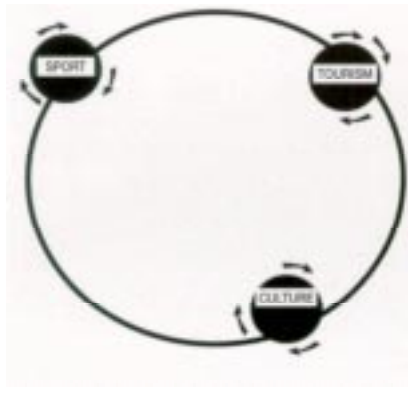


SPORT! TOURISM! CULTURE!

Three concepts, each distinctive in their own right, with dependency values and interdependency characteristics inherent in many societies worldwide, particularly effecting this new millennium.

Chart I illustrates the plausibility of each concept within its operational framework, and without the need of coexistence, supportive measures and inter-linkages. (insert Chart 1). Each concept is a single enhancer.

PANORAMA
Single enhancer



The degree of relationship between sport, tourism and culture varies in terms of situational offerings, experiential potentials and associated sensitivities. And without question, these concepts are induced by entrepreneurial marketing tools and discretionary economic cost impacts on individuals, families and group travel decisions. To better understand this tri-concept, a clarification of the terms are of the essence, as well as perti-

by Joseph Kurtzman*



nent examples embodying the practical elements therein.

Sport

Sport derives its root definition from 'disport' meaning to divert oneself. It carried the original implication of people diverting their attention from the rigours and pressures of everyday life by participating in the "mirth and whimsey of frolic-some" physical activity. (Zauhar, 1995) Today, however, sport is often anything but diversion to its active and passive participants.

Sport can be defined in many ways and from different view points or distinctive perspectives. As definitions are mere tools, serving or assisting to specify some level of precision and characteristics, the following have been selected to demonstrate sport activity as a part of our social world.

To some, sport is amusement or recreation; a pleasant pastime which can be pursued in the open air as hunting, fishing, skiing or trekking. Informality is the basis - where sport is free and participation is totally voluntary (Coakley, 1982). Recreational

sport is characterized by playfulness involved in enjoyment that serves the primary reason for participation. (Fraleigh, 1984). Still to others, an imperative feature of competitive sport is that activities, classified as such, are formally structured to a degree and organized within a context of formal and explicit rules of behaviour and procedures. Salient features include some level of competition and physical exertion. In addition, competitive sport, being the formal, rational, goal-directed endeavour provides or allows little opportunity for fantasy or make believe either to or for the participant or spectator (Schwartz, 1973).

Furthermore, the novelty challenge has permeated sports through extreme uniqueness of skill, endurance and unusual situations. As such, categorization of sports ranges from individual to group participants and/or spectators from curiosity seekers to history enthusiasts to pilgrimage groupies.

Tourism

People's desire for travel is related to their immediate socio-physical environments and the appeal of the beyond. And this travel drive is an economic, environmental and sociological force of global proportions. However, there is "considerable debate surrounding the meaning of travel in terms of tourism. Much of this debate is concerned with the desirability of employing definitions based upon the activities that are engaged in or on the experiences that are derived from participation". (Heath and Wall, 1992).



To some, tourism usually denotes a form of activity that takes place beyond a specific distance from the home or in a geographic, administrative jurisdiction different from one's place of permanent residence. Tourism involves the motivation, preparatory experiences and expectations of people travelling - the tourist. It also enwraps the anticipations, adjustments and tolerances of the residents the hosts. And, it engages numerous organizations, agencies and institutions in catering to guest needs, wants and desires (Weller and Hall, 1992). To others, tourism is construed as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering to their needs and wants (Feifer, 1985). Still to others, tourism is a means through which peoples may know and understand one another; human understanding being so essential in the world at this time (Theobald, 1984).

Statisticians and market analysts have sought better descriptors for more

accurate accounting of tourism visitations. For instance, domestic tourists have been classified as visitors from within the country who stay a minimum of 24 hours and not more than one year for pleasure, recreation, sport, business, visiting friends and relatives, missions, conferences, health reasons, studies and religion. International tourists are considered to be residents of one country visiting another for many or all of the same purposes as domestic tourists. For discussion purposes, general classifications could be as follows: tours; attractions; resorts; cruises; adventure (Kurtzman, 2000a). Evidently, a sub-classification is feasible for each of these enumerations.

Culture

Culture also has multi-dimensional definitions. The classical definition lies in a complex whole which includes knowledge, beliefs, art, morals, law, customs and other like capabilities and habits acquired by men/women in a society. Culture has also been perceived in terms of folkways, artifacts — meaningful with symbolic relationships. On the other hand, culture is considered to be the organization of phenomenon — or patterns of behaviour reflected in objects and tools enraped in sentiment. Culture was also seen primarily as an intellectual process with meaningfulness for the mind envisioned as an explicit pattern experienced through 'autodirectiveness' of artifacts. (Merril, 1969).

Hence, in general, culture is intangible experienced by feelings, attitudes, and psychological appropriateness. And tangible in terms of product of human beings which can easily be termed as materials a materialistic culture. As stipulated, in the terms of materialistic products, culture englobes some of the following: food; dress; crafts; art;

entertainment; hospitality; art; architecture; dance; performing arts, etc.

Functions of sport

Through literature analysis and conceptual perspective, five basic functions of sport can be isolated, namely:

- The Socio-Emotional Function, which operates at the level of the individual and is concerned with the socio-psychological stability of the individual;
- The Socialization Function, which also operates at the level of the individual, and is concerned with the inculcation of cultural mores and beliefs, and with the development of personality characteristics;
- The Integrative Function, which operates at the level of collectivity, and is concerned with the harmonious integration of disparate individuals into, and their identification with, the collectivity;
- The Social Mobility Function, which has concerns at the level of the individual, the collectivity, and the Nation State, deals specifically with the movement of individuals between socially defined categories;
- The Political Function, which is predominately operative at the level of the Nation State, is concerned with the function of sport as a political instrument (Stevenson and Nixon, 1972).

Further exploration with respect to sports functions upholds that sport builds character, teaches values, encourages healthy competition, provides outlets for aggression and promotes international friendship and understanding (Fox, 1982). The Modern Olympics, renovated by Baron Pierre de Coubertin, were founded in the belief that sport brought people together and in doing so contributed to a better understand-



Navigating discovery.



ing between peoples and nations (Bannister, 1981).

Generally speaking, the contribution of sports, to the active and passive participant is widely recognized and accepted. The nature and content of sports does vary (Butler, 1950). These fluctuations are dependent upon location, interests, facilities, traditions, climate, type of organization or entrepreneurial enthusiasm and the like. Other differentiations are contingent upon the quality levels of sport experiences - informal, formal, recreational or competitive (Kurtzman, 2000a).

Functions of tourism

Worldwide, tourism has in recent decades become firmly established as a major industry providing significant economic and employment benefits. For example, in Australia, tourism accounts for 8% of employment and 5.8% of Gross Domestic Product and nearly 15% of export earnings. As well, forecasts for Australian inbound tourism are very strong (Commonwealth of Australia, 2000).

There is, in some instances, the combination of interaction and phenomenon resulting from travelling and staying by non-residents, given that they take up residence and do not engage in any profitable business. Tourism, is therefore, the combination of professional activities related to transport, accommodation, provisions and leisure activities offered to a tourist (Government of Mozambique, 2001).

The generally perceived importance of tourism for economic development reasons cannot be disputed. Statistical evidence depicts a remarkable increase in the number of international travellers from 25 million in 1950 to 425 million in 1990 (McIntosh et al., 1995) - and over and above this figure in 1997. As such, tourism is a signifi-

cant strategy for capital accumulations. Furthermore, current developments in international tourism markets - as well as domestic and national tourism - show increases in many countries.

The reason for travel may be different from the purpose. For instance, 'one may need a rest' or 'the advertising was persuasive', or simply 'to accompany a friend'. Mere explanations do not necessarily clarify the intention or resolve for travel.

Functions of culture

Culture has particular qualities that are revealed directly or indirectly through: knowledge (life expectations); transmission (benefits); social (expression); idealism (content); gratification (satisfaction); adaptiveness (changes); integration (acceptance). These qualitative composites can both be productive and repleting.

Society and culture are an integrated 'mesh'. One could be disassociated from the other. In contrast, materialistic products are tangible elements which inherently are identified, associated and delineated.

Tangible aspects of culture are not necessarily measurable in terms of impact and retention. Tourists, without question, with inherencies of human values, experiences and lifestyles have the option to: expound their domestic sensitivities; accept destinational traits and characteristics; adopt, in part, or in whole, certain cultural aspects; alter/modify definite features of touristic experiences.

Sport and tourism partnerships

Chart II demonstrates the possibility and plausibility of coexistence whereby two concepts (example: sport and tourism) interact supporting one another - and without the necessity of a particular limitation, contribu-

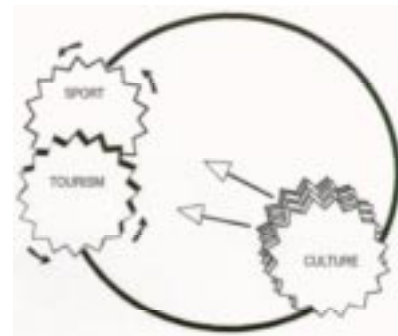
tion or emphasis, ie. the Double enhancer.

The term 'sports tourism' has been coined to better understand the use of sport as a touristic endeavour. Moreover, in the last decade or so, there have been philosophical and entrepreneurial developments that contribute to such a marriage actuality. The 'sports tourism' phenomenon has been exhibited, manifested and marketed through and by worldwide sporting events such as the Olympic Games, World Championships, and the like (Bhatiz, 1991).

The potential significance of the massive nature of 'sports tourism' produces an upsurge in spectatoritis and

PANORAMA

Double enhancer



prevalency in hero worshipping and stalwarts (Kurtzman et al., 1993). In developed countries, the concept of health through physical activities at all age levels sparked renewed interest in a variety of sporting activity participation (Pigeassou, 1997). There exists important affiliations between sport and tourism in promoting domestic, national and international friendship and understanding amongst individuals, groups and communities (International Council for Sports Tourism, 1995).

Future projections, with respect to tourism trends, indicate a tendency pattern of breaking free time into a series of blocks, thereby, permitting a variety of experiential stays within a single year. (Gunn, 1988). Different forms of tourism can be defined in terms of the kind of leisure mobility undertaken by the tourist and could well be identified as follows: adventure tourism (reality experiences); incentive tourism (productive motivational techniques); cultural tourism (vestige of lifestyles); heritage tourism (glories of the past); marine tourism (water-oriented activities); festival tourism (diverse celebrations); leisure tourism (away from work time); eco-

tourism (experiences of alien sceneries); educational tourism (site visitation learning); wilderness tourism (related to nature); sports tourism (physical activity focus).

Oftentimes, sports tourism is categorized directly or indirectly through a value system related to economic impact, The primary qualifier for the determination of sports tourism is the destination focus directed to sporting activities, through marketing strategies and provision for a sports programming milieu. On the other hand, tourism destinations whose sport activities are 'peripheral' to their focus and marketing efforts are considered to offer sports programmes and activities solely for a 'supportive' role acting as a 'retention' factor for the respective destination.



On the mountain track.

As such, it is also imperative to provide a foundation for defining 'sports tourism' through the nomenclature of actual sporting activities rather than by philosophical definitions. Thus, sport and tourism are distinct in that there are several differences in the types of activities, modes of transportation, location of experience, and 'polarization' appeal and allurements to and for the tourist. On the other hand, these approaches do have a degree of similarity in the fact that each category is sports-related with an enthusiastic touristic followership, be it participative or non-participative. These relationships were categorized into six unique areas: adventure, attractions, cruises, events, resorts, and tours (Kurtzman, 2000b).

Tourism and culture partnerships

"Community regardless of race, creed, culture, language and geographic territory, refers to 'people' (Stoneall, 1985) ...people living in physical space; people circumscribing social relationships; people sharing common and conflicting interests; and people embracing and espousing collective solidarity; be it in a philosophical, physical, emotional, economical or numerical sense". (Arensberg and Kimble, 1972). In essence, 'people of a community' partake, meet and participate in day-to-day living and lifestyles in terms of mutual interrelationships, sustenance and trust. This community symbiosis is reflected, in great

part, in activity provision of political leadership, religion, education, health, social service, protection, work economy, ...and sports through artifacts (Defleur et al., 1971).

Worldwide community populations range from a few families to thousands of people. Their external boundaries, vague or precise, formal or informal, affect their levels of community interpersonal and intergroup relationships directly or indirectly (Merrill, 1969).

Tourism and culture covers many aspects of travel and travel motives. People learn about each other, their lifestyles and thoughts. In this sense, tourism is an important, and vital, 'way and means' of promulgating and promoting cultural knowledge and relationships. In addition, cultural elements, of any society, are sound, and



perhaps expediate resources to attract visitors.

In many geographical areas of the world, culture and tourism are linked with distinctive governmental policies thus enhancing the promotion of knowledge, understanding and respective societal image. For this, countries market cultural factors such as: entertainment; food; drink; hospitality; architecture; craft products; performing arts; and other aspects of their particular or peculiar way of life. Successful tourism and culture is based on presenting a societal national flavour in projecting favourable and positive images as well as benefits, offerings and enjoyment.

In this new millennium, where there is a dire need to encourage cultural diversity, improve relationships and peace, the following play an active role, a dominant role, particularly where sport is the underlying element or facet: libraries; museums; exhibitions; halls of fame; walls of fame; films; television; radio; musical performance; study tours; dramatics; dance; conferences; seminars, etc.

Thus diversity of activity destinations provide opportunities and motivational aspiration for people of different countries and continents to travel to get to know one another, each other.

Purposeful activities or destinations particularly those that cater to tourist interest and curiosity, are becoming readily acceptable and recognizable. The scope and type of educational pursuits and endeavours related to sports can be pre-arranged or organized, or left to the traveller's discretion.

Examples of such touristic achievements are multiple, sports museums offer cultural exhibits relating to sports in paintings, sculpture, graphics, arts and facilities depicting sports as well

as athletic achievements of past and present. Moreover memorabilia, souvenirs, and the like featuring displays attract travellers. Other forms of craft-work, music, dance, etc. may supplement such attraction features giving opportunities of enjoyment and entertainment leading to a better comprehension of respective societies. Above all, the philosophy of the Olympic Movement ideals touches upon: cultural heritage, international understanding, sport as education (Le Clair, 1992).

Travel study programmes related to sports can be particularly informative and valuable experiences. And the cultural heritage aspects is often expressed in historical resources. The preservation of sports history is found in museums, be it in specialized exhibits, special events or festivals or thematic expositions. Halls/Walls of Fame, also tell the history of sport significance focusing attention on sport peculiarities.

Valued information on historical perspectives of sport are found worldwide Rome, Mexico City, London, Moscow, Lausanne, Paris, Ancient Olympia, etc. The interrelationships of diverse and different cultural backgrounds, approaches, presentations, exhibitions, stimulates travelers to focus and better understand the lifestyles of people of the world.

Sport-Tourism-Culture

Chart III depicts reality whereby operational offerings includes the three concepts intersecting, integrating and contributing to virtual success, i.e. the Triple enhancer. Human interactions are usually reconcilable by certain mutually acceptable actions - that is by interpretation and balance between stimulus and response. As such, specific or symbolic behaviours give meaning to sport, tourism and culture.

Conditions springing from actions take into account opportunities, means, demands, discomforts, impositions and the like. Decisions are based on the assessment of these factors — be it by the individual, by the collectivity or societal quest. Furthermore, decisional behaviours are defined or structured in terms of business procedures, holistic conditions or mediated interpretations — in essence, an interactionist approach to the tri-concept (Kurtzman and Zauhar, 1999).

PANORAMA

Triple enhancer



Travel motives

Entrepreneurs, operators and managers of the sports tourism and culture industry, without question, appreciate knowing what motivates their consumers. Unfortunately, many consumers are not fully aware of their motives. Oftentimes, the subconscious mind dulls or submerges one's desires, urges, feelings and emotions. As such, motives and desires may be difficult to identify.

"Motivation is a force within an individual which causes him or her to do something to fulfil a biological need or

psychological desire." (Fridgen, 1971). These drives cause and regulate behaviour directed towards achieving goals. They do operate independently. Yet on occasion, both could be simultaneously or concurrently satisfied as in the case of a ski resort where skiing is combined with socialization. Motivation to travel or to participate in some form of sport, tourism, culture might also be defined as that set of needs and attitudes which predispose a person to act in a specific goal-directed manner. Here, attitudes could be interpreted as overall tendencies to respond positively or negatively to particular people, objects, situations or milieu in a way that is learned through experience and made-up feeling. And motives, on the other hand, could be described as a state of tension and complex disposition controlling behaviour towards travel goals. Nevertheless, motives do have direction, momentum and intensity (Settle and Alreck, 1986).

Consumer motives determine what people want to do or want to have and the extent to which they want to do it or have it. When consumers see, feel or conceive a connection between their needs and the product or service offered, incentives to follow-up and develop. Evidently, the greater the need, the greater the incentive. And this need incentive correlation is induced through direct or indirect methods or approaches directly based on promotions and advertising primarily; and indirectly on personal consumer experiences.

However, consumers do evaluate their incentives in terms of value for money and experiences to be gained or relived. The value results improve consumer motivation and legitimize their desires and worthiness of the sports tourism cultural endeavour. In fact, both short and long term motivation usually guide a traveller's behaviour. A week-

end sports festival experience may incite a sport tourist to return the following year - a short term motivation. Long term motivation for high mountain climbing would include practice on lesser peak summits and intense preparatory sessions. For sports culture tourism, degree of consumer values dictate goals and strategies for reaching desired leisure pursuits.

Based on literature review, five Personality Parameters were identified reflecting on core consumer values, (Settle and Alreck, 1986) that have

person would be an individual vacationing at one of the top ski resorts where lessons, skiing, amenities and accommodation refinements are available; or, consideration given by a traveller to attend the opening spectacle of a sports festival.

2. Intellectually-oriented consumer

This vacationer appreciates aesthetics, comparisons, and contests, particularly in highly skilled athletic performances. He or she analyzes, contrasts and studies particular movements and



Spectators' joy.

transferable applicability to sports, tourism and culture.

1. Economically-oriented consumer

This tourist places great emphasis on economy, luxury and well organized activities be they sport, culture or tourism or a combination. Additionally, tourist interest lies in activity knowledge to be gained. An example of such a

strategies. An example could be a sports tourist spectator viewing an Olympic gymnastics event; or, the traveller who tours sport facilities with the intention to compare lifestyles, amenities and architecture.

3. Socially-oriented consumer

Social values are the basic motives for such a traveller-consumer. The love of



Packed stands for the women's beach volley in Sydney.

people, the affiliation rapport, the social interactions and cooperative spirit are the main characteristics. The sports exhibitions, contests and/or competitions are not necessarily the primary focus interest. An example of such a consumer would be a sports tourist golfer who, as a participant, would travel to St. Andrews golf course, Scotland, to enjoy the social contacts, the programmed leisure activities and historical environs.

4. Politically-oriented consumer

For sports, culture, tourism, the importance of participation or visitation is highly influenced by status, power, sport icons and symbols. At times, the value is dependent on personal contact, association or residual influences. "Come ski where the

Olympic Heroes Competed" is an example of such consumer orientation. Another example would be to travel to the official opening of a sports heritage site whereby politicians as well as sport celebrities would be in attendance.

5. Complementary-oriented consumer

The drive and motive here for the complementary oriented consumer is a combination of two or more 'core' consumer values in varying degrees. Nevertheless, there is basic affinity for sports travel. For instance, a traveller may attend a professional baseball game for different reasons — social atmosphere, autograph sessions, skill appreciation, strategy analysis, and the *'in thing to do'*. A sport tourist who combines different visitations/parti-

pations within a particular geographic region or urban area to become more familiar with local folklore, art, etc. would be another example.

Travel personality characteristics

Early research found distinctive travel personality traits with two extremes, namely the Allocentric and the Psychocentric. The former was seen as the trend setter, the challenger, the courageous person who willfully desires to be the first traveller to a new destination, setting or environment. In effect, the Allocentric tourist could be referred to as a 'leader'. An example would be the tourist to first experience paragliding or kayaking down a historical river.

The Psychocentric, on the other hand, is a 'follower' who prefers to travel to



familiar and safe touristic areas after some family member or acquaintances have had the sought after experiences. An example would be the traveller who paraglides long after the sport has been introduced. Another example, would be the VFR situation, where relatives strongly suggest a visit to the local sport photography gallery (Plog, 1991).

Concluding remarks

The sport tourism culture process therefore relies heavily on the traveller's awareness, interest, desire and action factors. To the degree that each factor impacts a particular single enhancer or combination of enhancers determines the potential satisfying experiences. One might suggest that the more informed the traveller, the more that knowledge will guide him/her to a particular destination that will fulfill needs, wants and desires. Hence, the stronger the tri-concept affectation, the better and greater the retention values and economic success. Resultingly, linkages between sport, tourism and culture must be encouraged, developed and promulgated for the betterment of individuals, groups and society.

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