Review Article

Recreational Sport & Cultural Tourism

George F. Zarotis[*]

University of the Aegean, Faculty of Human Sciences, Rhodes, Greece

Abstract

Certain acceleration in society can be clearly seen in the work as well as in the leisure sector. Among other things, working hours are becoming more flexible and the pressure and burden of work is increasing. Also, a growing desire for pleasure and quality of life, as well as well-being and relaxation are part of the change in values (Zarotis et al., 2007). The aim of this study is to examine the foundations and prerequisites for the development of modern leisure, sport and cultural tourism. The method used in this study was a review of the relevant literature. By analysing various research results we discovered that people in today's society with increasing pressure and stress levels must and should find a way to protect their bodies from these influences. Wellness and sports offers, especially on holiday, are a good and fast way to regeneration. Many people are aware of the need to take care of their health, especially on holiday. The search for deceleration in an increasingly fast-moving society will be a central pillar. Peace and balance will be major focal points of leisure time, which is why particularly quiet and endogenous sports will continue to gain in importance. It has been shown also that there are elements in sport that can turn a sporting attraction into a tourist attraction. From this it can be concluded that people are looking for experiences through sport with a high emotional but also cultural potential. In this study it was found that sports tourism and culture-sensitive travelling can go hand in hand. They offer the opportunity for intercultural encounters, international understanding and a sensitisation of one's own awareness of foreign value and norm systems. In order to remain competitive in the face of increasing competitive pressure in the tourism sector and the widespread distribution of tourist offers, it is necessary to further develop products innovatively. Tourist offers must be made more attractive, so that they can offer the customer additional benefits and thus stimulate demand. Special attention must be paid to customer needs and developing trends. A characteristic feature of modern society is the increasing focus on experience. As a result, experiences often become the core objective of product design. Emotional-psychological considerations show that although experiences cannot be produced by providers, providers can try to create favourable external conditions in a specific setting that make experiences possible. If it is possible to generate additional customer benefit through the targeted staging of experiences, this would be a decisive competitive advantage (Zarotis, 2019).

Keywords: recreational, change in values, sports tourism, cultural tourism.

INTRODUCTION

The frame of reference for this study is sport science, more specifically sport sociology and economics, as well as leisure and tourism science. These sciences, or rather the social areas on which this study is based, such as "tourism", "culture", "leisure" and "sport" enter into diverse interrelationships in everyday life, overlap and perform functions for each other. The problem definition of this study therefore requires an interdisciplinary approach. The fact that our society is in a state of constant change that encompasses all aspects of life and all areas of human activity has now reached most people. The central areas of life, work and leisure, have undergone significant upheavals and shifts in meaning in recent decades. A change in traditional social values is clearly noticeable and can be felt everywhere. Old values are disappearing, new values are being added. Most people's work has changed significantly in recent years, the stress that comes along with it has increased, and technical and technological innovations also play their part. Fast-paced life and performance orientation have been

among the characteristics of post-industrial societies for many years [1]. In this context, leisure time is playing an increasingly important role for people: for most people, it has become a central part of their lives and is shaping their lifestyles to a large extent, whereas in former times it was just the remains of the day after work. In the past it was the job that characterized status in society, whereas now certain leisure activities are becoming status symbols. Leisure time is now increasingly seen as a feature of quality of life and as a benchmark and anchor for participation in social life and individual well-being [2]. Leisure time does not only include pleasure, entertainment, getting away and rest from work, but it also means education, political and social commitment and health-oriented behaviour. The concept of leisure time - and with-it people's understanding of what leisure time means and is for them - has changed significantly in recent years. Today, leisure time is what every individual understands by it [2] - and this can be very different from one another and very complex. This subjective appreciation of leisure time and the large investments people make in their leisure time have experienced an enormous increase. The basis for this is that the time to be spent outside working life - despite economic crises and other global dangers - has become more and more extensive, while working hours have become shorter for most of the people. In Germany today, they have a total of more than 7.5 hours free time on weekdays and more than 8.5 hours on Saturdays and Sundays at their disposal [3].

This free time has changed from a predominantly pure recreation and consumption time to a time which is oriented towards experiences and enjoyment, which brings with-it ever-increasing expenditure on leisure activities and leisure goods, the search for unique attractions as well as challenges and demands. Today, leisure time is the space in which people want to develop lifestyles and new categories of order for everyday life and to achieve self-fulfilment [2]. This does not always happen stress-free. At first glance, more leisure time seems to increase individual satisfaction and reduce stress. But recent studies from the USA and Germany show that people feel happy up to a certain - subjectively defined - amount of leisure time; however, if people feel that their leisure time is too much, they become unhappier and more stressed again [4]. Sport as a subsystem of leisure time is not spared from all these changes; it is increasingly a reflection of social conditions. On the one hand, many new trend sports have emerged that satisfy the hunger for fun, experience, adventure and enjoyment, but at the same time there is also a growing concern for health. For some years now, a number of international studies have been reporting that the commitment of citizens to physical activity and sport is stagnating overall and even declining in some countries. And this is not just the case in Germany, but throughout Europe [5]: According to an EU study, the level of physical activity has not changed significantly since 2013. The highest participation rates in terms of regular exercise are found in Finland (69%), Sweden (67%) and Denmark (63%), the lowest in Bulgaria, Greece and Portugal. Lack of time is the most frequently cited reason for not doing sport [5]. In addition to the "classic" sports (football, gymnastics, tennis, swimming etc.) in the competitive and popular sports sectors, there are now a large number of so-called "new" sports that contribute to a diverse and sometimes confusing sports landscape. They are called recreational sports, rehabilitation sports, disabled or Paralympic sports, health sports, trend sports, wellness sports, fun sports, adventure sports, extreme sports, and at the same time the name indicates the main focus. A characteristic of many new "sports" is also the combination of well-known movement elements and features from the known sports. Thus, they do not actually contain anything new - except for an imaginative naming. The diversification of sport is accompanied by the diversification of the target groups addressed by sport. The range of target groups is wide: sports for pregnant women, baby gymnastics, mother-and-child activities and father-child sports, family sports, children's, youth, adult and senior sports, women's and youth sports, and sports for the elderly, gay and lesbian sports, migrant sports groups and integration sports for three sexes and many more. The individualisation of society becomes very clear at this point. The question arises as to whether this development does justice to sport or whether the commonality of sport is slowly but surely being lost in view of its social and integrative functions. The aim of this study is to work out to what extent leisure time and sport are associated with culturally-sensitive travelling and what opportunities and limits intercultural encounters create. It will be shown to what extent tourists perceive the local culture and whether sports tourism contributes to immerse in the culture of the destination. What cultural potentials does sports tourism have and can sport be regarded as a cultural tourist attraction at all? Rathje [6] points out that sports tourism can open a window for the tourist into the culture of the country and can help to identify components of cultural differences between one's own and the host country, since sport reflects cultural values. Accordingly, it must be possible to gain an insight into the culture of a country and to get in touch with the locals and develop an understanding of cultural differences through sports tourism. The study looks at the potential of sports tourism in a cultural context and what it can change and bring about in the long term for tourists and local society. Theoretical approaches will be considered. The most important field of consideration is the potential of sports tourism in terms of authentic cultural encounters and experiences. Müller [7] describes sports tourism as an interaction of activities, people and places, but is there also an interaction with the destination, its culture and its people? Can culturally sensitive travelling in combination with sports tourism contribute to intercultural encounters and what are the limits to this?

To answer these questions, it is first of all important to explain culturally sensitive travelling and the difficulties that arise from it. According to Smith [8], both acculturation and the demonstration effect are negative effects that can result from a culturally insensitive tourism and as a consequence even lead to the destruction of solid cultural and social relations. The present study refers also to the problems of culturally sensitive tourism. It critically examines whether and to what extent sports tourism and culturally sensitive travelling go hand in hand. According to McKercher & Du Cros [9], culturally sensitive tourism means that no actions take place that harm the local sports culture or inhibit its social, natural and cultural conditions. The tourist has to find a balance between the omission of certain actions and the conscious acting to stand up for something.

Culturally sensitive travelling always offers the opportunity to get in touch with people of foreign cultures. However, there are also limits to these possibilities, such as a lack of interest, as culturally sensitive travelling does not automatically create intercultural encounters. How does sport relate to the culture of a society at all? If sport is an expression of culture, it would be able to help as a sensitive medium to overcome cultural inhibition factors. But is sport a guarantee for intercultural contacts? The present study gives an answer to all the questions mentioned so far and presents the interaction between sport, tourism, culturally sensitive travelling and intercultural encounters. The main focus is on the extent to which sports tourism goes hand in hand with culturally sensitive travelling, showing the possibilities and limits that exist here. The most important field of consideration is the potential of sports tourism in terms of authentic, cultural encounters and experiences [10].

METHODOLOGY

The present study is a bibliographical survey study that presents the critical points of existing knowledge on the topic of "Recreational Sport & Cultural Tourism" by a theoretical approach. There is no specialized and comprehensive research in this area. This study attempts to fill this gap by providing a useful aid for those who will make similar efforts in the future. The main objective of the bibliographical review is to integrate the study into the "body" of the subject in question. The current study refers to clearly formulated questions and uses systematic and explicit criteria for the critical analysis of a published paper by summarizing, sorting, grouping and comparing.

BIBLIOGRAPHIC REVIEW STUDY

Recreational & Sport

The importance of leisure time seems to be clear. According to Immerfall & Wasner [11], however, leisure time is defined as a socio-cultural entity that is characterised by diversity and networking. The authors emphasize the psychological, sociological, philosophical, economic, ecological and educational magnitude of the term and point to the numerous definitions of leisure time. Müller [7], on the other hand, defines leisure as a time in which you can do as you please. While leisure used to be a rather negative term, which was understood as absence from work, nowadays there is a positive understanding of leisure time. Due to a lack of exercise at work, increased health awareness and more leisure time, sport has become a mass movement. For example, people perceive their weekend as successful when it is actively spend away from home. In addition to the fun and lifestyle factor, sport also reflects the social and societal level and is also beneficial to health. The ten most frequently practiced sports in Germany include cycling, swimming, running, fitness, gymnastics, walking, football, Nordic walking, dancing and tennis. A study showed that for many people sport is the most popular leisure activity and has become a central element of leisure culture. Physical activity includes walking, dancing, cycling but also gardening. For 74% of Germans, the main motive for physical activity is to improve their health, and for 46% of the population fun is the most important thing [12]. Houlihan and Green [13] also describe that, because of its opportunities for experience, sport goes hand in hand with the wishes of society and over the years has acquired a completely different status and a new, modern image. The continuing growth and differentiation cannot be overlooked. More and more people are taking part in sports. The number of sports and the associated sports facilities is growing continuously and more and more industries are taking advantage of the positive image of sporting activities. However, for some years now, the leisure boom has been characterised not only by adventure and extreme sports but also by a search for spirituality and relaxation [14]. But how did it come to be that sport is now one of the most popular leisure activities? According to Norden [15], the European spread of modern sport began in the first half of the 19th century, even though sports such as boxing, wrestling and football were already developed in the 18th century. At that time, however, these sports were not yet widespread but rather locally organised and thus showed great differences. The actual globalisation of sport took place around the turn of the 20th century, mainly triggered by major sporting events such as the Olympic Games in 1896. It was industrialisation that finally transformed the agricultural society into a modern, industrial society, leading to an increase in leisure activities and the development of new forms of leisure. Schulze [16] also emphasizes the social changes in the second half of the 20th century, which brought about a change in basic values. Shorter working hours as well as a better economic situation led people to see more options for an individual lifestyle. Everyday life was no longer characterized by a shortage of financial resources, and people spent more of their income on leisure activities and sports. We are talking here about a change towards a leisure and adventure society.

Individualism and hedonism were also phenomena of change, which influenced attitudes towards health, leisure and consumption and also had an impact on sport. Thus, the prevailing values in sport, such as diligence, effort, performance and competition were differentiated and a change of values in sport took place. This change can also be traced back to the opening up of popular sport. In the second half of the 20th century sport became accessible to broad sections of the population, motives of existing club members changed and people who were not primarily interested in competition or performance in sport now had the opportunity to participate in club sport. This participation reflected the new values of society with regard to health and leisure. Sport as an opportunity to improve physical fitness but also to socialise were now new motives that existed alongside the competitive ones [17]. Breuer *et al.* [18] also emphasise that the dominance of organised sport was increasingly broken by commercial providers, adult education providers, self-organised forms, companies and tour operators. In addition to the change in social values and social changes within the sports system, there was also a change in the structure of clubs. Volunteer work, voluntary memberships and the democratisation of clubs also reflected the changes already mentioned. Temporary courses led to more frequent changes in membership, resulting in a loosened relationship between member and club. In addition, new jobs were created, for example for specially trained and qualified trainers. With regard to the facts and explanatory approaches, it can be summarised that it was only at the end of the 20th century that sport became popular and grew steadily, even to the point of becoming a mass phenomenon, due to the changes in society and values. People find in sport the experience and self-awareness they are looking for. Sport as a broad term covers the practice of sport in leisure time without formal rules. The primary motives here are neither performance nor competition, but rather pleasure, fitness and the social and health-oriented aspects [19]. In the present study, the term sport as such is understood in a broader and a more gentle sense, since a traditional definition based on performance and competition seems inappropriate in the context. Fuhrmann [20] writes that participation in sport as well as motives have changed over the years and are closely related to social developments. The increased demand due to a health-oriented change in values, the influence of sport on one's own behaviour and on the emergence of behaviour patterns in certain social constructs such as family, workplace or residential areas are exemplary social developments in the context of sport. The fact that sport as such is so successful and that many sectors want to use its positive image is mainly due to the effects and experiences that are possible with and through sport. In addition to the clear physical and material experiences, it is especially personal and social impressions that remain and have a lasting effect. The different perception of the effects and the purpose of sport are not least connected to the already mentioned progressive change in the industry. However, the individual sense that is attributed to sporting activities does not necessarily always correspond to the general sense that sport has or is ascribed to it. This opening up of sport shows the potential of the industry and the many opportunities available. With regard to tourism, an ever-growing connection is emerging. Sport on holiday as well as sports-motivated travelling is becoming increasingly popular and is now firmly established as an important segment in the travel industry. The United Nations World Tourism Organization describes tourism as a social, cultural and economic phenomenon involving the movement of people to other cities or countries outside their original place of residence. The motivation for this can arise both privately and professionally. The term tourism originated from the English and French word "tour" and also implies returning to the place of origin. Tourism is one of the largest economic sectors in the world. Nowadays, travelling is a basic need for wide social circles and is a matter of course. These two social sub-areas, sport and tourism, have not only similarities in their origins, but also similar motives for their practice. The increasing interest of the population after industrialisation in both areas and the urge for experiences and adventures and also the change from a material to a post-material-oriented society finds satisfaction in both sport and tourism [21]. Zarotis [22] also emphasizes that sport and tourism have a significant intersection. Sport is a crucial component of tourism, whereas tourism is essentially linked to many sports. The focus here is on the broader, softer understanding of sport and not on the performance and competitive character as it is understood by the traditional concept of sport. Leisure, sport and tourism sciences have each intensively researched and defined social developments such as events, holiday motives or trend sports. The intersection of these scientific disciplines, the sports tourism science, however, still looks back on a rather young history. In the design of tourism products some characteristic features have to be taken into account. In tourism science, offers are often divided into original offers and derived offers. Thus, a distinction is made between elements that have basically no direct relation to tourism and elements that have been developed specifically to satisfy tourism needs. The original offer includes natural factors such as geographical location, climate, flora and fauna, general factors of human existence and activity (cultural factors such as customs, mentality, language, etc.) and the general infrastructure (basic equipment of public utilities such as transport, water, energy and education). In contrast, the derived offer includes the tourist infrastructure (special means of transport, sports and entertainment facilities and information services), the tourist superstructure (meaning accommodation and catering establishments), tourist attractions (natural and cultural points of attraction, museums, etc.) and tourist events. In tourism, the holiday experience has always played a special role and is at the centre of demand.

Demanders are looking for experiences in line with this internally oriented consumer motivation. The suppliers follow an outwardly oriented rationality, have economic, organisational or political goals, and strive for the public appeal of their experience offers to the demanders. The potential target groups must be narrowed down and systematically investigated in order to know the expectations and behaviour of the guests [23]. With the help of attractions and activities, events are created that provide experiences. They should fit in with the theme and meet the expectations and needs of the guests. Attractions include mountain railways and wellness or sports facilities, museums, children's playgrounds, amusement parks, sights or events. The theme ensures coherence and has a strong influence on the target groups that feel addressed by it. Themes should be authentic and serve branding. The best basis for themes is culture, history and the world of legends and myths of a destination. Complex service packages, as is the case in destinations, provide a variety of themes. The themes should be placed in a hierarchy and linked to an umbrella or core theme. The theme should arouse the customer's curiosity. Possible areas can be history, religion, fashion, politics, psychology, philosophy, the physical world, popular culture and art.

CULTURAL TOURISM

In the following it will be examined to what extent cultural encounters can be created through the active practice of a sport and the resulting contact with the local culture and the emotions that follow.

Culture is the cause of differences and similarities between societies. The definition is not clear and depends on the point of view from which the concept of culture is approached. Explanatory approaches from the psychological, economic, sociological and anthropological perspectives show that there is no general and uniform definition of culture. Culture is something intangible, among other things, it represents values and norms and is characterized by rules, symbols etc. and how these are passed on and spread within society [6]. Culture influences people's behaviour, for example as a kind of guideline of life, according to which social activities are guided. Cultural identity includes both the sociological and demographic level, but also the psychological identification of an individual with a group. Culture reflects traditions, connects people for a common future with community life patterns and customs such as language, intentions, norms, beliefs, myths and values [24]. McKercher & Cros [9] describe culture as something essential, without it we would not survive. They developed a layered model, which presents culture as a kind of onion, with different layers and finally the inner core: The first layer describes the things that you perceive first in a foreign culture. These include the visible, the external features that you can clearly recognize. The language, food, architecture, agriculture, markets, fashion, art etc. These are symbols of a profound culture. The middle class determines whether something is right or wrong. This manifests itself in the form of laws, social control or ideals that people pursue. Here it is important to make sure that norms reflect the values, otherwise an imbalance or tension will arise if, for example, laws do not correspond to social values. The core of the layer model also represents the core of human existence. This is about the will to survive, about living with the environment, nature and the available resources. Over time, people have organized themselves in a way that enables them to solve problems as effectively as possible. People from different geographical regions developed different solutions. The core of the culture is therefore the daily response to nature and the environment. It is a method that people have acquired over the years to face challenges and overcome obstacles. Culture influences people's behaviour and expresses itself in values, norms and symbols, among other things. Cultural identity generally illustrates the emotional relationship as well as the association with a culture. Cultural affiliation and the relationship of an individual to a group are influenced by the extent to which he or she can identify with the community. Cultural identity includes both self-perception and the behaviour that the group accepts, depending on the respective culture. If self-perception and group perception do not conform, identity disorders can occur because the feeling arises that the own identity is not perceived. The extent to which an individual feels that he or she is a member of a particular culture depends on the extent to which the individual understands the symbols of that culture, lives by its values and follows its norms [8]. Due to advancing globalization and the resulting networking of people and societies, a diversity of cultures is also emerging. It is therefore increasingly important to be able to deal with this culture diversity, to understand it and to develop a sensitivity for other cultures. This includes for example the ability to communicate with people from other countries. Ooi [25] describes cultural sensitivity as the motivation to accept and respect cultural differences. Cultural sensitivity is strongly related to a person's empathy, to what extent they can put themselves in someone else's position and understand another person's feelings and views. Another factor that influences cultural sensitivity is that of self-esteem. A positive psychological attitude also leads to greater tolerance of cultural diversity, including satisfaction with one's own life. In summary, it can be said that due to the increasing cultural diversity, a sensitivity for other people and cultures is indispensable and this is related, among other things, to one's own empathy and well-being. Culturally sensitive travelling is accompanied by the exchange and communication between sports tourists and locals. It is therefore important to define what intercultural communication means and what it involves. Intercultural communication basically describes the communication between individuals of different origins. It is dependent on language and body language, among other things. In

general, it is about the exchange of information, ideas and emotions [26]. It is also about understanding what the spoken or written word means or how these can be interpreted in different ways, depending on the context. When individuals communicate in the same language, they each bring along their own cultural expectations. One must therefore be aware of one's own language habits and that other cultures have different habits and expectations of language use and language intentions. Cultural sensitivity, in the sense of acceptance and respect for the other culture, has a positive effect on communication skills. Successful intercultural communication primarily means overcoming uncertainty and even fear of the foreign individual. Fear can result from the fact that the sports tourist has negative expectations of the local people. Attention and one's own self-perception can help to minimize fear and ensure positive and goal-oriented communication [27]. Despite intensive scientific discussion, no uniform definition of cultural tourism emerged, so that today there is a multitude of different definitions. The traditional view of culture mainly referred to the art-historical offer of a region. This includes, for example, historical buildings, museums, architecture, art and painting. This very narrow understanding of culture has been expanded in recent decades to include everyday objects and behaviour, resulting in a broad concept of culture that also includes customs, language, food, drink, etc. [28]. Hinch & Higham [10] emphasise that tourism is one of the most important forms of international understanding and it leads to intercultural encounters. In general, the contact with other individuals is a human need and travelling satisfies this need. Through interaction with other cultures, it enables mutual understanding and broadens one's horizon. However, some prerequisites must be given, such as a value- and prejudice-free attitude of the tourists and also the will to get in contact with the foreign culture. Empathy, openness and tolerance must be present in order to facilitate an authentic intercultural encounter. However, in the present study it was found that culturally sensitive travelling does not automatically create such encounters. The assumption of a privileged role by tourists, but also the fear, too much communication effort, different backgrounds or the lack of need to get in contact with locals are inhibiting factors of intercultural encounters. Tourists, who on the one hand want to get to know the country and its people, on the other hand are often simply looking for confirmation of their ideas and expectations. Here, sport, as a mirror of society, can help to give the traveller an authentic insight into the culture of the host country. Sport, as a mirror of society, can help here to give the traveller an authentic insight into the culture of the host country. Sport is based on the values and norms of a society and can help to identify basic cultural structures. It is integrated into the social and cultural characteristics of a society and acts as a means of expressing the culture of a country. Therefore, sport tourism can be used to bring together people from different cultures and to identify the differences between their own and foreign values. Tourists thus have the opportunity to get to know the cultural conditions of a destination away from any tourist attractions or typical cultural assets. The inhibiting factor of language can also be reduced by sporting activities, where interaction takes place mainly on a physical level, which is often liberated, away from ethical-cultural boundaries. However, sport is no guarantee for intercultural encounters. Likewise, one's own horizon sets limits that cannot bring about a holistic understanding of the foreign culture, not even through sport. It is even possible that sport can lead to more differences, since the way it is expressed and its goals are different for everyone. Blecking & Giess-Stueber [29] also criticized in this context the view that sport is a universal means of international understanding, since it is taken out of the cultural context, in which it is integrated. Like other non-sport activities or encounters, sport can therefore lead to conflicts and it is important that sporting, intercultural encounters take place on a voluntary basis, both on the part of tourists and locals. A sensitisation of the travellers as well as the awareness of a foreign system of values and norms are essential with regard to intercultural encounters in a sporting context. Sport can be used for culturally sensitive, intercultural purposes in tourism and can very well be a medium for intercultural contacts, but if it is used correctly and all the prerequisites described in the course of this study are taken into account, it can be used as a medium for intercultural contacts. Due to the social motivation, the regional resources are used to enable sporting encounters between tourists and locals and thus generate authentic experiences for both sides. The power of sport to minimize prejudices, to create spaces for encounters as well as for human relations is exploited here [30].

CONCLUSIONS

Leisure time, sport, culture and tourism are closely linked in the present day. Sports tourism and cultural tourism have emerged as a segment that offers special satisfaction to people's needs. The state of research was established on the basis of a secondary analysis and a classification of the subject areas leisure, sport, culture and tourism was undertaken. Tourism presents itself as a space-creating phenomenon, which has different individual meanings. Apart from clear definitions, the terms tourism, leisure, sport and culture are very broad and sometimes difficult to grasp. What is a natural space for one person is a sports space for another, each space with different functions and requirements. It should be recognised that space can be defined objectively on the basis of criteria such as functionality and homogeneity, but also by subjective needs or the tourist's purpose. For the tourist, administrative boundaries are not of significance; he expects a coordinated, uniform package of services in the destination. Nowadays, the competition between

destinations is especially a struggle for attention. Destination management must therefore know the needs of tourists and be able to serve them professionally. The different demands of the tourists make it necessary to network between the actors from tourism, sports, politics and nature conservation in order to prevent conflicts. This requires double qualifications in sports tourism, since the understanding of sport in particular is constantly changing and the approach to sports tourists and marketing must keep pace with this change [31].

This study describes the connection between leisure, sport and culturally sensitive travelling and analyses the existing possibilities and limits. First of all, it was found that sport is one of the more resistant cultural expressions, which leads to the fact that it can be positioned as a tourist attraction. This enables the creation of an emotional and special travel experience for the tourist, which also does not endanger the identity of the destination. In addition, it was examined whether sport is a cultural tourist attraction. It was found that sport has elements that make a tourist attraction, and in this case a sporting attraction, into exactly that. This leads to the conclusion that people are looking for experiences through sport, which also have a high emotional and cultural potential. In this study it was found that sports tourism and culturally sensitive travel can go hand in hand. It offers the opportunity for intercultural encounters, international understanding and a sensitisation of one's own awareness of foreign value and norm systems. However, there are also limits to these possibilities and that sports tourism can only be carried out in a culturally sensitive manner under certain conditions [32]. The findings that have been elaborated give a first impression of the interaction between sports tourism and culturally sensitive travelling as well as the existing possibilities and limits. Sports tourism has a wide range of potential, which was made clear by the literature research. A more strategic approach to the entire service chain should be adopted in the design of tourism products in general, including the identification of trends and needs of target groups [33].

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