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Ido Movement for Culture : journal of martial arts anthropology : theory of culture, psychophysical culture, cultural tourism, anthropology of martial arts, combat sports 16/2, 67-68

2016

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REVIEW

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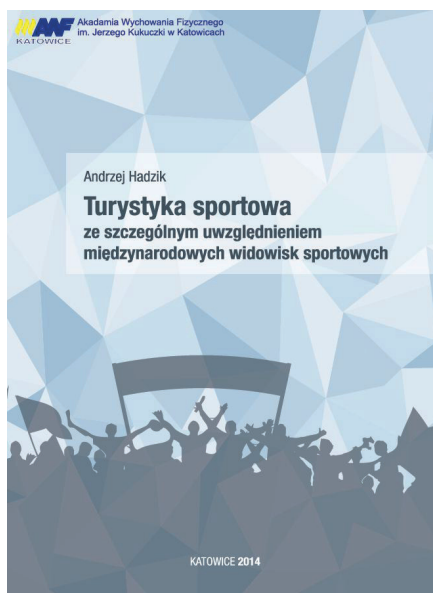
Andrzej Hadzik’s view on sport tourism. Review of the book, “Sport tourism, with particular focus on international sporting events”

Submission: 22.08.2015; acceptance: 14.12.2015.

Key words: sport tourism, sporting event, sporting events tourism

Abstract

This text is a review of Andrzej Hadzik’s book “Sport tourism, with particular focus on international sporting events”. It presents the substantive value of three chapters of the book, the opinion on its advantages and areas of work which could have been described in greater detail. The text also estimates the contribution of the reviewed publication to the Polish scientific thought on the phenomenon of sport tourism.



Latest book of Professor Andrzej Hadzik “Sport Tourism, with particular focus on international sporting events” was published in 2014 by The Jerzy Kukuczka University of Physical Education in Katowice Publishing House.

The book consists of three chapters and has 130 pages. Bibliography of domestic and foreign literature on the subject studied is located at the end of this book.

The work deals with analysing the phenomenon of sport tourism, paying particular attention to sporting

events. Constantly increasing number of sporting events at different levels is a sign of our times. However, as the author of this book correctly noticed, theory does not follow practice, especially in domestic literature on this subject, as this phenomenon has already been well recognized and described in foreign literature. In Poland, the increasing interest in the subject of sport tourism as a socio-cultural phenomenon is undoubtedly a consequence of, among others, organization of UEFA EURO 2012 football championship.

The first chapter considers the interrelations between sport and tourism. This part also presents various concepts of sport tourism and its forms, such as active sport tourism, sporting events tourism, nostalgia sport tourism, which in foreign literature is also called cultural tourism of sport heritage (and which, as the author notes, is the least recognized form of tourism by researchers dealing with the phenomenon of travelling with sport in the background).

The second chapter describes the phenomenon of fan tourism. Fans are in fact an inseparable element of contemporary sporting events, and this publication is dedicated mainly to them. This category of sport tourists is presented as participants-consumers of sport. The author analyses here the attitudes of sports fans as participants of sport and distinguishes the phenomena of passive participation in sport, as well as direct, recreational participation in sport.

The third chapter presents an international sporting event as a valuable tourism product. It covers the characteristic of such events, their functions and meaning.

The book is the first Polish publication entirely dedicated to the phenomenon of sport tourism and thus it deserves particular attention and should be taken into consideration by researchers interested in the phenomena combining sport and tourism. Undoubtedly, it will be useful for scientists and students interested in the subjects associated with sport tourism. Its advantage is also an extensive review of literature on this form of travelling (nearly 200 publications), including references to such classics of the theory of sport tourism as, among others, J. Standeven and P. De Knop or M. Weed. The analysis of how passive participation in sport (both at the stadium as well as in front of a TV screen) can affect development of positive attitudes towards physical culture is also valuable.

What the book lacks, however, is the author's personal concept of sport tourism. The author combines different opinions of other researchers on the subject of sport tourism, dealing for instance with the problem: whether this kind of tourism should be understood in a narrow or wide sense, or whether only active sport tourists should be included in its frame or should we include also passive ones (e.g. fans). Personal opinion of the author could have found more space in this publication, especially due to the fact that Polish literature on this subject knows other, similar to sport tourism, terms. These are namely qualified tourism, active tourism, adventure tourism or outdoor recreation. Bringing specificity of sport tourism to Polish terminological tradition would be certainly interesting. The author also describes the phenomenon of sport tourism mainly in economic-marketing-image creation aspect, which is understandable taking into account his professional background and fields of research. However, the analysis could also include broader socio-cultural and ecological perspectives, which are significant in the context of treating contemporary tourism as an instrument of sustainable development. This aspect seems to be worth noting since major international sporting events, especially Olympic Games, have both positive as well as negative consequences, and not only in economic context. The book would undoubtedly gain in value, if the author included

a broader analysis of tourism potential of the particular forms of sport tourism – for instance, within the active sport tourism we can distinguish traditional sports tourism (ethno-tourism of sport), in the frame of sport events tourism – for example Olympic, marathon or voluntary tourism, and within the nostalgia sport tourism – for instance stadium tourism or tourism of sport museums.

Nevertheless, the author will certainly deal with these issues in the future. It is in fact impossible to enclose the entire phenomenon of post-modern sport tourism in one publication and the book of Professor Hadzik not only organizes the hitherto existing knowledge on this subject, but also encourages further considerations, discussions, explorations, to which the author will obviously dedicate himself in his next publications. The analysis of interrelations between participation in international sporting events as fans and recreational-sport activity of the participants of these events has undoubtedly proved to be a valuable aim of research. However, as the author himself states in the conclusions of this work, there is a need for extensive inter-disciplinary research on the subject of sport tourism. Hopefully they will be carried out in the nearest future and in a couple of years it will be possible to compare some Polish publications dealing with the subject of sport tourism, written by economists, as well as sociologists, anthropologists, culture experts, ecologists or specialists in physical culture.

Spojrzenie Andrzeja Hadzika na turystykę sportową. Recenzja książki „Turystyka sportowa ze szczególnym uwzględnieniem międzynarodowych widowisk sportowych”

Słowa kluczowe: turystyka sportowa, widowiska sportowe, turystyka widowisk sportowych

Abstrakt

Tekst stanowi recenzję książki Andrzeja Hadzika pt. „Turystyka sportowa ze szczególnym uwzględnieniem międzynarodowych widowisk sportowych”. Przedstawia wartość merytoryczną trzech rozdziałów książki, opinię na temat jej zalet i obszarów, które mogłyby zostać opisane bardziej szczegółowo. Tekst szacuje również wkład recenzowanej publikacji do polskiej myśli naukowej na temat fenomenu sportu turystyki.