

## BOOK REVIEW

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## A TOURIST IN PURSUIT OF THE WORLD OF SPORT REVIEW OF THE BOOK BY EWA MALCHROWICZ- -MOŚKO ENTITLED *SPORT TOURISM*, ACADEMY OF PHYSICAL EDUCATION IN POZNAŃ, POZNAŃ 2018

**Abstract.** This text is a review of the book *Sport Tourism* by Ewa Malchrowicz-Mośko. The review analyses the topics proposed by the author, attempts to define them, and presents examples. The review focuses on the thematic division proposed in the book: into the history and development of tourism, the issue of sports events, the very phenomenon of sports tourism, and contemporary manifestations of sports tourism. The text focuses on the valuable advantages, but also tries to be critical of the publication and to highlight its weaker elements. Above all, however, it is an attempt to take a constructive approach to the subject of sports tourism and to encourage the use of a peer-reviewed book.

**Keywords:** sports tourism, event, tourist, experience, cultural tourism, sport.

Today, the tourist is undoubtedly a customer of special rank and position. Travel agents go to great lengths to satisfy the most exotic desires, and the spaces that such a person visits are often thriving markets with souvenirs and sights to see. However, as we learn from Ewa Malchrowicz-Mośko's book *Sport Tourism*, this sphere of human activity is completely different from the perception of our everyday tourist. It would certainly be appropriate to mention at the outset the basic definitions of the subject provided by the author of the book, but I will take the liberty of leaving this issue to the reader, as the multitude of all theoretical approaches to the issue of sports tourism means that giving this one could diminish and weaken the overtones of another. I would, however, like to propose a short, but very important quotation from the author, who emphasises in it, above all, the very diversity of influences, roots, currents, stampings and links of sports tourism:

Contemporary sports tourism, as well as its components, is subject to conditions which have their own economic (economic), ecological and socio-cultural dimensions, connected with various motivations and needs of the character of emotional and sensual, aesthetic, intellectual sensations, usually influenced by progressive commercialization, fashion dictates and social prestige (Malchrowicz-Mośko 2018: 88).

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This long sentence shows us emphatically that, like most scientific studies, the phenomena investigated by scientists cannot be contained in an airtight and small package of simple and clear wording. The multitude of phenomena and factors influencing the area under study means that the number of books grows and new studies are constantly being published. This makes the book reviewed here all the more valuable for its synthesis and practical size.

Ewa Malchrowicz-Moško's book opens with a fairly large introduction, which turns out to be a source of synthetic information about the content of individual chapters. In my opinion, this is a relatively large shortcoming of this publication. In the introduction – and also in scientific terms – as readers we usually expect a more personal touch from the author. This is a place for explanations related to the reasons for dealing with a selected topic, as well as for sharing possible observations, problems or remarks. After reading the introduction, therefore, we are already faced with the content of the book proper, divided into three similarly voluminous chapters, followed by a significantly more extensive one, and the last, extremely short chapter.

The first part of Chapter One deals with the history and development of tourism. This subchapter is important mainly because of the outline of the time background, numerous scientific definitions from different disciplines, and the various types and subtypes of tourism given (and partially described briefly). The beginning of this section is therefore a short sketch of the road the tourist has travelled from the search for the sacred in ancient times, through the medieval pilgrimage movement and the Enlightenment concept of the *Grand Tour*, to the creation of mass tourism in the middle of the 20th century. Readers who are more historically oriented may be somewhat disappointed by the quick transition to more modern times. Definitely more attention is devoted to the intensive development of tourism at the turn of the 20th and 21st century and in recent years. The author very accurately sets the subject of travel in the context of social development, referring to such sociologists as Krzysztof Przeclawski, Jerzy Szacki and Piotr Sztompka. The turn towards a society of experience, a concept created by the German sociologist Gerhard Schulze, is extremely valuable here. The contemporary tourist is therefore a seeker of entertainment, emotions, adrenaline or risk. Today's tourism is in its general flowering, with many new forms and types of tourism, such as cultural, rural, business, space and sports tourism, among others. The dangers and controversies that accompany the new forms of world exploration are also significant. Here it suffices to mention *sex tourism* or *drug tourism*. A tourist in today's world is a person who wants to experience various emotions, connected with both discovering places and trying to establish contacts with representatives of other cultures. Ultimately, however, this leads, as the author rightly points out, to getting entangled in a closed circle of constant running after the proverbial rabbit. In the second part of the first chapter, the reader is taken on a journey through the history of sport: from the original games and competitions to its latest

dimensions. Of course, there are numerous definitions of sport, and the divisions between amateur and professionalism, as well as the recreational, health or competitive nature of sport, are outlined here. It is also important to pay attention to the links between sport and recreation and entertainment, which smoothly leads to its links with modern mass culture, commodification, globalisation and finally universalisation. The conclusion of this subchapter seems to cover the two main directions in which sport is currently heading. The first is the search for ever more extreme and increasingly strange and dangerous varieties of physical activity; the second is linked to individualism and a focus on one's own good. The last section, in turn, deals with the Olympic Games and other mass sports events over the centuries. The link between tourism and sport, as the author points out, has been an undeniable feature almost from the very beginning of sporting competition. Subsequent paragraphs take us through the history of sport and rivalry from ancient times, through the centuries of medieval knights and the tournaments in which they took part, then the forms of carnival that emerged at the end of the Middle Ages, and the beginnings of football in the British Isles or the Robert Dover Olympics in the 17th century. Finally, the author smoothly moves on to the resurrection of the Olympics before a short, though perhaps not entirely necessary, historical depiction of the Olympics themselves and the people associated with them. In the last two sections, the themes of the World Cup and the European Football Championship are touched upon, along with their impact on tourism, as well as the short theme of Polish sport and Polish sports clubs after Poland regained its independence.

Chapter Two is the history of the sporting event in the post-modern era. It is worth noting the explanation given in the footnote by the author of the name itself. The Polish translation of the word event does not reflect its holistic character and broader perspective. On subsequent pages of the first subchapter there are numerous typologies and divisions of events or reasons for the participation of spectators in these actions. Based on the juxtapositions proposed by various scientists, the most important features or characteristics can be drawn, which attract even more fans and tourists to numerous events. Thus, words such as emotion, fun, expression or filling in leisure time are used. As the author notes, the development of tourism is connected with the latter. From time to time, we also hear a phrase that was already quoted in the previous chapter. It is a *society of sensations* or *sensations* themselves. It turns out to be almost a key word in the issue of tourists' expectations with regard to a mass event in which they intend to participate. The next subchapter is devoted to the phenomenon of cheering. This is all the more important as the concept of a supporter is becoming increasingly mixed with that of a tourist. Today, people who want to watch a match and support their team are able to travel many thousands of kilometres, while visiting numerous countries and meeting interesting people. As before, the author wants to draw us a picture of the evolution that people have undergone – from spectators to post-fans. A lot of attention is devoted to probably

the most avid fans, namely football lovers. This part includes facts about the darker side of supporters, usually concerning their connection with a given subculture. The last part of the second chapter, although short, deals with the extremely important issue of city/region/country development due to the organisation of mass events and sporting events that are held there. Here the author provides examples of the positive impact of sporting events on economic development and – most importantly from the point of view of this book – tourism. Thanks to the power of simplicity and universality of the sporting message, it can become a strong impulse for changes on a variety of scales. The author does not overlook Poland and the effects of Euro 2012, which was organised jointly with Ukraine.

The third chapter is devoted to the main topic of the book, the phenomenon of sports tourism. The first part introduces us to the scientific research conducted by foreign scientists and research centres. So we get a dose of information about the scientific perception of sports tourism in Germany or the United Kingdom. The numerous definitions which the author cites are often in conflict with one another because of the different scopes and assumptions on which they are based. Questions are therefore asked about the purpose of tourists, the boundaries between sport and recreation are sought, and links between tourism and sporting events are indicated. This issue does not seem to be a simple one, and it is still a problem for scientists, who draw on a variety of fields, such as philosophy and the associated concept of *assimilation*, with its impact on both sides involved. The next section draws our attention to the Polish context, along with the path taken by scientists working on this subject. Polish researchers began to think about sports tourism relatively late. Linking tourism in our country with the activities of PTTK (the Polish Tourist and Sightseeing Society) was key to understanding its nature and manifestations. Researchers pointed out the main factor – competition, which distinguished qualified sport from qualified tourism. The latter was mainly focused on improving physical fitness, getting to know the country, cooperation and educating young people. The use of various concepts, which sometimes coincided with the definitions of the Western nomenclature, caused considerable chaos in Polish research. It was only at the beginning of the 21st century that sports tourism in Poland started to be mentioned, distinguishing the aforementioned qualified and extreme or active tourism. In recent years, as the author notes, sports tourism has been increasingly discussed, and is beginning to be associated with its impact on the country's economy. The last part of the third chapter is a description of contemporary changes and trends in sports tourism, which is becoming increasingly dynamic. The governments of many countries are beginning to see the benefits of the sporting lifestyle for their citizens. The author also draws our attention to the individualistic approach to sports tourism adopted by people who treat it as a means of self-development, maintaining health, and the achievement of their goals. It is important that in the era of sustainable development, both countries and residents, and tourists and service providers, should be able to benefit from

the activities undertaken by tourists that have the least possible impact on the environment and nature.

The fourth chapter is an extensive part describing in detail the various types of sports tourism. The typology and selected definition are based on a detailed review of both domestic and international literature. The first part of this chapter describes forms of *active sports tourism*. People travel around the world to participate in rare, traditional and often local games or sports, which are very strongly connected with the history of the region and its culture. This allows local people to continue and constantly cultivate their own regional identity, and at the same time for tourists to participate in something unusual and often little known. Finally, the whole is complemented by traditional Polish games and sports. Another type of sports tourism mentioned in the book is the *tourism of sports events*. Here the author gives numerous examples of older or younger editions of various sports events, such as Wimbledon or Monaco F1 Grand Prix. A Polish example is provided by the annually organised Tour de Pologne, on whose route numerous spectators and fans appear. In addition, such tourists can be divided into groups, in accordance with their activity or inactivity, which creates new subtypes of this tourism. Within this framework, the author briefly lists the most important features of, among others, *active tourism of amateur sports events* or *sports volunteer tourism* (which concerns travelling by volunteers). *Olympic tourism*, in turn, is discussed separately. The next topic addressed in this section is *running tourism*, which is related to participation in marathons, half marathons, charity runs, etc. What is important here is that running is a sport for all, without any restrictions. The last subtype sports events tourism mentioned in the book is *football tourism*. This is, of course, connected with the most varied football events, from the World Cup, through the continental championships, to local competitions. The author also addresses here the issue of Euro 2012, which is important for Poles, and the impact of organising this event on the country. The last type of sport tourism is *cultural sport tourism*. This involves tourists travelling to visit characteristic sports-related places, sports facilities, club headquarters, and sportsmen's homes, as well as participating in thematic meetings, shows or lessons. The author also mentions two subtypes of cultural sport tourism: *museum sport tourism* and *stadium tourism*, where she gives numerous examples of both museums and stadiums eagerly visited by tourists.

Chapter Five deals with the effects of sports tourism, although the author devotes most attention to the organisation of sports events – especially the largest ones. Among the socio-cultural effects are those related to heritage (both tangible and intangible), such as the Olympic Games, their impact on the environment, including urban space, as well as the development and exchange of ideas, experiences and traditions. A larger number of tourists also means more money left in the pockets of entrepreneurs and government. However, we should also not forget the negative economic effects. The organisation of the largest sporting events in particu-

lar is often associated with debt, unused material heritage or, ultimately, an adverse impact on other forms of tourism. The last effect the author takes up is the impact of mass events on the ecological situation. Mass events can also make a positive contribution to nature protection by implementing innovative ways of dealing with waste, reducing pollution, or addressing the subject of environmental education, which can bring much good in the long term to people and the environment they live in.

The last, extremely short chapter touches on the subject of sport tourism in areas of natural value and in culturally different areas. It could have been boldly incorporated into the previous chapters as a form of curiosity, or as a kind of introduction to the discussion on this topic. Devoting a separate chapter to this topic has somewhat detracted from the importance of individual chapters.

The book *Sport Tourism* addresses the subject matter as if it were relatively easy and light to read. However, this position is far from correct. The issues it contains, covering the evolution of tourism from pilgrims to post-tourists, provide a valuable lesson, and the book will certainly become an important reference point for current and future researchers. It seems particularly important to link tourism to a variety of scientific disciplines, from philosophy to sociology to geography. The author very often emphasises both the distinctiveness of sport and tourism, with their mutual connotations and often inseparable connections. Presenting the virtues of sports tourism, along with organization of mass events connected with sport, Ewa Malchrowicz-Moško is not afraid to take up subjects far removed from the positive dimensions of this human activity. She therefore points just as often to the threats and opportunities arising from the increasingly rapid and intensive development of sports tourism. This seems to be one of the greatest assets of the publication under review. It gives us not only dry facts and definitions, but also a huge number of examples where it is much easier to explain the processes taking place. The author, however, does not stop at presenting only good and bad manifestations of the phenomena under discussion, but, above all, proposes solutions to situations which are often not easy, but which are nevertheless possible, and which may potentially seem to be without solution. The author also does not shy away from addressing the Polish context, and almost every example – where possible – is complemented by local elements. In order to construct a fairly synthetic summary, it is worth mentioning once again that sports tourism seems to have a significant impact on interpersonal ties, integration, the satisfaction of impressions and emotions, and the search for sensations and intense experiences. It also influences the development of sports education, the popularity of physical activity, and for regions or countries a sense of pride, community building and the strengthening of identity. Once again, I will probably repeat the most important element in which sports tourism can, and certainly does, have an impact. It is about education, building mutual respect and tolerance, and resisting all discrimination. Although this book is certainly not exhaustive, it can certainly be an excellent starting point for further discussions, debates and scientific deliberations on sports tourism.

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**TURYSTA W POGONI ZA ŚWIATEM SPORTU  
RECENZJA KSIĄŻKI EWY MALCHROWICZ-MOŚKO  
PT. *TURYSTYKA SPORTOWA*, AKADEMIA WYCHOWANIA FIZYCZNEGO  
W POZNANIU, POZNAŃ 2018**

**Abstrakt.** Niniejszy tekst jest recenzją książki pt. *Turystyka sportowa* autorstwa Ewy Malchrowicz-Moško. Tekst ten ma być analizą zaproponowanych przez autorkę tematów, prób ich zdefiniowania oraz prezentowanych przykładów. Recenzja skupia się na zaproponowanym w książce podziale tematycznym na historię i rozwój turystyki, kwestii eventu sportowego, samym fenomenie turystyki sportowej oraz współczesnych przejawach turystyki sportowej. Tekst ten koncentruje się na zaletach, ale stara się także podejść krytycznie do całej publikacji i zaznaczyć jej słabsze elementy. Przede wszystkim jednak jest to próba konstruktywnego podejścia do tematu turystyki sportowej i zachęcenia do sięgnięcia po recenzowaną książkę.

**Słowa kluczowe:** turystyka sportowa, event, turysta, doznania, turystyka kulturowa, sport.