

Claude SOBRY***Xijia LIU******Jianxia LI*******DOPRINOS DEFINIRANJU I KATEGORIZACIJI
SPORTSKOG TURIZMA****SPORT TOURISM: CONTRIBUTION TO A DEFINITION
AND CATEGORIZATION**

SAŽETAK: Prilikom razmatranja ideje o povezivanju sporta i turizma neke od najsloženijih i najpolemičnijih tema su terminologija, definicija i kategorizacija. Važno je diskutirati o ovim pitanjima i definirati pojmove kako bi se uspostavila linija razmišljanja koja znanstvenicima i stručnjacima u području sportskog turizma pruža mogućnosti pokretanja zajedničkih projekata i rada prema istom obrascu. Analiza se zasniva na odabranoj literaturi uz primjenu metode analize sadržaja kako bi se ispitali glavni radovi koji se bave ovim trima temama. Razmatra se preferiranje termina *sport tourism* u odnosu na *sports tourism* ili nekog drugog termina u skladu s gledištima nekih znanstvenika kako bi se zahvatilo što veće područje sporta kao društvene pojave. Na osnovi analiziranih slučajeva, definiranje i kategoriziranje sportskog turizma prikazuje se sa strane ponude te korespondira s potražnjom. Time se ovim pojmom preciziraju granice sportskog turizma i donose alati za mjerenje njegovog ekonomskog utjecaja unutar granica održivog razvoja uz istodobno uvođenje novog gledišta – stranu ponude.

KLJUČNE RIJEČI: sport turizam, terminologija, definicija, kategorizacija, prigodni sportski turizam

SUMMARY: When discussing the idea of linking sport and tourism, some of the most complex and debated topics are the terminology, definition and categorization. It is important to debate and define these issues to establish a conceptual line of thinking, allowing the researchers and professionals in sport tourism to build joint projects and to work following the same patterns. The analysis is based on selected literature, applying a contents analysis method to examine the main works focusing on these three topics. The use of the term *sport tourism* rather than *sports tourism* or any other term is discussed, in line with the perspective of some scholars advocating more extensive studies into social significance of sport. Additionally, based on the analyzed studies, the definition and categorization of sport tourism is presented from the supply side and matched with the demand side. The concept introduced hereafter aims first to precise what the borders of sport tourism, then to give tools to measure its economic impact within the limits of sustainable development while introducing a new point of view – the supply side.

KEYWORDS: sport tourism, terminology, definition, categorization, opportunity sport tourism

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1. UVOD

Između 1993. i 2014. godine Van Rhee-
nen, Cernaianu, Wille i Sobry (2016) su
samo u časopisu *Sport & Tourism* objavili
31 definiciju sportskog turizma. Ovaj broj
odražava dubinu neslaganja unutar znan-
stvene zajednice u pogledu mnogih važnih
elemenata. Znanstvena, fundamentalna i
primijenjena istraživanja ne mogu napre-
dovati bez preciznog teorijskog okvira koji
prihvaća većina istraživača. Ovaj članak
predlaže niz elemenata prikladnih za ute-
meljenje sintetičkog radnog ozračja vezanih
uz sportski turizam.

Članak donosi analizu koja se zasniva
na odabranoj literaturi kako bi se definirali
neki termini ili koncepti, poput engleskih
termina *sport tourism* ili *sports tourism* te
„sportskog turizma“ ili „turističkog spor-
ta“ i, naravno, definiciju „samog sportskog
turizma. Primarni je cilj ustanoviti granice
kojima bi se ograničio sadržaj i način prou-
čavanja sportskog turizma. Stoga se predla-
že dvojak pristup:

- Socio-ekonomski pristup kojim se dobi-
va tipologija za sumiranje velikih agre-
gata aktivnosti sadržanih u sportskom
turizmu. Bazira se na Gibsonu (1998) i
Pigeassou (2002) i dopunjuje prigodnim
sportskim turizmom s time da se termin
„turizam“ uzima u svom širem značenju.
- Sustav indikatora za stvaranje satelit-
skog računa sportskog turizma kojim
bi se dobili osnovni alati za evaluaciju
ekonomskog utjecaja sportskog turizma
s preciznom metodologijom, za promi-
canje akademskih istraživanja u područ-
ju sportskog turizma i za unaprjeđenje
razvoja smjernica i ciljeva sportskog
turizma prema definiciji sporta iz Vill-
niusa (Official Journal of the European
Union (2008)).

Oba su pristupa potrebna jer je prvi struk-
turalno a drugi više ekonomski orijentiran.

1. INTRODUCTION

Van Rhee-
nen, Cernaianu, Wille and So-
bry (2016) released 31 sport tourism defini-
tions in the *Sport & Tourism* journal alone
between 1993 and 2014. This amount re-
flects a disagreement within the scientific
community concerning a number of major
elements. The scientific, fundamental or ap-
plied research cannot move forward without
a precise abstract frame accepted by most re-
searchers. In this article, we propose a series
of elements appropriate for the establishment
of a synthetic work environment concerning
sport tourism.

This article proposes an analysis based
on selected literature to define some words
or concepts as *sport tourism* or *sports tour-
ism*, *sport tourism* or *tourism sport*, and, of
course, the definition of sport tourism itself.
The primary purpose is to draw the borders
of what to study and how to study sport tour-
ism. Hence a two-pronged approach is pro-
posed:

- A socioeconomic approach, a typolo-
gy summing up the big aggregates of
the activities included in sport tourism.
It is based on that of Gibson (1998) and
Pigeassou (2002) and supplemented by
opportunity sport tourism with the term
“tourism” considered in its broader mean-
ing.
- An indicator system to build a Sport Tou-
rism Satellite Account (STSA) in order
to provide the basic tools to evaluate the
economic impact of sport tourism with
a precise methodology, to promote sport
tourism academic research, and to im-
prove the development of sport tourism’s
direction and goals following the Vilnius
definition of sport (Official Journal of the
European Union (2008)).

Both approaches are necessary, one be-
ing rather structuring, the other being rather
economic.

2. RASPRAVE U PROŠLOSTI

a. *Sports tourism* ili *sport tourism*?

Osim definiranja sportskog turizma, u nekoliko je rasprava podijelilo ili još uvijek dijeli autore koji rade u području sportskog turizma. Prva se odnosi na samu odredbu termina. Treba li pisati *sports tourism* ili *sport tourism*? Hinch i Higham (2011) su se opredijelili na temelju ideje da je sport globalni, društveni fenomen. Oslanjajući se na Gibsonovu definiciju sportskog turizma (1998), koja naglašava elemente kojima se sport označava kao posebna društvena institucija sa zajedničkim značajkama (bez obzira na tip i način njegovog izvođenja i bez obzira na značajke koje ga razlikuju od ostalih turističkih aktivnosti), zadržat ćemo termin *sport turizam*.

b. Definicija sportskog turizma

Nekoliko se definicija sportskog turizma pojavilo u razdoblju između 1998. i 2004. godine. Zadržimo se na dvije najvažnije, a to su više tipologije nego samo „definicije”. Najprije Gibsonov pristup (1998) razlikuje „tri domene sportskog turizma: aktivan sportski turizam koji se odnosi na putovanje s ciljem sudjelovanja u sportu; zatim je tu događajni sportski turizam koji se odnosi na putovanje s ciljem gledanja sportskog događaja; i konačno nostalglični sportski turizam koji uključuje posjete sportskim muzejima, slavnim sportskim natjecalištima i napokon krstarenja sa sportskim temama”.

Pigeassouova definicija sportskog turizma (2002) vrlo je bliska Gibsonovoj. Njegova tipologija također definira četiri različite kategorije:

- Akcijski sportski turizam koji uključuje čitav raspon aktivnosti od sudjelovanja na visoko rangiranim natjecanjima do ribolova na mušicu u Irskoj ili brdsko bicikljanje na Kineskom zidu;
- Zabavni sportski turizam koji u osnovi pokriva priljev turista koji putuju da bi uživali u sportskom događaju koji je, vjerojatno, pojačan medijskim izvještavanjem o velikim sportskim događajima;

2. DEBATES FROM THE PAST

a. *Sports tourism* or *sport tourism*?

Besides the definition of sport tourism, several debates have divided or are still dividing the authors working in the sport tourism field. The first one lies in the very designation of the field. Should we write *sports tourism* or *sport tourism*? Based on the idea that sport is one global, social phenomenon, Hinch and Higham (2011) chose their side. Relying on Gibson's sport tourism definition (1998), which emphasizes the elements that highlight sport as a particular social institution presenting common characteristics (whatever the type and mode of practice, and regardless of what characterizes it from the other tourist activities), we will keep the term *sport tourism*.

b. The definition of sport tourism

Several definitions of sport tourism emerged between 1998 and 2004. We will retain the two most important ones. These are typologies rather than just “definitions”. First, Gibson's approach (1998) distinguishes “three domains of sport tourism: active sport tourism which refers to travelling to take part in a sport; event sport tourism which refers to travelling to watch a sport event; and nostalgia sport tourism which includes visits to sports museums, famous sports venues, and sports themed cruises”.

Pigeassou's definition of sport tourism (2002) is very close to that of Gibson. His typology also identifies four different categories:

- Action sport tourism that comprises the whole range of activities from participating in a high-level competition to practicing fly-fishing in Ireland or mountain-biking along the Great Wall of China;
- Entertainment sport tourism, which covers essentially the influx of people travelling to enjoy a sports event, which has probably been reinforced by the media coverage of the major sporting events;

- Kulturni sportski turizam koji se odnosi na posjete mjestima povijesnih sportskih događaja ili muzejima sporta;
- Triptički aktivizam koji je kao direktna posljedica potrebe za kretanjem zbog sporta kategoriziran kao putovanje budući da predstavnici, voditelji i tehničari kao i osoblje u pratnji timova moraju putovati.
- Cultural sport tourism which refers to visiting the sites of past major events or sport museums;
- Triptych activism which is the direct result of the need for the sports movement to be ruled and administered as travelling is necessary for representatives, leaders, and technicians, as well as for the staff accompanying the teams.

Kako i Gibsonova i Pigeassouova definicija ciljaju u osnovi na skupljanje radova koji se nadopunjuju, ali se čini da su razasuti, oni ne uživaju potporu cjelokupne znanstvene zajednice. Prethodne su definicije podrazumijevale da je sport samo natjecateljska aktivnost te da je stoga sportski turizam uvijek povezan sa sportskim događajima. Deery, Jago i Fredline (2004) ustvrdili su da je „sport natjecateljska aktivnost i ne uključuje rekreacijske aktivnosti koje su se prije uvrštavale u mnoge definicije, što ih je činilo preširokima za znatno korištenje u empirijskim istraživanjima”.

Ovaj relativno reakcionaran pristup negira definiciju sporta prema Europskoj sportskoj povelji (Vijeće Europe, 1992:3, revidirano 2001): *Sport su svi oblici fizičke aktivnosti koje su usmjerene, neformalnim ili organiziranim sudjelovanjem, na izražavanje ili unaprjeđivanje fizičkih sposobnosti i mentalnog boljitka, a kojima se izgrađuju društveni odnosi ili dosežu rezultati na natjecanjima svih razina.*

Prednost ove nove definicije jest da ona otvara rascjep između federalne (SAD) koncepcije sporta (nema sporta bez natjecanja) i priznaje razvoj sporta u suvremenim društvima nakon 1970-ih kada su se pojavili kalifornijski sportovi¹, a koji su neko vrijeme

If both Gibson's and Pigeassou's definitions aim essentially at gathering works which complement each other but appear rather dispersed, they do not meet the support of the whole scientific community. Past definitions considered that sport is only competitive and, consequently, that sport tourism is always connected with a sporting event. Deery, Jago and Fredline (2004) claimed that “sport is competitive activity and does not include recreational activities that have previously been included in many definitions, thereby making them too broad to be of substantial use in empirical research”.

This rather reactionary approach denies the definition of sport given by the European Charter of Sport (Council of Europe, 1992:3 revised in 2001): *Sports is all forms of physical activity which, through casual or organized participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competitions at all levels.*

The advantage of this new definition is that it opens a breach in the federal conception of sport (no sport without competition), and acknowledges the evolution of sport in the contemporary societies since the 1970s, with the appearance of the *Californian sports*¹ – for a while bearing various names

¹ Prvo su se surfanje, zatim daska za jedrenje, skate board, snow boards, paraglajd, itd. zvali “kalifornijski sportovi”, jer su se pojavili u Kaliforniji krajem 1960-ih prije no što su se raširili po cijelome svijetu. Ti sportovi nisu bili priznati kao sportovi prema saveznom sustavu, jer su bili uglavnom hedonistička zabava bez organizacija i natjecanja sve

¹ Surf first, then wind-surf, skate boards, snow boards, paraglide, etc. were named “Californian sports”, because they appeared in California at the end of the sixties before migrating towards other parts of the world. They were not recognized as sport by the federal system because, mostly fun

nosili razna imena (alternativni sportovi, novi sportovi, ekstremni sportovi, itd.) da bi se na kraju uvrstili pod termin „slide“ sportovi (na dasci) (Melo i Gomes, 2016). Bez osporavanja ideje o natjecanju u sportu, ova nova definicija podrazumijeva druge strane sporta koje uključuju sve nove aspekte koji se povezuju sa slobodnim vremenom, rekreacijom i turizmom. Ova definicija je u skladu s idejama nekih autora koji tvrde da široka definicija sporta povećava značaj veza između sporta i turizma (Standeven i De Knop, 1999) kao i veze sa slobodnim vremenom (Melo i Gomes, 2016). Ovdje je razvidno da jedan od problema proistječe iz pokušaja povezivanja sportskih domena dok se one u turizmu razmatraju odvojeno.

c. Sportski turizam i turistički sport

Gammon i Robinson (1997, 2003) ukazuju na razliku između *sportskog turizma* i *turističkog sporta* te sugeriraju spajanje u „sport i turizam“ (slika 1). Termin *turistički sport* „vidi sport kao sekundarnu pa čak neki put i slučajnu aktivnost na putu“, koju Leiper (1990) u svom eseju na temu klasifikacije turističkih atrakcija općenito naziva *tercijarnom atrakcijom*, a to su atrakcije kojih turisti nisu bili svjesni prije no što su stigli u destinaciju (koja je stoga izabrana prema drugim kriterijima), ali koja bi mogla postati privlačni element za vrijeme njihovog boravka u destinaciji.

(alternative sports, new sports, extremes sports, etc.) to be finally included under the term *slide sports* (Melo and Gomes, 2016). Without denying the idea of competition in sport, this new definition understands other facets of sport including all of its new aspects, associated with leisure, recreation, and tourism. This definition is consistent with the ideas of some authors who argue that a broad definition of sport increases the significance of the links between sport and tourism (Standeven and De Knop, 1999) as well as with leisure (Melo and Gomes, 2016). We can notice here that one of the problems comes from attempting to link the domains of sport while in tourism they are considered separately.

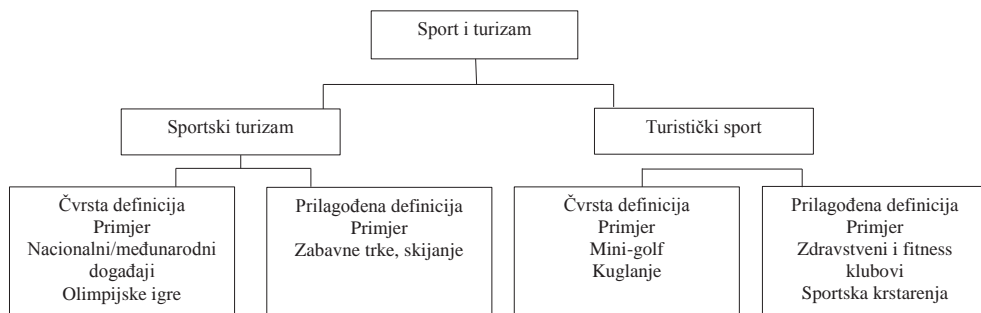
c. Sport Tourism and Tourism Sport

Gammon and Robinson (1997, 2003) distinguish “sport tourism” from “tourism sport” and, by bringing them together, obtain “Sport and Tourism” (figure 1). *Tourism sport* “recognizes sport as a secondary and sometimes even an incidental travel activity”, which Leiper (1990) in his essay on the classification of tourism attractions in general calls *tertiary attraction*: an attraction that the tourists were unaware of before they reached their destination (therefore elected on other criteria), but which might become an attracting element during their stay.

dok MOO uviđa ekonomsku učinkovitost njihovog korištenja. Korijeni ovih sportova mogu se naći u knjigama Jacka Kerouaca i beatničkog pokreta koji se pojavio u SAD-u 1960-ih. Više kod Sobry, 2003.

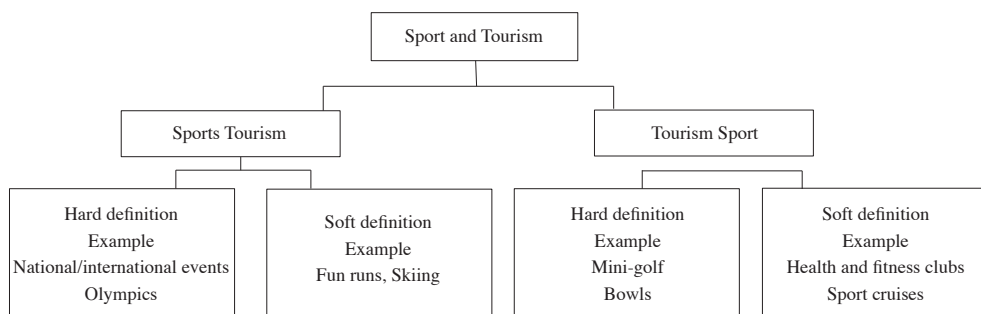
and hedonistic, without structures and competes as long as the IOC understand the economic efficiency in using them. The roots of these sports can be found in the J. Kerouac books and the Beat movement born in the USA during the sixties. For more see Sobry, 2003.

Slika 1: Model mjerenja koji opisuje ukupni utjecaj iz perspektive održivosti



Izvor: prilagođeno iz Gammon i Robinson (1997:10) u Deery, Jago i Fredline (2004:236)

Figure 1: A measurement model describing the total impact from a sustainability perspective



Source: adapted from Gammon and Robinson (1997:10) in Deery, Jago and Fredline (2004:236)

Razlika između „turističkog sporta“ i „sportskog turizma“ izvodi se iz prve definicije sportskog turizma koja je bila samo dodana na dvije domene, sport i turizam. Naprotiv, Weed i Bull (2003, 2009) smatraju sportski turizam samostalnim entitetom, ne kao sumu dvaju odvojenih elemenata. Oni definiraju sportski turizam kao „društveni, ekonomski i kulturni fenomen koji proizlazi iz jedinstvene interakcije aktivnosti, ljudi i mjesta“ (2003:258).

Možemo se složiti s ovom definicijom, ali nešto nedostaje. Kada pojedinci ili grupe pojedinaca sudjeluju u sportskim aktivnostima u turističkim područjima, oni generiraju

The distinction between “tourism sport” and “sport tourism” is derived from the first definition of sport tourism which was only the addition of two domains, sport and tourism. On the contrary, Weed and Bull (2003, 2009) consider sport tourism as an entity on its own, not as the sum of two separate elements. These authors define sport tourism as “a social, economic and cultural phenomenon arising from the unique interaction of activity, people and place” (2003:258).

We can agree with this definition, but something is amiss. When individuals or groups of individuals take part in sports activities in tourist areas, they generate social

društvene i ekonomske aktivnosti (Bouhaouala, 2014). Putovanje zbog odmora ili drugih razloga može stvoriti priliku za bavljenje aktivnostima vezanim uz sport, čak i kad on nije glavni motiv putovanja. Bouchet i Bouhaouala (2009) naglašavaju da mnoga mala i vrlo mala poduzeća žive od stvaranja takvih prilika budući da su aktivnosti koje nude dodatne na lokacijama s glavnom turističkom atrakcijom. Francuski akvadukt *Pont du Gard* velika je i glavna atrakcija koja privlači turiste. Veslanje kanuom na rijeci ispod ovog remek djela arhitekture starog više milenija djelatnost je koja omogućuje opstanak nekoliko malih poduzeća za iznajmljivanje opreme, tako potičući ekonomsku aktivnost i stvarajući radna mjesta. Ovime se približavamo Hinchu i Highamu (2011:22) koji sport shvaćaju kao „značajnu aktivnost putovanja bez obzira radi li se o primarnom, sekundarnom ili tercijarnom obilježju puta“ i zadržavamo termin „sportski turizam“ kao opći pojam za sve aktivnosti koje su istaknuli Weed i Bull.

d. Osnove sportskog turizma

Hinch i Higham (2011) naglašavaju da su pioniri istraživanja sportskog turizma, u pokušaju njegovog definiranja, vidjeli sport kao glavni motiv i korijen sportskog turizma. Upravo je njihov pristup doveo do uvjerenja da destinacija kao motivacija za putovanje određuje radi li se o sportskom turizmu ili ne. Pigeassou (2004) tvrdi:

“Sportski turizam zasniva se na kretanju i uvodi ključnu varijablu (destinaciju) i procese izbora (motivaciju, odlučivanje) [...] Sportski turizam sadrži ljudski eksperiment koji je usmjeren na skup usluga koje su potrebne za povremena neprofesionalna putovanja u specifične destinacije kako bi se doživjela sportska kultura”, dodajući da “[u sportskom turizmu] želja da se iskusi sportska kultura potiče turističku aktivnost.”

Samo prihvaćanje puta i njegovo uvođenje u preciznu tipologiju, pod jednim uvje-

and economic activity (Bouhaouala, 2014). Travelling for leisure or other reasons can bring the opportunity to practice a sport-related activity, even if it is not the main motive for the trip. Bouchet and Bouhaouala (2009) stress that many small and very small-scale companies subsist on this kind of practice of opportunity as the activity they offer comes in addition to the site that is the main tourist attraction. The *Pont du Gard* (Gard Bridge) in France is a major site attracting tourists and a primary attraction. Paddling in a canoe on the river overshadowed by this multi-millenary architectural work is an activity allowing several small-scale, equipment rental companies to live, generating economic activity and creating employment. We get closer to Hinch and Higham (2011:22) for whom “sport is recognized as a significant travel activity whether it is a primary, a secondary or even a tertiary feature of the trip” only keep the term “sport tourism” considering that it covers all the activities as claimed by Weed and Bull.

d. The bases of Sport Tourism

Hinch and Higham (2011) stress that the pioneers in sport tourism research, saw sport as the main motive and the root of sport tourism. It is their approach that brought the idea that the destination, the motivation for travelling, determines whether it is sport tourism or not. Pigeassou (2004) claims that:

“Sport tourism is based on movement introducing a key variable (destination) and the processes of choice (motivation, decision) [...] Sport tourism constitutes a human experiment which is focusing on a set of services necessary for the realization of non-professional temporary journeys towards specific destinations to experience sport culture,” adding that “[in sport tourism] the desire to experience sport culture drives the tourist activity.”

Only acknowledging the travels entering in a precise typology, on the very condition

tom da je prva motivacija puta sport, znači isključivo prihvaćanje strane potražnje. Ovaj pristup potpuno zanemaruje napore stručnjaka u ovoj aktivnosti, uz ostalo i napore saveza i nevladinih sportskih organizacija koje predlažu usluge, unaprjeđuju svoje proizvode i stvaraju izravne i neizravne aktivnosti, što sve direktno dolazi sa ponudbene strane. Zbog toga *aktivistički sportski turizam* treba staviti na stranu ponude. Kad smo uveli ovaj element, potrebno je ići dalje i vidjeti kakav pristup sportskom turizmu treba predložiti.

3. KAKVA JE BUDUĆNOST?

a. Strana ponude

Kod redefiniranja sportskog turizma potrebno je usvojiti vrlo praktično stanovište: što termin „sportski turizam“ zbilja pokriva u socio-ekonomskom pogledu? Radovi Gibsona i Pigeassoua, zasebno, bili su usmjereni „filozofski“ u pokušajima određivanja onoga što bi sportski turizam trebao biti. To se odnosilo na stanje razvoja ove nove discipline u danom vremenu. Danas se može slijediti pragmatičniji pristup baziran na Pigeassouovoj tipologiji, ali dodajući „prigodni sportski turizam“. Gammon i Robinson (1997) su već spomenuli izraz „turistički sport“ koji se odnosi na slučajnu aktivnost na putu.

Dolaze li ove prilike *ex nihilo*? Očito ne. One nastaju jer poduzetnici razvijaju ponude. Prigodni sportski turizam ima značajke svih ponuda sportskih aktivnosti koje imaju za cilj privući turiste koji dolaze na lokalitet iz potpuno drugih razloga. Za aktivistički sportski turizam potrebno je uzeti u obzir ekonomsku aktivnost koju generira stvaranje struktura koje su potrebne za ugošćavanje sportskih turista.

Oni koji planiraju događanje ili pojedinci koji su zaduženi za ugošćavanje sportskih turista i promoviranje lokaliteta uvijek pokušavaju unaprijediti proizvod koji nude klijentima ili savezima u pogledu natjecanja.

that the first motivation of the trip is sport, means only acknowledging the demand side. This approach totally ignores the efforts made by the professionals of the sector, including the federations and the Non-Governmental Sport Organizations (NGSO) that propose services, improve their products, and create direct and indirect activity, all of which come directly from the supply side. That is why we put *activism sport tourism* on the “supply” side. Having introduced this element, we must go further and see what kind of approach to sport tourism to propose.

3. WHAT ABOUT THE FUTURE?

a. The supply side

When revising the definition of sport tourism it is necessary to adopt a very practical angle: what does the term “sport tourism” really cover in socioeconomic terms? The works of Gibson and Pigeassou, respectively, aimed to be overly “philosophic” in trying to establish what sport tourism should be. It corresponds to the state of development of this new discipline at a given time. Today we can follow a more pragmatic approach based on Pigeassou’s typology, but adding “opportunity sport tourism”. Gammon and Robinson (1997) already mentioned the expression “tourism sport”, which considered an accidental travel activity.

Do these opportunities come *ex nihilo*? Obviously not. They appear because the suppliers develop offers. Opportunity sport tourism is characterized by all the offers of sports activities aiming at attracting tourists who came to a location for a totally different reason. As for activism sport tourism, it is necessary to take into account the economic activity generated by the creation of structures necessary to host sport tourists.

The event planners or the individuals in charge of welcoming tourists and promoting a site always try to improve the product they offer to the customers or to the federations with regard to competitions. It sometimes goes

Katkada se investiraju značajna sredstva. Na primjer, ako je u prošlosti glavna briga skijaških zimovališta bila osigurati načine uspona na planinu, danas se najviše radi na razvoju načina *spuštanja* niz padine. Među zimskim sportovima, čak i ako skijanje ostane glavna turistička aktivnost, ponuda slobodnih aktivnosti postaje sve diverzificiranija. Ako su nastojanja dugo vremena bila usmjerena na uspinjače i infrastrukturu, sada je glavni fokus na nadgradnji, tj. imidžu, reputaciji i privlačnosti mjesta. Također je potrebno dovesti turiste i sportaše na lokalitet pod najboljim uvjetima, što upućuje na turističku infrastrukturu koja je važan dio strane ponude.

Traži se sve više gledatelja: u zadnjih 25 godina organizirana su raznolika natjecanja u najpopularnijim sportovima čime se ponuda sportskih događaja umnožila. Organizatori kontinuirano traže inovacije kojima bi privukli sportaše i gledatelje. Ovi novi sportski događaji generiraju izvore zarade za organizatore i prilike za oglašivače. Nova natjecanja dolaze iz ponude, a ne iz potražnje.

Organizirane i, stoga, plaćene posjete sportskim natjecalištima razvile su se s komercijalnim ciljem. Za spust s olimpijske padine dobiva se diploma, ali ne besplatno. Isto se događa i s bob stazama i, kako se radi o tržišnim uslugama, podređeno je privlačenju turista u zimovalište. Ove nove usluge zahtijevaju investicije i razvijaju se da potaknu ekonomske aktivnosti. Odluka da se izgradi sportski muzej ne dolazi iz potražnje, nego iz namjere da se investira u uslugu kojom bi se privukli turisti i generirala ekonomska aktivnost.

Ovakav pristup sportsko turističkoj aktivnosti očito treba uključiti organiziranje izleta za predstavnike poduzeća koja planiraju ili osnivaju razne sportske objekte. Čini se da motivacija turista nije više jedini element koji definira sportski turizam. Također je potrebno uzeti u obzir ponudu jer je ona izvor aktivnosti unutar sfere sportskog turizma na svakoj razini tipologije.

through important investments. For instance, if in the past the main concern in ski resorts used to be providing the means of ascending the mountain, today it is all about developing ways to go *down* the slopes. Among winter sports, even if skiing remains the main tourist activity, the offer of leisure activities is getting more diversified. If for a long time the efforts were focusing on the lifts and infrastructures, now the main focus is on the superstructures, such as image, reputation, and attractiveness of a site. It is also necessary to bring the tourists and athletes to the site in the best conditions, which induces tourism infrastructure, which is the important part of the supply side.

The spectators are more and more in demand: during the last twenty-five years different kinds of competitions were created in the most popular sports – thus multiplying the offer for sporting events. Organizers are permanently looking for innovations to attract athletes and spectators. These new sporting events generate sources of income for the organizers and opportunities for the advertisers. The new competitions come from the suppliers, not from the demand.

The organized and thus paying visits of sport sites are developed with a commercial purpose. The descent of an Olympic downhill slope comes with a diploma, but not for free. The same is true for bobsleigh tracks – these being market services and all is done to attract tourists in a resort. These new services require investments and are developed to create economic activity. The decision to construct a sport museum does not come from the demand, but from the decision to invest in a service aimed at attracting tourists and generating economic activity.

The supply approach to sport tourism activity obviously should include the trips taken by companies' representatives to plan or set up sports facilities of all kinds. The motivation of tourists does not seem to be the only element defining sport tourism any longer. It is also necessary to take into account the supply, which is at the origin of activities within the sphere of sport tourism at each level of the typology.

b. Mikro ili makro studije sportskog turizma?

Rad autora Van Rheenena i Cernaianua (2016) pokazuje da se područje sportskog turizma često dijeli na pod-područja proučavanja ili niše: biciklizam ili biciklistički turizam (Lamont, 2009), surferski turizam (Martin i Assenov 2012), planinarski turizam, itd. Svaka sportska aktivnost proučava se neovisno, odvojeno od ostalih aktivnosti i globalnom utjecaju na terenu. „Osnove sportskog turizma ne sastoje se jedino od klasificiranja sportsko turističkih aktivnosti na osnovi samo sportskih kategorija,” tvrdi Pigeassou (2004). To je točno, ali također trebamo precizne podatke da bismo razumjeli i upravljali evolucijom sportskog turizma. Zbog toga su potrebna oba pristupa – generičkih kategorija i ekonomskih kategorija. Cilj radova na temu sportskog turizma je proučavanje ekonomskih, društvenih i ekoloških učinaka svih sportsko-turističkih aktivnosti koje su na neki način povezane sa sportom, i procijeniti potencijale danog područja u ovoj domeni. Stoga je potrebna definicija na dvije razine:

- Pristup koji se može smatrati društvenim, čak i filozofskim, kojim se pokušava definirati područje sportskog turizma. S tog gledišta, tipologija se zasniva na zanimljivom pristupu budući da omogućava prvu klasifikaciju sportskog turizma u kategorije. Ovo znači da su proučavanja svakog oblika sportskog turizma, biciklizma, surfanja, planinarenja, itd., potrebna za osnovno znanje o području, ali je potrebno koristiti i „makro-metodu”. Naime, makro ekonomija koristi agregate i prikupljanje ovih „mikro pristupa” kako bi se dosegla teoretska razina toliko potrebna sportskom turizmu.
- Tehnički, empirijski i induktivni pristup sportskom turizmu koji kreće od njegovih učinaka, stvarnih ili potencijalnih, a ne od onoga što bi sport *trebao biti* (Bouhaouala, 2014). Aktivnosti su grupirane u velika poglavlja kako bi se putem satelitskog računa sportskog turizma mogli evaluirati

b. Micro or macro sport tourism studies?

Van Rheenen and Cernaianu's work (2016) shows that the field of sport tourism tends to be divided into sub-fields of study or niches: cyclism or bicycle tourism (Lamont, 2009), surfing tourism (Martin and Assenov 2012), hiking tourism, etc. Each activity is studied independently, apart from the other activities and the global impact on the territory. “The foundations of sport tourism do not consist purely of classifying sport tourism activities using categories employed in sport activities,” says Pigeassou (2004). That is true, but we also need precise data to understand and manage the evolution of sport tourism. That is why both approaches (generic categories and economic categories) are necessary. The objective of the works on sport tourism is to study the economic, social and environmental impacts of all sport tourism activities, somehow related to sport, and to estimate the potentialities of a given territory in this domain. That is why a double level of definition is required:

- An approach we can consider as sociologic, even philosophic, which tries to define the field of sport tourism. In this perspective, a typology constitutes an interesting approach because it allows a first classification of sport tourism into categories. This means that studies concerning each kind of sport tourism, bicycle, surf, hiking, etc. are necessary to the basic knowledge in the field but it is necessary to use a “macro-method”. Namely, macro economy uses aggregates and gathering these “micro-approaches” to reach a more theoretical level that is dramatically missing in the sport tourism studies.
- A technical, empirical and inductive approach of sport tourism, starting from its effects, real or potential, and not from what sport *should be* (Bouhaouala, 2014). The activities are grouped in big chapters and allow evaluating in a Satellite Sport Tourism Account (SSTA) the direct and

direktni i indirektni učinci sportskog turizma u skladu s praksom za sportove u Europi prema definiciji iz Villniusa.

Definicija sporta iz Villniusa je tipologija svih ekonomskih djelatnosti povezanih sa sportom. Popis sektora prema velikim poglavljima omogućuje podjelu tih aktivnosti na tri razine: ekonomski sektori koji su izravno povezani s bavljenjem sportom, sportskim objektima, klubovima, savezima, profesionalnim sportskim objektima; djelatnosti poput graditeljstva, trgovine, industrijske proizvodnje, poljoprivrede, zdravstva, iznajmljivanja, itd.; posljedične djelatnosti poput prava prijenosa, sportskog klađenja, itd. sa shvaćanjem sporta kao proizvoda za koji su potrebni inputi, a koji proizvodi outpute. Takav pristup omogućuje stvaranje sportskog satelitskog računa, alata koji sportskom turizmu nedostaje.

Ideja satelitskog računa prvo se koristila za mjerenje ekonomskog učinka sporta krajem sedamdesetih (Malenfant-Dauriac, 1977). Sustav satelitskog računa cilja konkretno na subjekte, teme ili sektore ekonomije koji se ne mogu promatrati kroz tradicionalne sustave nacionalnih računa, jer ne odgovaraju specifičnoj opisanoj ekonomskoj djelatnosti. Drugim riječima, sustav satelitskog računa je snažan okvir za mjerenje ekonomske važnosti neke industrije u nacionalnom gospodarstvu, a obrazovanje, zdravlje, okoliš i sport su primjeri. Istu je metodu kasnije razvila Svjetska turistička organizacija (2008) kako bi evaluirala ekonomski učinak turizma. Zbog svoje posebnosti, sportski turizam ne smatra relevantnim niti sportski niti turistički pristup. Bez ovog posebnog alata sportski turizam će se uvijek miješati sa sportom ili turizmom bez mogućnosti evaluacije njegovih vlastitih ekonomskih učinaka. Kada je potpuno shvatila kako sport može stvoriti blagostanje, Američka nacionalna asocijacija sportskih komisija počela je razvijati takve alate, ali najviše na mikro razini za pojedina događanja ili objekte. Korištenje mikro i makro pristupa je potrebno,

indirect impacts of sport tourism as it is done for sport in Europe with the Vilnius definition.

The Vilnius definition of sport is a typology of all the economic activities linked to sport. Having listed the sectors by big chapters it is possible to divide these activities at 3 levels: economic sectors directly linked to the practice of sport, sport facilities, clubs, federations, professional sport facilities; upstream activities including building, trade, manufacturing, agriculture, health, renting, etc.; and downstream activities that comprise broadcasting rights, sports bets, etc. with sport being considered as an output which needs inputs and produces outputs. With such an approach it is possible, even if not simple, to create a Sport Satellite Account, a tool that sport tourism studies lack.

The idea of a Satellite Account was first used to measure the economic impact of sport at the end of the seventies (Malenfant-Dauriac, 1977). A satellite account system is specifically aimed at subjects, themes, or sectors of the economy, which are not observable in the traditional system of national accounts, because they do not correspond to a specific statistically delineated economic activity. In other words, a satellite account system is a robust framework for measuring the economic importance of a specific industry within the national economy. Education, health, environment and sport are examples. The same method was developed later by the World Tourism Organization (2008) to evaluate the economic impact of tourism. Due to the specific features of sport tourism, the sport or tourism approaches are not relevant. Without this specific tool, sport tourism will always be confused with sport or tourism without the possibility to evaluate its own economic impacts. Having perfectly understood how sport can develop local wealth, the U.S. National Association of Sport Commissions began to develop such tools but mostly at the micro level for one event or facility. Using both micro and macro approaches is

ali sportski turizam još uvijek ne posjeduje svoje vlastite alate za mjerenje.

necessary but sport tourism still does not possess its own measure tools.

4. STVARANJE SUSTAVA INDEKSA SOCIO-EKONOMSKE KATEGORIJE SPORTSKOG TURIZMA

Ovaj se indeks zasniva na definiciji sporta iz Vilniusa i ima za cilj dati osnovni alat za promociju znanstvenog istraživanja sportskog turizma i unaprjeđivanje razvoja usmjerenja i ciljeva sportskog turizma.

a. Metode

Kako bi se osigurala najšira prilagodljivost ovih indikatora, kao glavni indeks korišteni su Međunarodni standard industrijske klasifikacije svih ekonomskih aktivnosti (ISIC Rev. 4) i Statistička klasifikacija ekonomskih aktivnosti u europskom društvu (NACE Rev. 2). ISIC i NACE su dva osnovna kriterija za evaluaciju ekonomskih aktivnosti u svijetu. Na kojim elementima se indikatori trebaju zasnivati?

Indikatori se zasnivaju na istraživanju definicije sportskog turizma i socio-ekonomskim karakteristikama sportsko-turističkih aktivnosti. Ove se aktivnosti svrstavaju u pet kategorija: aktivni, zabavni, kulturni, aktivistički i prigodni sportski turizam.

a. Rezultati i rasprava

Indeks kategorija sportskog turizma

Jasno je da sportski turizam kao socio-ekonomski fenomen sadrži široki raspon aktivnosti i proizvoda. Kako bi se socio-ekonomski indikatori sportskog turizma promišljali u potpunosti, ova studija akumulira što je više moguće informacija o sportsko-turističkim aktivnostima i utakmicama/natjecanjima, te ih usklađuje s NACE Rev.2. Nakon početne analize prema izvedenim rezultatima NACE, dolazi se do socio-ekonomskih indikatora sportskog turizma. Oni se dijele u 17 odjeljaka, 65 odjela, 154 grupe, i 238 razreda, kako je pokazano u Tablici 1.

4. CREATION OF THE SOCIO-ECONOMICAL CATEGORY INDEX SYSTEM OF SPORT TOURISM

This index is based on the Vilnius definition of sport and wants to provide a basic tool to promote sports tourism academic research and to improve sports tourism development direction and goals.

a. Methods

In order to ensure the widest adaptability of these indicators, International Standard Industrial Classification of All Economic Activities (ISIC Rev. 4) and Statistical Classification of Economic Activities in the European Community (NACE Rev. 2) were selected as the master index. The ISIC and NACE are two basic criteria to evaluate the economic activities in the world. Which elements should the indicators be based on?

The indicators are based on the research into the sport tourism definition and taking into account the socio-economic characteristics of sport tourism activities. These activities are classified into five categories: action, entertainment, cultural, activism and opportunity sport tourism.

a. Results and Discussion

Sport tourism category index

Obviously, as a social and economic phenomenon sport tourism contains a wide range of activities and products. To fully reflect the socio-economic indicators of sport tourism, this study collects as much information as possible about sport tourism activities and matches it with NACE Rev.2. After the initial screening, according to the NACE extraction results, sport tourism socio-economic indicators are produced. They are divided into 17 sections, 65 divisions, 154 groups, and 238 classes. It is shown in table 1.

Tablica 1: Popis indeksa kategorija sportskog turizma na razini odjeljaka

	Opis sekcija (broj odjela-grupa-razreda)*	Šifra indeksa u NACE-u
1	Sportsko-turističke aktivnosti u poljoprivredi (3-7-13)	A1-A3
2	Proizvodnja sportsko-turističkih proizvoda (15-23-37)	C10, C13-C16, C18, C20, C22, C25-C30, C32
3	Aktivnosti vezane za snabdijevanje vodom i odlaganjem otpadaka u sportskom turizmu (4-6-8)	E36-E39
4	Sportsko-turistička gradnja (3-6-7)	F41-F43
5	Veleprodaja, maloprodaja i popravak motornih vozila, motocikala i druge sportsko-turističke opreme (3-15-32)	G45-G47
6	Prijevoz i skladištenje sportsko-turističkih proizvoda (4-11-17)	H49-H52
7	Ugostiteljske usluge sportskog turizma (2-7-8)	I55-I56
8	Informacije i komunikacije u sportskom turizmu (5-11-19)	J58-J61, J63
9	Financijske i osiguravateljske djelatnosti sportskog turizma (3-6-10)	K64-K66
10	Stručne, znanstvene i tehničke djelatnosti u sportskom turizmu (5-11-15)	M70-M74
11	Pružanje administrativnih usluga i podrške u sportskom turizmu (6-17-23)	N77-N82
12	Javna administracija i zdravstveno osiguranje u sportskom turizmu (1-3-8)	O84
13	Obrazovanje u sportskom turizmu (1-3-5)	P85
14	Zdravstvene i društvene djelatnosti u sportskom turizmu (2-2-2)	Q86, Q88
15	Umjetnost, zabava i rekreacija u sportskom turizmu (4-5-13)	R90-R93
16	Ostale sportsko-turističke aktivnosti (3-5-10)	S94-S96
17	Izvanteritorijalne sportsko-turističke djelatnosti organizacija i tijela (1-1-1)	U99
Ukupno	17 (65-154-238)	

* Brojke u zagradama označuju brojčane odnose odjela, grupa i razreda povezanih sportsko-turističkih djelatnosti u NACE-u. Na primjer, u prvom odjeljku (sportsko-turističke aktivnosti u poljoprivredi) brojevi 3-7-13 znače da su ove djelatnosti podijeljene na 3 odjela, 7 grupa i 13 razreda NACE. Rev. 2

Table 1: List of sport tourism category index in section-level

	Description of Sections (number of Divisions-Groups-Classes)*	Index code in NACE
1	Sport tourism agricultural activities (3-7-13)	A1-A3
2	Sport tourism products manufacturing (15-23-37)	C10, C13-C16, C18, C20, C22, C25-C30, C32
3	Water supply and waste disposal activities in sport tourism (4-6-8)	E36-E39
4	Sport tourism construction (3-6-7)	F41-F43
5	Wholesale, retail trade and repair of motor vehicles, motorcycles and other sport tourism equipment (3-15-32)	G45-G47
6	Sport tourism product transporting and storage (4-11-17)	H49-H52
7	Accommodation and food service activities for sport tourist (2-7-8)	I55-I56
8	Sport tourism information and communication (5-11-19)	J58-J61, J63
9	Sport tourism financial and insurance activities (3-6-10)	K64-K66
10	Professional, scientific and technical sport tourism activities (5-11-15)	M70-M74
11	Administrative and support service sport tourism activities (6-17-23)	N77-N82
12	Sport tourism public administration and social security (1-3-8)	O84
13	Sport tourism education (1-3-5)	P85
14	Sport tourism health and social work activities (2-2-2)	Q86, Q88
15	Sport tourism arts, entertainment and recreation (4-5-13)	R90-R93
16	Other sport tourism service activities (3-5-10)	S94-S96
17	Extraterritorial sport tourism organization and body activities (1-1-1)	U99
total	17 (65-154-238)	

*: Figures in brackets denote breakdown numbers of divisions, groups and classes of related sport tourism activities in NACE. For example, in the first section-"Sport tourism agricultural activities", the (3-7-13) means these activities are divided into 3 divisions, 7 groups and 13 classes from NACE . Rev. 2

Obilježja indeksa sportsko-turističke kategorije

Kako pokazuje NACE, indikatori sport-skog turizma obuhvaćaju veliki raspon ekonomskih djelatnosti. Kako bi se pojasnile njihove značajke, ova studija donosi precizniju klasifikaciju. Na primjer, u tablici 2 odjeljak o *Sportsko-turističkim aktivnostima u poljoprivredi* sadrži 13 indikatora sport-skog turizma, od kojih je 11 u turističko-administrativnim sektorima, a dva u sportsko-administrativnim sektorima. Također sadrži devet suštinskih indikatora sport-skog turizma i četiri vanjska indikatora. Ovi su indikatori

Sport tourism category index characteristics

As shown by NACE, sport tourism indicators encompass a wide range of economic activities. In order to clarify their characteristics, this study brings a more precise classification. For example, in table 2 the section *Sport tourism agricultural activities* contains 13 sport tourism indicators, with 11 existing in tourism administrative sectors and 2 in sports administrative sectors. Meanwhile, it contains 9 sport tourism core indicators and 4 external indicators. These indicators are mainly concentrated in the two types of

uglavnom grupirani u dvije vrste aktivnog i zabavnog sportskog turizma. U drugom primjeru, A1.4.2 u Tablici 2, *dresiranje stoke i bizona* općenito se ne odnosi na sportski turizam. No, ako ovaj sektor raste kao rezultat aktivnosti sportskog turizma, kao što je odgovor na turističku potražnju za borbama bikova, tada on pripada kategoriji sportskog turizma. Njegov je bitan atribut vanjski proizvod sportskog turizma, a vrsta je sportski turizam. Takova klasifikacija daje odgovarajuće attribute i značajke za svaki indikator.

active and entertainment sport tourism. In another example, A1.4.2 in Table 2, *training of other cattle and buffaloes* is generally not concerned with sport tourism. But if this sector grows as a result from sport tourism activities, such as meeting the tourist demand for bullfights, it then belongs to the category of sport tourism. Its essential attribute is the sport tourism external products, and its type is entertainment sport tourism. Such a classification gives the corresponding attributes and features for each indicator.

Tablica 2: Primjer obilježja indeksa sportsko-turističkih kategorija u odjeljku A- Sportsko-turističke aktivnosti u poljoprivredi

Razred	Opis razreda prema NACE-u	SA*	TA*	Suštinski	Prošireni	Primjeri	Osnovna vrsta*
A1.4.2	Uzgoj stoke i bizona	X			X	Uzgoj bikova za borbe	B
A1.4.3	Uzgoj konja i drugih pasmina	X			X	Uzgoj konja za trke	A B
A1.4.4	Uzgoj deva i drugih pasmina		X		X	Uzgoj deva za pustinjska putovanja	A
A1.4.9	Uzgoj ostalih životinja	X	X		X	Uzgoj hrtova i aljaških malamuta	A B
A1.6.1	Djelatnosti podrške biljnoj proizvodnji	X		X		Seoske igre, npr. presađivanje sadnica riže, povlačenje konopa, itd.	A
A1.6.2	Djelatnosti podrške životinjskoj proizvodnji	X		X		Natjecanja u striženju ovaca	A
A1.6.3	Djelatnosti nakon žetve	X		X		Branje voća	A B
A1.7.0	Lov i slične uslužne djelatnosti	X		X		Lov na zečeve	A B
A2.1.0	Šumogojstvo i ostale šumarske djelatnosti	X		X		Dan sadnje drveća (Arbor Day)	A
A2.3.0	Sakupljanje divlje rastućih nedrvnih plodova	X		X		Branje gljiva	A
A2.4.0	Djelatnosti podrške šumarstvu			X		Natjecanje u piljenju drva	A
A3.1.1	Morsko ribarenje	X		X		Morski ribolov	A B
A3.1.2	Slatkovodno ribarenje	X		X		Riječni ribolov	A B

*SA: sportska administracija; TA: turistička administracija; glavna vrsta: A=aktivna; B=zabavna; C=kulturna; D=aktivistička; E=prigodna

Table 2: Example of sport tourism category index characteristic in section A- Sport tourism agricultural activities

Class	Description of Class in NACE	SA*	TA*	Core	Extension	Examples	Main type*
A1.4.2	Raising of other cattle and buffaloes	X			X	Fighting bull raising	B
A1.4.3	Raising of horses and other equines	X			X	Race horse raising	A B
A1.4.4	Raising of camels and camelids		X		X	Camel raising for desert trips	A
A1.4.9	Raising of other animals	X	X		X	Greyhound and Alaskan malamute raising	A B
A1.6.1	Support activities for crop production	X		X		Farming games, including transplant rice seedlings, tread water vehicle, Mahjong rope etc.	A
A1.6.2	Support activities for animal production	X		X		Shearing competitions	A
A1.6.3	Post-harvest crop activities	X		X		Fruitpicking	A B
A1.7.0	Hunting, trapping and related service activities	X		X		Hare hunting	A B
A2.1.0	Silviculture and other forestry activities	X		X		Arbor Day	A
A2.3.0	Gathering of wild growing non-wood products	X		X		Mushroom picking	A
A2.4.0	Support services to forestry			X		Wood sawing competition	A
A3.1.1	Marine fishing	X		X		Sea fishing	A B
A3.1.2	Freshwater fishing	X		X		River fishing	A B

*SA: sport administration; TA: tourism administration; main type: A=action; B=entertainment; C=cultural; D=activist; E=opportunity

b. Industrijsko-administrativni sektori sportskog turizma

Još ne postoji poseban industrijsko-administrativni sektor koji bi upravljao poslovima sportskog turizma. Za bolje korištenje baza podataka i crpljenje statističkih parametara iz postojećih gospodarskih organizacija, autori moraju klasificirati svaku sportsko turističku aktivnost što je moguće preciznije u postojeće gospodarske sektore. To znači da bi se socio-ekonomski indikatori sportskog turizma mogli uvrstiti ili u sportski administrativni sektor ili u turistički administrativni sektor – čime bi se izbjeglo dvostruko brojanje ili ispuštanje ovih indikatora.

b. Industrial administrative sectors of sport tourism

So far there is no specific industrial administrative sector managing sport tourism affairs. For a better use of the database and extraction of the statistics parameters from the present industrial organizations, the authors have to classify every sport tourism activity as precisely as possible into the present industrial administration sectors. It means that sport tourism's socio-economic indicators should be recorded by either the sports administrative sector or the tourism administrative sector – thus avoiding double counting or missing these indicators.

Tablica 3: Vrste izdavačkih djelatnosti sportskog turizma povezanih s prinjerima

Odjeljak	Opis odjeljka	Grupa	Opis grupe	Razred	Opis razreda	SA	TA	Suštnski	Proširen	Primjeri	Glavne vrste
J58	Izdavačke djelatnosti	J58.1	Izdavanje knjiga, časopisa i ostale izdavačke djelatnosti	J58.1.1	Izdavanje knjiga	X	X		X	Izdavanje sportsko-turističkih knjiga	A B C D E

Table 3: Example-related types of sport tourism publishing activities

Division	Description of Division	Group	Description of Group	Class	Description of Class	SA	TA	Core	Extension	Examples	Main types
J58	Publishing activities	J58.1	Publishing of books, periodicals and other publishing activities	J58.1.1	Book publishing	X	X		X	sport tourism book publishing	A B C D E

Isto tako neki indikatori, prema sadašnjim razinama podvrsta NACE, ne mogu se svrstati u posebne sportske ili turističke gospodarske sektore. Na primjer, u Tablici 3 stavak *J58.1.1-izdavanje knjiga* treba uzeti u obzir da knjige o sportskom turizmu mogu izdavati sportski urednici ili turistički urednici. Postoji još mnogo sličnih slučajeva, naročito u odjeljcima A, C, G, J, K, M, N, O, P i S, koji se trebaju provjeriti imajući u vidu posebne praktične aktivnosti. Takva provjera stvarnih aktivnosti nije složena.

Suštinski i vanjski proizvodi i aktivnosti sportskog turizma

Na osnovi suštinskih i vanjskih proizvoda i djelatnosti sportskog turizma, socio-ekonomski indikatori sporta dijele se na suštinske i vanjske dijelove. Termin suštinski naglašava izravan utjecaj sportskog turizma na socio-ekonomsko okruženje, dok proširen naglašava njegovu neizravnu ulogu. Postojanje sportsko-turističkih aktivnosti usko je povezano s odgovarajućim društvenim i ekonomskim djelatnostima. Ove djelatnosti mogu biti same sportsko turističke aktivnosti, kao što su prodaja karata za sportske događaje, ili mogu biti dijelom drugih gospodarskih aktivnosti potaknutih od strane sportskog turizma. Na primjer, to su ugostiteljske potrebe koje potiče olimpijski turizam. Stoga ova studija potvrđuje 23 suštinska i 215 proširenih indikatora.

Sustav sportsko-turističkih socio-ekonomskih indeksa uključuje 17 odjeljaka, 65 odjela, 154 grupe, i 238 razreda. Trenutno se mogu naći ili izračunati svi ti indikatori iz baza sportskih i turističkih službenih baza. Oni su podijeljeni u 23 suštinska i 215 proširenih indikatora te u pet vrsta: aktivni, zabavni, kulturni, aktivistički i prigodni sportski turizam.

c. Ograničenja i razvoj sustava indeksa

Sustav indeksa ostat će učinkovit još dugo vremena. Međutim, razvojem oblika

At the same time, some indicators, according to the current subdivision level of NACE, cannot be classified into a specific sport or tourism industrial administrative sector. For example, in table 3 the section on *J58.1.1-book publishing* should consider that sport tourism books can be published by either sport editors or tourism editors. There are many similar cases, especially in sections A, C, G, J, K, M, N, O, P, and S, that need to be screened taking into consideration the specific practical activities. Such screening in the actual activities is not complicated.

Core and external products and activities of sport tourism

Based on the direct and indirect socio-economic activities induced by sport tourism, sport socio-economic indicators are divided into core and extensional parts. The core emphasizes the direct impact of sport tourism on socio-economic environment, while the extension highlights its indirect role. As long as sport tourism activities exist, they must come along with the corresponding social and economic activities. These activities may either be sport tourism activities themselves, such as ticket sales to attend a sporting event, or they may be part of other industrial activities driven by sport tourism, for example the hosting needs generated by Olympic tourism. Thus, this study confirms the 23 core and the 215 extensional indicators.

The sport tourism socio-economic index system includes 17 sections, 65 divisions, 154 groups, and 238 classes. At present, we can find or calculate all these indicators from the sport and tourism administration database. Meanwhile, they are divided into 23 core and 215 extensional indicators and into 5 types: action, entertainment, cultural, activism and opportunity sport tourism.

c. Limitations and development of the index system

The index system will remain efficient for a long period of time. However, follow-

i sadržaja sportskog turizma autori vjeruju da će se u budućnosti pojavljivati novi oblici sportskog turizma što bi moglo prouzročiti poteškoće u sadašnjem sustavu indeksa. Stoga je sustav indeksa vremenski ograničen i pokazuje stalno mijenjajuće značajke. Kao osnovni okvir, taj sustav osigurava sučelje i plan za razvoj indikatora.

5. ZAKLJUČAK

Cilj ovog članka jest predložiti okvir za istraživanja u području sportskog turizma. Previše članaka iz ovog područja samo nabraja autore koji su se bavili jednom ili drugom temom. Iako je to potrebno, nije dovoljno učinkovito za daljnji razvoj znanja o sportskom turizmu. Ova činjenica mogla bi se pripisati nedostatku ekonomista među stručnjacima ovog područja. Definirati polje istraživanja je zanimljivo na intelektualnoj razini, ali za učinkovitost potrebni su opipljivi alati.

Nastavno na neke prethodne rasprave i počevši od Pigeassouove definicije sportskog turizma, ovim se člankom predlažu tri glavna cilja za širenje znanja o sportskom turizmu:

1. Uvesti *prigodni sportski turizam* u tipologiju definiranja sportskog turizma.
2. Uvesti stranu ponude gdje god je to moguće u svakoj točki tipologije.
3. Razviti elemente potrebne za stvaranje satelitskog računa sportskog turizma kao u slučaju sporta u definiciji iz Villniusa, što bi trebalo preciznije razraditi u drugom članku.

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ing the development of sport tourism's form and substance, the authors believe that new forms of sport tourism will arise in the future, which might also pose difficulties in the present index system. Therefore, the index system is time-limited and features ever-developing characteristics. As the basic framework, it provides a platform and a blueprint for the development of indicators.

5. CONCLUSION

This article aims to propose a framework for the research activities in sport tourism. Too many papers in this field of work merely list the authors who focused on one topic or another. Although necessary, it is not efficient enough for a further development of the sport tourism knowledge. This fact could be due to the lack of economists among the specialists in the field. Defining a field of research is interesting at the intellectual level but for efficiency purposes tangible tools are necessary.

Having mentioned some previous discussions and starting from Pigeassou's definition of sport tourism, this paper aims to propose three main objectives of expanding the knowledge about sport tourism:

1. To introduce *opportunity sport tourism* as part of the typology defining sport tourism,
2. To introduce the supply side whenever possible at each level of the typology
3. To develop the elements necessary to create a Satellite Sport Tourism Account as in the case of sport in the Vilnius definition, which has to be developed and précised in another article.

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