activity itself (am I an athlete, pilgrim, football fan or tourist?), the research subject (do I study athletes, advocates of a religion, football fans or tourists?) and the tourism product (is a pilgrimage a religious *sacrum* or a tourist

profanum? Is an extreme canoeing trip still tourism or an advanced product for sports-minded people?).

Tourism is viewed from a wider perspective by the researchers at the University of Łódź. Deliberating over the tourism product, they claim that tourism is any social, economic and cultural phenomena, related to travel for recreational, sightseeing, health, religious, family, professional or other purposes, with the exclusion of permanent and work-motivated movement (KACZMAREK, STASIAK & WŁODARCZYK 2005, p. 16).

Observing the discussion on the meaning of tourism, it can clearly be seen that along with the social and economic development of the contemporary world, definitions and interpretations of tourism and tourist behaviours are changing.

Trying to establish the scope of contemporary tourism, J. URRY (2007, p. 16) lists its attributes, such as spending free time as opposed to orderly working time, moving to places other than the permanent place of residence and work, temporary stays with the intention of going back ‘home’. The researcher stresses that tourism is connected with breaking from a fixed, everyday routine and subjecting your senses to the influence of other stimuli. In this sense, tourism can be perceived as the ‘other side of the mirror’ of everyday life. Tourism then must take place away from home, out of the regular order of things, and everyday ‘normal’ stimuli, but also outside work (in contrast, the UN WTO definition considers travel for gainful purposes and business is also a form of tourism). In J. Urry’s definition, the motive to undertake tourist activity is clearly a psycho-social one, and the attributes, even if they are environmental (nature-related), produce social effects (new experiences, a different image of oneself during a tourist activity). Free time as the basis for tourist activities was also the basis of M. BACHVAROV’S & E. DZIEGIEĆ’S (2006) article.

Discussion concerning tourism and its academic sub-disciplines (or individual human activities) sometimes allows an element of competition to appear in definitions. For instance by B. BOŃCZAK (2013b) who focuses on the special character of specialised tourism, which may encourage people to compete and in this way bring them closer to sport.

At the end of this short review of definitions, it is worth mentioning J. NOVY’S approach (2011). He describes tourism as a social, cultural and psychological phenomenon. As a social phenomenon, tourism is an interaction of people from the host countries with individual or group travellers (travel agencies). As a psychological phenomenon, tourism animates personal traits, skills and capabilities so that tourists can make decisions concerning travel and tourist activity, as well as put those decisions into practice. Finally, as a cultural phenomenon, tourism is a flow of

norms and values between the visitor and the host representing different cultures.

So what is tourism? The common denominators which allow us to define the research area include motivation to leave home, change rhythm and lifestyle as well as place of residence, contact with the host environment, but also (though it was not stated in the definitions) activity institutionalization (especially on a mass-scale). It is also worth repeating the thought that definitions make it much easier for researchers to include additional aspects of social life in tourism types than to define what tourism is not.

It is much easier to formulate the definition of sport. As provided in Art. 3 point 3 of the Physical Culture Act of 1st September 2005, sport is a form of human activity aiming at improving a person's psycho-physical strength, individually or collectively, following arbitrary rules. According to the Act, 'formal' sport is a form of human activity involving participation in sports competitions organized and supervised in a given sport by the Polish Sport Association or entities operating on its authority. The key elements are institutionalization, competition and/or self-improvement. Self-improvement may be regarded as a kind of competition or struggle with the self (weaknesses, limitations and ailments) but also in achieving records. If sport is understood in this way, it may be any physical form of self-improvement through competition, rivalry, challenging an opponent(s) or oneself. Sport is defined in a similar way in the Oxford dictionary as an activity involving physical effort and specific skills, in which a person or a team compete with someone for fun(?) (<http://www.oxforddictionaries.com> accessed on 25 January 2015). Based on these two definitions, it can be concluded that not every physical activity is sport. What is more, sport is defined first of all through competition and not physical activity. The areas potentially shared by tourist and sports activities are the places where they occur, while in most cases the aims and forms of sports activity (especially competitiveness) will clearly separate these areas of social behaviour.

It might seem then that the whole thing is simple. Unfortunately, as in the introductory discussion above, what is found in the literature shows the complexity of the issue of boundary and what tourism and sport have in common if looked at from both theoretical and practical points of view. Discussion begins when it concerns activities like trekking, skiing, canoeing, horse-riding or diving. In an attempt to find a solution regarding the classification of tourism disciplines, a new type was introduced, called sports tourism (GAMMON & ROBINSON 1997, GIBSON 1998). There are two aspects to sports tourism: active and passive. The first type involves active sport, professionally or recreationally, e.g. skiing, canoeing or horse-riding. In

the other case, tourism involves participating as an observer, supporter, as well as visiting places related to sport. Here, the term 'fan tourism' seems to be more appropriate (KUREK, ed. 2007). Despite a large body of theoretical and empirical studies (GAMMON & ROBINSON 1997, WEED & BULL, 1997, BATTISTI & FAVRETTO, 1997, GIBSON 1998, TOMIK 2013), the author is sceptical about the term 'sports tourism' and its scope of research. Tourism and sport have in fact different purposes therefore the expression 'sports tourism' is more than imprecise. The research subject also may raise doubts – on the one hand, it is the spectators of sporting events and supporters, but on the other – it is the competitors themselves, doing sport professionally, or tourists getting involved in some recreational (but not sporting) activity. The question appears whether the first two social categories are tourists who might interest a tourism researcher, and the third includes those who play sport, i.e. competitors. Actually, the answer to this question is simple and results from the basic social roles involved: the first group are sports fans, the second – participants and the third – tourists.

The author's view of the relations between sport and tourism is presented in the next section.

3. MUTUAL RELATIONS BETWEEN TOURISM AND SPORT: POTENTIAL COMMON AREAS

3.1. TOURISM AND SPORT (WITH THE EXCLUSION OF RECREATION)

In order to find common as well as different areas of sport and tourism, a conceptual procedure was carried out defining the indices of both activities. At this point, it is worth quoting again from the introduction: recreation is an undeniable bridge between the two activities. However, it is assumed that there is another connection, going beyond the classical concept of the 'tourism-recreation-sport' triad. After analysing definitions, it has been assumed that tourism involves changing the place of residence and a temporary change of lifestyle. It has its informal and institutional manifestations while for sport it has been assumed that its characteristic features include competition and/or self-improvement, as well as its institutional and informal aspects. As a result, it is possible to draw a diagram of the mutual relations between both these areas of social activity, based on three key variables: institutionalization, competition/self-improvement, changes in place of residence and lifestyle (*cf.* Fig. 1). This enables the visualisation of potential common and separated areas for sport and tourism. It has

already been mentioned that the most important distinguishing element is competition, and not only differentiating but even separating them. Looking for a definition of tourism, it is not possible to find one which includes competition in any form of tourist activity.

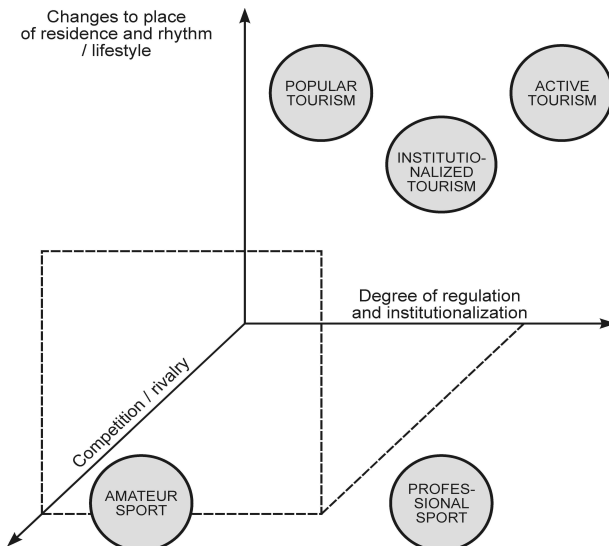


Fig. 1. Mutual relations between tourism and sport with reference to the three variables
Source: authors' idea

The basic aims of tourism include sightseeing, learning and exploration (perhaps in a relative and subjective sense of the word rather than objective). Direct and indirect competition with opponents or results is a natural element of sport, not only in its professional version. In fact then, tourism and sport are separated by the purpose of activity and thus it would be difficult to find common areas. On the one hand, the development and popularization of technologies related to tourist, sports and exploratory activities, and on the other – a search for new forms of activity in the 21st c., introducing an element of self-improvement or self-testing, as well as a pursuit of 'tourist records' into a certain dimension of tourism. Technological possibilities and psycho-social needs open forms of activity which go beyond tourism understood as cognitive. Practically speaking, only places where this activity is found, such as mountains, rivers, forests, etc., remain as arenas of these behaviours. On the other hand, physical preparedness, experience, special skills and technologies, as well as the aims of activities, are reasons why tourism and tourist behaviours can be spoken of no longer. In this sense, tourism has come close to sport and seemingly has a lot in common. Seemingly because, in the author's opinion, it is not sport that this tourism is bordering on. Recognizing the aims, the term 'active tourism' can be used (BOŃCZAK 2013a). Perhaps due to

its popularity, this expression would be today gladly accepted socially, which is important from the point of view of tourism as an applied discipline. The term can be also used to describe outdoor or exploratory activity and here the activities no longer carry the hallmarks of tourism. It is the boundaries of tourism that are marked by this active tourism category. Beyond it, there is a sphere which becomes increasingly different due to engagement, competences (also physical), as well as the technologies that are used.

3.2. TOURISM AND EXPLORATORY ACTIVITY

The common area of both activities and, consequently, also of tourism research is exploratory activity (also referred to as exploration) (cf. Fig. 2).

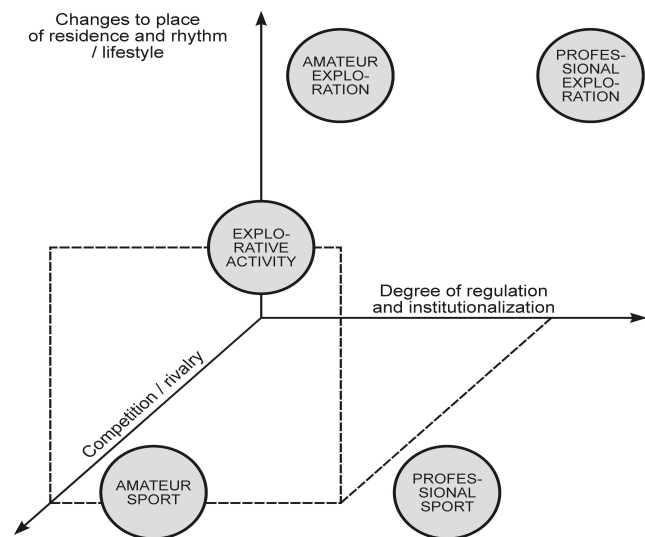


Fig. 2. Mutual relations between tourism and exploratory activity with reference to three variables
Source: authors' idea

In this case, not only the place of activity and types of technology used are similar, but also, or maybe above all, the purpose which is cognitive. Naturally, exploratory cognition is much more advanced than classical tourism cognition. A tourist discovers something new subjectively and does not in fact explore it objectively. Sightseeing is individual cognition. Exploratory cognition becomes a kind of geographical and/or cultural achievement. An explorer (often colloquially called a 'traveller') discovers genuinely new, not fully explored and not commonly accessible, areas or cultures. In its pure form, exploratory activity can in no way be identified with tourism. In exploratory activity, people usually set themselves pioneering goals or want to repeat other discoverers' achievements. Tourism refers to popular and non-professional activities, both in geographical and

cultural dimensions, even in specialised tourism. However, tourist activity will be sometimes come close to exploration through these goals, as well as through the actual skills of the person and the special equipment used. Exploratory activities quite often bear the hallmarks of individual or group rivalry/competition, which is a typical feature of sport. Apart from competition, other elements which form a common platform for exploratory tourism and sport include the use of professional equipment and the pursuit of records, in the sense of pushing the limits of cognition. As a result, exploratory activity appears to be a kind of bridge between tourism and sports activity. It helps understand the borderline areas of tourist activity, but following from this, research focused on tourism can be conceptually and empirically isolated.

3.3. EXPLORATION AND SPORT

Exploration has already been defined as activity focused on cognition or re-exploration of places or cultures already discovered. The basic purpose of such activity is cognition or repeating someone else's actions, i.e. discovering or rediscovering a place, verifying earlier actions. Considering the way in which it is formulated, its purpose has relatively little to do with sport. However, in a number of cases, certain connections with sporting activity can be found (*cf.* Fig. 3).

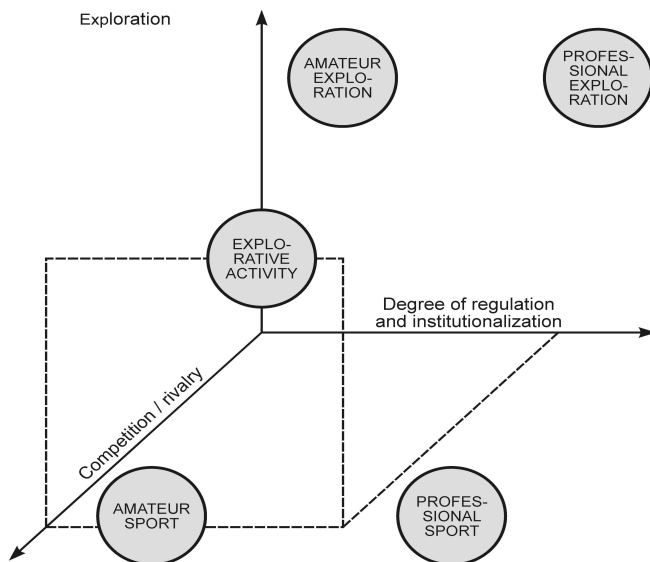


Fig. 3. Mutual relations between sport and exploratory activity with reference to three variables
Source: authors' idea

They appear when:

- 1) a stimulus related to rivalry/competition between individuals or teams is introduced into the

process of exploration. The element of rivalry will be redefining exploratory activity;

- 2) those engaged in exploratory activity approach the limits of human possibilities. In this case, apart from exploration, there appears the motive of self-improvement and genuine struggle with personal weaknesses.

In both cases, it can be ascertained that the cognitive-exploratory goal will be placed behind the sport-related goal – then an exploratory activity will smoothly change into a sports one. If competition clearly comes to the forefront, then the whole activity will acquire more and more features of sport. For instance, walking along a mountain ridge may be a strictly tourist activity. If, however, this is the first crossing of an unexplored area, it will certainly turn into an exploratory one at the conceptual and preparatory stage. If the significance of the speed of doing the task or the element of competition with another team are added, such an undertaking can be seen as a sporting activity.

4. SUMMARY

The primary aim of the discussion is to discuss the boundaries of tourism and sport, as well as those areas which they share and those which make them different. Firstly, two important reasons for holding such discussions were outlined. On the one hand, they help specify the research subject and develop conceptual debates concerning tourism. In order to debate the development of tourism as a discipline, areas of interest must first be defined. On the other hand, establishing the areas shared by tourism and other forms of social activity is important for practical reasons. Such discussions make practitioners, such as tourism organizations, bodies creating tourism products, but also tourists themselves, aware that not everything can be referred to as tourism. In a commentary on the conceptual aspect of the discussion on mutual relations between tourism and sport, it can be said that:

- the key elements defining the scope of research on tourism and sport are the goals of these activities – and it can be added that these goals are very different;
- an important element identifying human social activities is the recognition of the primary social role which guides them. This role also clearly points to the type of activity: tourism or sport;

Apart from recreation, the zone between tourism and sport contains a type of activity which is referred to as 'exploratory'. This is a huge study area which is (together with recreation – not discussed in this paper)

an area indirectly linking tourism and sport. In this way, the bridges between sport and tourism (but also differences between them) have two dimensions. One is recreation, but there is another which takes the discussion beyond the classical 'tourism-recreation-sport' triad. Active or specialised tourism remains a type that does not involve competition; this discipline is on the boundary of tourism.

The practical aspect of these conclusions can be mentioned as well, and can in fact start a discussion extending beyond the scope of this paper. It can be ascertained that differentiating between tourism and sport as regards practical activity, in addition to bringing exploratory activity into the discussion, eliminates many misunderstandings between the customer, organizer and product seller. These misunderstandings result from giving an improper name to the product sold, but they are also related to the consequences of tourists participating in activities which have ceased to be touristic. In this case, it is possible to avoid the problem of exposing customers to danger only because an extreme product (extreme because of the skills required and technologies used) will be sold not as a tourism product, but as a product related to exploration or even sport.

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