

## Development of sports tourism

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**ABSTRACT:** *The study at hand describes the importance of sport and tourism in today's society. It shows how sport is perceived in leisure time and how this perception has developed over the years. The primary objective is to provide a comprehensive inventory of the structures and offers of both areas, sport and tourism. The aim is to create recommendations for action which can be incorporated and used in a long-term cooperation of both areas in order to make sport tourism fit for the future. The method used in this study was to review the relevant literature. In the analysis of various research results, it was discovered that the clarification and demarcation of the two phenomena of sport and tourism appears to be so important because there are many different views in the literature and in general understanding. The rapid development of the two sectors also makes it difficult to draw the line between them. An important term in this context is the area of overlap, sports tourism. For some years now, however, the leisure boom has been characterised not only by adventure and extreme sports but also by a search for spirituality and relaxation. The continuing growth and differentiation in sport cannot be overlooked. More and more people are taking part in sports, the number of sports and associated sites is constantly growing and more and more industries are taking advantage of the positive image of sporting activities. The fact that sport as such is so successful and many industries want to use the positive image is mainly due to the effects and experiences that are possible with it and through it. In addition to clear physical and material experiences, it is especially personal and social impressions that remain and continue to have an effect. The combination of both branches fits so well because tourism with its services supports or emphasizes special features of certain sports. Many sports as well as destinations are seasonally dependent and could be established in the long term with a suitable concept. Sport-related tourism, which benefits from trends such as increased interest in fitness and health as well as more active participation in sporting and social activities in old age, often helps here. Even in the short time available for holidays, offers that include sporting activities are growing. In summary it can be said that the strongly growing tourism industry as well as the current demographic and value change of the travellers lead to the development and interest in new leisure time and holiday forms, which contain ever more movement, adventure, experiences etc. Thus, the role of sports tourism for all its types of demand and providers has increased enormously in recent years. More and more providers are recognising the trend and are trying to position themselves accordingly and update the existing offer and often make it more attractive through sport tourism aspects.*

**Key Words:** *sports, history of tourism, sports tourism*

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### I. INTRODUCTION

We live in an adventure society. Society is subject to constant change and the individual must try to keep pace with it. Terms such as individualisation, pluralisation and progressive differentiation of lifestyles are essential characteristics of our time. With the decrease of working hours and the simultaneous increase of free time, leisure time and especially holidays experienced a steady increase in meaning. In this leisure time the workload is compensated and all further needs are satisfied. As a series of unique experiences, we are looking for diversion, so that it never gets boring. It can be stated that the intersection of sport, leisure and tourism offers particularly suitable offers (Digel & Thiel, 2009).

Tourism can be divided into many different types, but each of them is related to travel. The United Nations World Tourism Organization (UNWTO) 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 (Mundt, 2011).

The term tourism originated from the English and French word "tour" and also implies a return to the place of origin (Carduff, 2007). From this definition it becomes clear that tourism cannot take place "at home", since the tourism seeker must take a certain path from his familiar environment to travel to another place, the foreign place. From the different criteria that define tourism, it becomes clear that there is a time aspect (the duration of the journey, the stay must be temporary), a space aspect (the distance and the change of location) and the motivational aspect for the journey (Berg, 2012). The motivation to travel can be very different. There are, among other things, tourist motivations, politically oriented journeys, journeys with a religious motivation,

as well as journeys with the motive of rehabilitation, health and sport journeys. Freyer (2011) further writes that the stay at another place may only be temporary and that the traveller therefore intends to travel within hours, days, weeks or even longerto return back home. On the other hand, the UNWTO stipulates that tourism only begins with an overnight stay. In this case, day trips would not count as tourism. The form of tourism can be divided into three different types: 1) domestic tourism refers to domestic travel by residents, 2) inbound tourism refers to domestic travel by foreigners and 3) outbound tourism refers to travelling abroad by residents (Freyer, 2011). All these criteria reflect different types of travel. Although the trips can claim and fulfil different criteria, the type of trip can vary greatly. Furthermore, a distinction is made between three forms of travel based on the booking type of the holiday: With individual journeys the holidaymaker makes the entire reservations personally and renounces offers of tour operators. By contrast, in the case of partial package tours, at least one service, such as accommodation, is booked by the tour operator and the remaining searches are made by the traveller. In addition, there is the package tour segment: Here at least two different services are offered in a total package. The price of a package tour usually includes transport, accommodation, meals and on-site customer care. Package tours can be offered both individually and as a group tour. The offer in this segment is very differentiated; for example, offers such as bus or bicycle trips can be booked as well as adventure tours or study trips. In most cases, a mixed audience of package and individual travellers can be found in the accommodations (Steinecke, 2010).

Sport tourism has become more and more important in recent years. Not least because of its high social value, it has moved into the focus of the tourism industry and is now more frequently dealt with in specialist literature. The experience orientation and the increasingly fitness, health and lifestyle-oriented sports orientation of society point to a positive future for this branch of tourism. Sport tourism is characterised by the combination of the two social sub-areas of sport and tourism. Sport tourism gained fame through industrialisation, which reached Europe in the middle of the 19th century and turned agricultural society into a modern industrial society (Wopp, 2012). This led to the emergence of new forms of leisure, including sports tourism. In the last few years it has become increasingly important and is referred to in specialist literature as a dynamic economic market for tourism. According to Hinch and Higham (2009), these two social sub-areas of sport and tourism listed above not only have similarities in their origins, but also similar motives for exercise. The increasing interest on the part of the population in both areas after industrialisation, as well as the urge for experiences and adventures and the change from a material to a post-material-oriented society, finds satisfaction in both sport and tourism. Hinch and Higham (2011) also stress that sport and tourism have a significant intersection. Sport is a crucial component in tourism, while tourism is essentially linked to many sports. Furthermore, sport tourism can be practiced both actively and passively. Active and physical participation in sports activities at the holiday resort characterise active sports tourism. A passive form of sports tourism can be, for example, participation as a spectator in a sports event, such as the Olympic Games or the Football World Cup (Preuss et al., 2009).

## **II. METHODOLOGY**

The present study is a bibliographic overview study in which the critical points of the existing knowledge about a theoretical approach to the topic "Development of Sports Tourism" are presented. There is no specialized and comprehensive research in this field. This study attempts to fill this gap and may provide useful assistance to those who will make similar efforts in the future. The main objective of the bibliographic review is to integrate the study into the "body" of the subject in question. The review of the current study relates to clearly formulated questions and uses systematic and explicit criteria for the critical analysis of a published paper by summarizing, sorting, grouping and comparing.

## **III. BIBLIOGRAPHIC REVIEW STUDY**

### **History of tourism**

In order to show development trends in tourism, some basic aspects of tourism and tourism history have to be presented. Tourism theory is divided into various sub-areas, including the history of tourism. This can be divided into different epochs. In the following, the most important key data of this contemporary event will be presented. A distinction is made between three different phases: a) pioneering phase (1900-1950), b) professionalisation phase (1950-1980) and c) establishment phase (since 1980). In the pioneering phase, the concept of tourism was initiated for the first time. Before one could speak of tourism, the word "journey" was used. A journey is the temporary distance from the place of residence to business or private places. The traveller also has the intention of returning to his or her home (Berg, 2012). The "International Institute for Hotel Education" was opened in Düsseldorf in 1914. Ten years later, the World Tourism Organization (WTO) was founded. The term "tourism", which is used throughout the world today, was established. In the 1920s, tourism science gained access to universities as a branch of business and economics. From the 1980s onwards, the term tourism established itself and became a globally widespread and recognised term. In the course of time, access to travel was made possible for ever broader social strata. The first epoch of travel, the preliminary phase,

included activities such as discovery trips, pilgrimages, crusades, the Grand Tour and later also swimming trips. The maximum cruising speed was 60 kilometres per day. In the 18th and 19th centuries, the beginnings of spa and health trips can be found again. The following initial phase was particularly marked by the extension of the roads and an improvement of the European transport system and network. With the introduction of the steam engine, travel speed and transport capacity could be considerably increased within a few years. With increasing industrialisation, the prosperity of society increased and a growing part of the population could afford to travel. 1841 Thomas Cook organised the first package tour in England, followed by the first foreign package tour from England to Paris twenty years later.

In Germany, this development in tourism only became apparent at a later time, for other independent forms of travel also played a major role. In 1863 the first German travel agency was opened in Breslau (Freyer, 2011). The First World War dampened the development of tourism for a short time, but shortly after the end of the war the upper class used the summer refreshment as a form of recreation and travel. After the November Revolution, the first holiday arrangements were made in the employment contracts. National Socialism wanted to enlighten and control the population through an organized vacation in their sense and to positively influence the general mood. For this purpose, the National Socialist organization “Kraft durch Freude “Strength through Joy”(KdF) was founded. This organization of the National Socialists was primarily intended to serve the relaxation of the people (Steinecke, 2010).

The last epoch of tourism, the peak phase, is characterized by various currents. With the further development of the means of transport, as well as the expansion of the transport network and the social framework conditions such as increasing holiday demands and increased prosperity, travel became accessible to broad sections of the population. There is also talk of organised tourism. In the course of this mass tourism developed. Today, far more forms of travel can be typified: Among other things, there are sustainable, ecological tourism, wellness and health tourism as well as cultural, sports and individual holidays. Smaller areas are, for example, backpack tourism or war tourism. During the peak phase, many large travel agencies and tour operators were established. Among other things, mergers led to the creation of today's well-known Touristic Union International (TUI) from the tour operators Touropa, Scharnow-Reisen, Hummel Reise and Dr. Tigges-Fahrten (Freyer, 2011). In line with the further development of tourism, this sector has to face different challenges and limits. New opportunities in travel make it possible to discover new destinations and try out new ways of travelling. Tourism is diversifying. Crises in various forms can have a severe impact on the tourism industry, so that countries often cannot be visited due to wars, economic crises or natural disasters. According to numerous statistics and reports from the European Commission and its partner institutions, tourism has proved to be Europe's most resilient sector during the recent economic crisis. In the future, it will be a main driver of the upturn and thus of great importance for the overall development of countries, especially those with a strong tourism focus. One reason for this is the highest priority given to tourism and the numerous growth-promoting initiatives of the European Commission. In 2013, more than a billion people around the world went on a tourist trip abroad. This means that the number of foreign tourists has increased by a factor of forty since 1950. Of the approximately 1.087 billion international tourist arrivals worldwide in 2013 (an increase of 5 percent over the previous year), around 563 million people travelled to Europe alone. As in the previous year, this corresponds to a share of almost 52 percent. The World Tourism Organization (UNWTO) estimates that by 2030 the number of international tourist arrivals will have risen to 1.8 billion worldwide. In addition, the tourism industry (directly or indirectly) generates more than 10% of the GDP of the European Union (EU), and 9.7 million EU citizens find work in the 1.8 million companies in the sector (Schwark, 2016).

#### **IV. THE DEVELOPMENT AND ROLE OF SPORT TOURISM IN SOCIETY**

This chapter is dedicated to leisure, sports tourism and the social value of the terms mentioned. The aim is to find out how sports tourism has become popular and what its significance is in society today. The current development of the tourism industry is closely linked to the general change in society's values. The change in values will therefore be examined in more detail below. According to Opaschowski, social change occurs at all times and everywhere, since every social system is in motion and no society stands still. Movement and dynamics are created by the social and psychological effects of technological development. The change in values that is currently taking place is called by Opaschowski as the “Second Change”. It should be noted here that neither the form of society is abruptly changing nor a sudden change in values is taking place. These are long processes with blurred transitions that are always conditioned by external and internal events (Opaschowski, 2004). A few decades ago, the concept of the working virtue had a high value, but today the focus is on leisure time values. Back then, leisure time served to regenerate, to restore full working power. Today it is the other way around, work and the wages associated with it are needed to finance leisure time and to achieve and maintain economic security. As a result, leisure activities become an important part of life, people no longer define themselves by their profession and the work they do, but seek success and recognition through their leisure experiences. Through this shift in values, away from the working society towards the leisure

society, the demands on holiday travel have also risen. Today's guests demand a more and more differentiated travel offer. In the past, an offer consisting of transport, accommodation and meals was sufficient, but today guests want to spend their leisure time in the destination area. In addition to relaxation, sport and culture, there is also an increasing emphasis on gentle, environmentally friendly tourism (Opaschowski et al., 2006).

Freyer (2011) projects society's travel needs onto the hierarchy of needs developed by Abraham Maslow in 1943. This pyramid has five stages, the next stage can only be reached if the previous stage is satisfactorily covered. According to Freyer the lowest level starts with the journey to work, which is necessary to cover basic needs. Building on this, the next step of the hierarchy are journeys that are undertaken to ensure the continuous coverage of basic requirements, for example spa journeys. The third stage consists of visiting trips in order to exchange experiences with other people and thus satisfy social needs. Next comes the stage of social recognition. Here travel is regarded as prestige. The top of the tourist hierarchy of needs is travelling as an end in itself, the classical pleasure travel. However, it is questionable whether travel can always be differentiated so explicitly. And even if Freyer (2011) emphasises that tourism is not a basic human need, the high importance of travelling in society is undeniable. People's basic needs in relation to holidays, recreation and travel have generally not changed, but rather their time budget and lifestyle have. On the other hand, the fundamental desire to encounter everyday experience with contrasting experiences has not changed significantly for hundreds of years. Since leisure is so highly valued, society's thirst for adventure is increasing. It is important to experience as much as possible within the shortest possible time, both in everyday life and in the leisure time on holiday. Tourism and sport are two sectors that are of great importance to society. Tourism in particular plays a significant role and is one of the most important branches of the economy. Combining the two mega-sectors, sport and tourism, the result of their interface is sport tourism. However, sport tourism forms a much smaller segment. It is difficult to assess precisely which economic successes can be attributed to sports tourism, as this sector is usually not investigated independently but is regarded as a sub-category of tourism (Weed & Bull, 2009). Although the economic success of sports tourism is not completely transparent, this does not diminish its *raison d'être*, which is primarily based on the positive effects on health. Sports activities while travelling not only improve fitness, but also reduce stress, strengthen the immune system and generate sustainable recovery (Froboese, 2012) From this it can be concluded that people are looking for experiences through sport, which also has a high emotional but also cultural potential.

Sport in the form of existential authenticity is exactly the kind of authentic experience that needs to be achieved. Here the tourist feels a feeling of freedom and authenticity, which is triggered by a sport tourism activity and is thus perceived as perfect. Sport tourism has manifold potentials, which could be made clear by the literature research. Sport, events and tourism are closely linked today. Sport tourism has emerged as a segment that offers special satisfaction to people's needs. In particular, sports events attract attention in media coverage and are points of attraction for a large number of participants and visitors. The current state of research was first worked out on the basis of a secondary analysis and the topics of tourism, space, sport and events were classified. Tourism presents itself as a space-forming phenomenon, which has individually different meanings. Apart from clear definitions, the terms tourism, sport and space are very broad and sometimes difficult to grasp. What represents one natural space is for another sports space with different functions and requirements. It can be seen that space can be delimited objectively on the basis of criteria such as functionality and homogeneity, as well as subjective needs or the tourist's travel purpose. For the tourist, administrative borders are not important, he expects a coordinated, uniform package of services in the destination. Fundamental to sports tourism are often the differences in the natural conditions between the hometown and the holiday resort, for example the lack of a mountain for mountain-biking. The destination management has to know the needs of the tourists and be able to serve them professionally. The different demands of tourists, especially sports tourists, make it necessary to network the players from tourism, sport, 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 of sports tourists and marketing must keep pace with this change. (Froboese, 2012).

As an interface between tourism and sport, sports tourism is a much more recent phenomenon and has similar problems to the parent disciplines. There is therefore no consensus on what can be described as sports tourism. Freyer (2011) talks on the one hand about the sport tourism of active sportsmen and women: They leave their usual place of residence and travel to a destination in order to practise sport there. On the other hand, there is the sport tourism of sport-passive persons, especially the travel of sport spectators: They leave their usual place of stay and travel to a destination to watch sport there. This is to point out that not only those who actively participate in sport themselves can be called sport tourists, but also those who participate in sporting events as spectators or supporters.

Major sporting events have firmly established themselves as a phenomenon of our time, as the Football World Cup or the Olympic Games in particular clearly demonstrate. Here, experiences are staged par excellence



and consumed willingly. In scientific terms, such major sporting events have already been analysed in large numbers and conclusions have been drawn about their impact on tourism and added value (Preuss et al. 2009).

Although the concept of sports tourism could not be defined clearly, it is nevertheless a much-used concept in the free market economy. Modifications of the term, such as "sports trips", "sports holidays", etc. are often used by providers of all kinds, so that ultimately the providers determine what is to be understood as sports tourism (Schwark, 2016). In addition to the lack of a consensus on a valid definition, Schwark also notes that there is disagreement as to whether sport tourism is an independent science or merely a special form of tourism or sport. Weed and Bull (2009) also deal with the question of the autonomy of sports tourism, but attribute it sub-threshold to sports tourism. They criticize the unused potential of this journey type by saying that the element "space" has not been sufficiently addressed so far. According to Weed and Bull (2009), the inclusion of nature and landscape, as well as the conquest of foreign natural spaces, is the unique aspect of sports tourism and not the mere practice of sport. Just as ambiguous as the definition of sports tourism is its economic significance. For example, sport tourism indicators have not been collected and analysed as extensively as those of general tourism. One of the most recent studies, however, which provides insights into the economic impact of sports tourism, was conducted by Preuss in 2012. By far the largest number of travels were skiing tours, with only one fifth of these being undertaken as package tours. It is also noticeable that scuba diving, although almost twice as expensive as other sports, is the fourth most popular sport. Other popular sports are hiking, mountaineering and cycling. According to Preuss (2012), sports tourism generates total expenditures of around 6.8 billion, so that it is certainly economically relevant. Although there are uncertainties regarding a valid definition as well as the economic relevance, the *raison d'être* of sports tourism is not questioned and its importance for society is recognised. Sport is recognised as an important instrument of health promotion during leisure time and holidays. Due to mechanisation and the high proportion of sitting activities associated with it today, the population needs additional, planned activities (Schwark, 2016). In addition to the positive effects of sports tourism on society, Wenzel and Kirig (2006) also point to its negative aspects. They take a critical view of the conquest of space and the associated use of sport tourism. They speak of an economisation of sport, in which natural spaces are systematically adjusted and staged in order to function as sports facilities. For example, artificial elements such as ski slopes, ski huts or lifts are installed in order to offer winter sports enthusiasts the best possible comfort for exercising their sport.

Freyer (2011) points out, that specialist knowledge about sports tourism is hardly used on an interdisciplinary basis and that tourism knows little about sport. He further explains that most tour operators have little to no knowledge about sport and would therefore not be in a position to design sports tourism offers for professional athletes that would meet their demands and expectations. The tour operators are far more familiar with the classic standard holidaymaker. On holiday most tourists yearn for peace and quiet and recreation, and sport is usually just a supplementary leisure programme. Therefore, most organizers create "gentle sport programs" which are mostly fun and experience-oriented and serve only as "pleasant accessories to the recovery vacation". The typical club offers are dominated by sports such as water aerobics, tennis or group sports such as volleyball, which are sociable and easily accessible.

Sport tourism has been a small part of the overall tourism market so far. Nowadays, sports and active holidays are far less in demand than the classic beach holiday, which is primarily due to the travel motivation of the citizens, which often arises from the desire for passive recreation and relaxation. The low interest in sports and exercise ultimately makes it difficult to market and sell sports trips. In addition to this problem, sports holidays are far more difficult to organise than simple package holidays, which often only include flights and accommodation. In addition to the standard services, an appropriate sports tourism programme must be developed, qualified personnel and suitable rooms have to be selected and often the appropriate equipment has to be offered. In spite of these difficulties, various organisers have taken up the subject and offer a very extensive range of sports tourism services. The big tour operators, on the other hand, do not offer any or only a few sport trips. Most large tour operators only include sports trips in their programme, as these are considered modern and can give the tour operator a young, dynamic image. The smaller special tour operators are much less striking and more sustainable. Unlike the large providers, who often offer a "soft sports programme", which is usually only a voluntary supplementary programme, the special tour operators offer focused themed trips. Usually a concrete sports programme is present and selected kinds of sport such as hiking or skiing stand in the foreground of the journey (Opaschowski, 2001). Like any market, the sports tourism market is shaped by the interaction of supply and demand. The selection of a destination is therefore based on various aspects. The main travel motive, however, is the biggest decision factor. If it corresponds to the practice of sporting activities, Hinch and Higham (2011) consider the sport-relevant environment and the quality of the respective framework conditions to be the main selection criteria. There are often natural limits to what can be offered.

In particular, sports practiced in nature are highly dependent on the climatic, ecological and geological conditions of a region. In addition to the natural conditions, the sports-related infrastructure also plays a decisive role, and should be adapted as far as possible to the respective organisational form of the travellers in order to

meet the requirements of demand. A combined examination of the publications of Higham (2005) and Kirstges (2011), whose statements clearly overlap, reveals fundamental trends in sports tourism. Central categories in this context are differentiation/individuality, commercialisation, service orientation, body/health, relation to nature, ecological restriction, experience/risk. There is no homogeneity, but a different intensity between the trend phenomena. This development of sports tourism and the pace of growth are very different in the various regions and travel destinations of Europe. The promising indicators (nature, economy, social policy etc.) and their influencing organisations (government, tourism and nature conservation organisations, sports clubs and sports associations etc.) are not available everywhere and equally goal-oriented. There are still "established" sports tourism destinations (skiing in Tyrol, sailing at the North Sea, cycling in Mallorca, etc.), about which new studies and research analyses of sports tourism use appear again and again. And there are also destinations with good conditions for the development of active tourism, however, there is a lack of research.

From a scientific point of view, there are further fields of investigation in sports tourism. It would be interesting to find out why tourists find sport less important in summer than in winter. In addition, correlation analyses are conceivable, which investigate possible correlations between the type of sport practised in winter and in summer. Furthermore, studies involving a more representative sample are necessary to validate the results.

## V. CONCLUSIONS

This study describes sports tourism and analyses the existing possibilities and limits. First, it could be established that sport is one of the more resistant cultural expressions, which leads to the fact that it can be positively identified 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. It could be worked out that sport has elements that make a tourist attraction, and in this case also a sporting attraction, this very attraction. From this it can be concluded that people are looking for experiences through sport, which also have a high emotional but also cultural potential. Sport in the form of existential authenticity is exactly the kind of authentic experience that needs to be achieved. Here the tourist gets a feeling of freedom and authenticity, which is triggered by a sport tourism activity and is thus perceived as perfect. Sport tourism has manifold potentials, which could be made clear by the literature research. Sport, events and tourism are closely linked today. Sport tourism has emerged as a segment that offers special satisfaction to people's needs. In particular, sports events and sporting events attract attention in media coverage and are points of attraction for a large number of participants and visitors. The current state of research was first worked out on the basis of a secondary analysis and the topics of tourism, space, sport and events were classified. Tourism presents itself as a space-forming phenomenon, which has individually different meanings. Apart from clear definitions, the terms tourism, sport and space are very broad and sometimes difficult to grasp. Some may see a destination as a natural space, others may regard it as a sports space with different functions and requirements. It can be seen that space can be delimited objectively on the basis of criteria such as functionality and homogeneity, as well as subjective needs or the tourist's travel purpose.

For the tourist, administrative borders are not important, he expects a coordinated, uniform package of services in the destination. Fundamental to sports tourism are often the differences in the natural conditions between the hometown and the holiday resort, for example the lack of a mountain for mountain-biking. The destination management has to know the needs of the tourists and be able to serve them professionally. The different demands of tourists, especially sports tourists, make it necessary to network the players from tourism, sport, 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 of sports tourists and marketing must keep pace with this change.

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