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SPORTS TOURISM: A VOICE IN THE DISCUSSION

The term 'sports tourism' can be applied to the form of tourism distinguished on the basis on the travel motivation criterion. Thus, it regards the behaviour of consumers who consider sport to be a motivation to go on a tourist trip. This approach does not differentiate between sports tourism which involves sport, and sports tourism which involves participating in sporting events (an approach presented by Middleton). Cultural tourism can be approached in a similar way; it can be undertaken by both those who attend cultural events and those who take advantage of cultural goods in any other way.

When adopting the motivation criterion, we should stress that it is not a strict criterion and the basic assumption is that the tourist goes on a tourist trip for more than one reason. During sports tourism, he or she may also take recreation, sightseeing and other motivations into account.

Considering various sport-related motivations allows us to classify sports tourism more narrowly (travelling in order to take part in sporting events) and more widely (travelling in order to do sport). The fact that it is necessary to provide infrastructure for tourists undertaking sports tourism and that they need to show predispositions and skills resulting from the purpose of travel.

The future of sports tourism is connected with prospective tourist behaviours, as it is the tourists with their preferences who will shape tourism demand and, in agreement with the marketing principle, tourism supply. At present, it is possible to observe a trend towards 'healthy and active living' and a fashion for physical activity, especially among the better-off part of society, the inhabitants of cities and so-called 'rich suburbs'. It can be assumed that it will be reflected in a growing interest in sports tourism.

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SPORTS TOURISM: ACTIVE AND PASSIVE PARTICIPATION IN SPORTING EVENTS (AMATEUR AND PROFESSIONAL)

Sports tourism is a relatively new concept in academic papers devoted to tourism (COOPER et al. 2005, GOŁEMBSKI, ed. 2002, KUREK, ed. 2007), though the phenomenon itself is not new at all. In Europe, the tradition of active or passive attendance at sporting events, away from the permanent place of residence, goes back nearly 3000 years in time (let us take travel to take an passive or active part in the ancient Olympic Games in the 7th c. BC). 'Sports tourism' then has existed for a long time, but until recently it has not been either clearly distinguished or given a name. Since the end of the 20th c. it has become increasingly discernible (on a global scale) from other forms of tourism as a result of the growing mobility of contemporary society, the growing number of attractive sporting events as well as their energetic promotion (GAMMON & ROBINSON 2003, LOMINE & EDUMUNDS 2007, RITCHIE & ADAIR, ed. 2004). Considering the special character of the increasingly popular sports tourism, we can divide it into two groups (passive and active):