

Original Article

Social, Tourism and Educational development through Sport

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Abstract

The aim of the paper is to demonstrate the effectiveness of the sports industry not only in the classic perspective of improving the state of physical well-being or of celebration of the athlete's performance, but rather in a multidimensional perspective.

In this regard, it was shown how through an evolutionary process over time, sport has come to considerably and positively affect other contexts, including certainly education and school, tourism industry and that concerning socio-economic issues.

The essay has helped to highlight that sport, intended in its broadest sense, is a valuable resource that can foster a global and sustainable development in the long run.

Keywords Sport; Education; Tourism; Social Issues; Development.

Introduction

The growth of the phenomena related to sport is certainly one of the innovative processes in recent years. The finding is evident in media communication, but it is definitely even more a question of how much sport has developed in the territory and locally and globally within the society.

This development relates primarily to the educational, cultural, social aspects of sport, but it is also connected to the economic, working and financial ones.

The field of sport is now a multifaceted network of activities, experiences and individuals that invests, involves and affects international institutions, central, regional, and local authorities, industry professionals, amateurs, research centers, schools, universities and especially millions of people as practitioners, workers, supporters, users and consumers.

The paper is aimed at highlighting, from a multidimensional point of view, the importance of the "sports resource" under three different aspects, pivotal for the entire community:

- The social development aspect;
- The economic and recreational aspect expressed in tourism;
- The educational aspect.

So, in a perspective of sustainable management, it brings to the attention the opportunity and the need to invest in this multi-functional and multi-dimensional resource.

The role of Sport in Social Aspects

In terms of social phenomena one cannot overlook the growth of the practice and participation of the population to sport, considered both as sport and physical activity (competitive or not), and as attention and direct involvement in the spectacle offered by a number of sports disciplines.

The European indicators clearly show a practice that exceeds about 60% of the entire population, for example in the Italian context there are almost 40 million people who practice physical and sport activity (Di Palma, 2014; SPEA, 2012). The main reasons that favor the spread and make sport an element for social development of the community have to be related to a series of major events such as (D'Isanto et al, 2017; D'Isanto, Di Tore, 2016; Di Palma & Tafuri, 2016; Holt, 2016; Houlihan & Malcolm, 2015; Raiola, et al, 2017):

- The modification of lifestyles and consumption of families and the burst on the scene of social groups considered for long times outsiders of the context (especially women, elderly and disabled).
- The growing focus on health promotion and care of the body characterized by increasingly strong relationship between sport and psycho-physical well-being.
- The growing perception of sport and the principles of fairness inherent in sport which have already been discussed in terms of educational and training skills. Sport has also acquired a universal value of respect for human rights and for the solidarity towards others.
- The growing tendency of the population towards the sport.
- The spread of associations and voluntary concerning sport.

- The strong correlation between sport and the media, both traditional ones such as television, radio and print media which, and above all, the so-called new media, among which the social media.

Basically, you have to agree that the consideration of sport as a sector exclusively addressed to the athlete and his performance is now outdated, going toward a meaning with social and economic implications increasingly relevant.

In this regard, directly related to the aspects of social growth, there are those of the economic dimension of sport. The involvement and mass practice are in fact at the same time cause and effect of the expansion of the economic dimension of sport (Caselli, 2003).

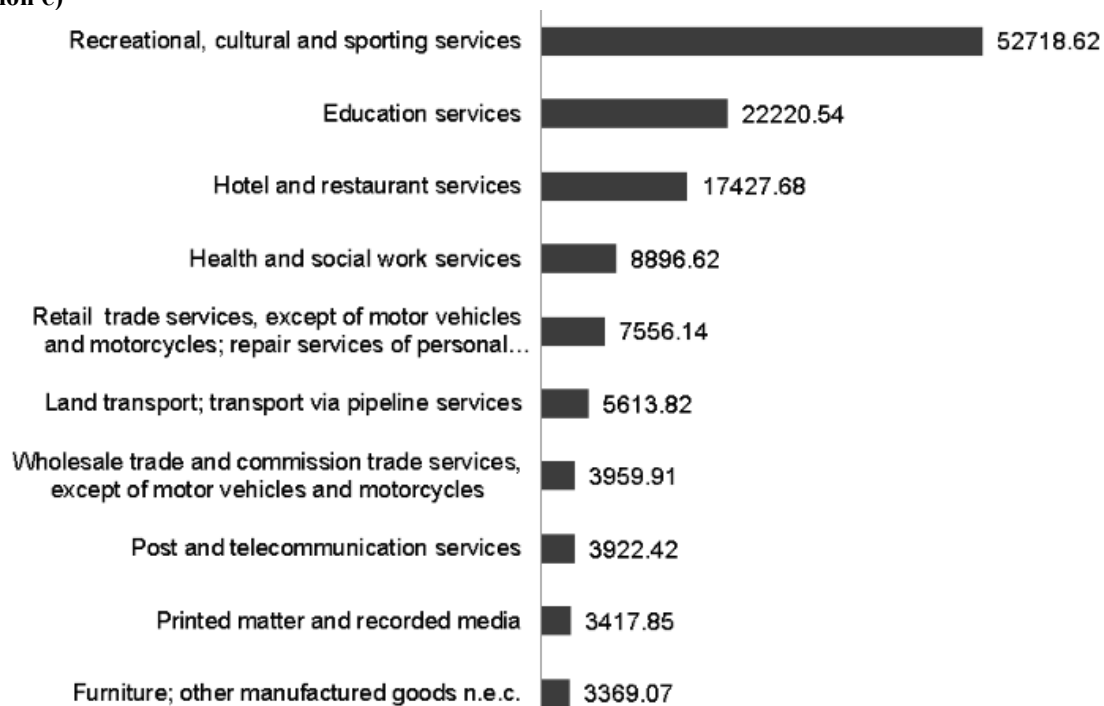
Initially, in a few cases, and primarily in English-speaking contexts, concrete synergies between economy and sports started out, while during the time, the social development of the sport and the related increase in free time helped to identify sport as a sector able to stimulate positively various other industries (Di Palma, 2014; SPEA, 2012).

Important sectors of the economy and the employment system closely linked themselves to the different sports expressions; for example, it is sufficient to consider:

- The different sectors of consumer goods (clothing, footwear, equipment specifications, food and beverage, health products and body care, supplements, etc.).
- Tourism itself, and closely related to it the local transport sector, national and international.
- The industry of mass communication.
- The advertising industry.
- Services for the promotion and organization of large sporting events.

All this, summarized in figures meant that the percentage with which sport contributes to the production of income in the European Union amounted to 1.76%, while for what concerns the added value created by sport, always in the European Union the share amounted to 173.86 billion euro. In this regard in the following graphic is analyzed the Gross Value Added produced by the sport in the top ten sectors of the European Union Economy.

Graphic 1: Gross Value Added produced by the sport in the top ten sectors of the European economy (In Million €)



Source: Our processing data from SportsEconAustria (SpEA)

It should be specified also that these data only refer to the direct effects of the sports economy. If we also added up the indirect and induced effects, numbers would grow, as well as the weight of the economy sports (Gratton & Taylor, 2000; Leeds & Von Allmen, 2002 SPEA, 2011, SPEA 2012).

Sports & Tourism

Sport sector, as well as the tourist one are often associated together, and often strongly interconnected, as both are related to the macro-sector of "free time", time that has gained more and more importance due to the gradual improvement of economic and cultural conditions of society. These, at the same time are inherently depositaries and symbols of positive values, representing a winning combination regardless of the target to which they refer to.

Nowadays sport is seen as entertainment and it is evident its ability to attract, through main events, a wide range of viewers. There is, indeed, a real competition between various locations in order to host a sporting event, to pursue multiple objectives, including economic ones, in a perspective of both short and long period. This results in the direct and immediate increase in economic revenue within the hosting community, generated by the increase in potential consumers brought by the event itself, and from the development of the image for the town that encourages the spectators and those distant to visit that place even after the sporting event (Sorrentini, 2010).

In recent years, in fact, following the development of a new type of tourism defined "sports tourism", entire towns with their dining facilities, hostels, hotels, and anything else have equipped themselves to meet this new demand of consumer/tourists.

Given its recent appearance in studies on tourism, sports tourism has not yet officially been defined by the WTO (World tourism organization), in fact it still appears under the category "Leisure, relaxation and vacation."

There are essentially three definitions to reference to when it comes to sports tourism:

- All forms of active or passive involvement in sporting activities, carried out casually or in an organized way for non-commercial or commercial reasons, requiring to leave home or place of work (Standeven & De Knop, 1999).
- Travel-based leisure that lead individuals temporarily out of their community of residence for the purpose of participating in sports events, either as spectators of sports events or entertainment-based sports events (Gibson, 1998; Gibson, 2002).
- Fringe of tourism based on three basic pillars: a) tourist experience (movement and duration); b) that has a relationship of subordination; c) regarding a principal activity which constitutes a cultural experience in the field of sport (Pigeassou, 2002).

In particular, over the last decade, the sports tourism market has experienced a significant increase in turnover across world. What once was defined as a simple niche it is now a true segment that is growing at a fast pace. Despite the heavy economic crisis there was an increase in this sector; In fact, the annual turnover is estimated at tens of billions of euro and has been studied that one in four people chooses the destination for their holidays also influenced by sport offer. In addition, compared to traditional forms of tourism, sport ensures an adjustment in the seasonality, which entails benefits in terms of increased production for all the activities: hotels, dining and shopping of the town (Tarfanelli, 2010). Specifically, in the following table have been schematically shown the main data and information of sports tourism analyzed at World level.

Table 1: Data and information of Sports Tourism analyzed at World level.

Item	Data / information
International arrivals every year	13 – 16 million
Forecast growth of international arrivals	About 8 % per annum
Weight percentage in the tourism sector	14%
Annual revenue in dollars	850 billion dollars
The main countries of origin of sport tourists	United Kingdom, Germany, Italy, Spain, Denmark, Sweden and Finland

Source: Our update from Tarfanelli (2010)

If it is true that sports tourism, by its nature, has a vast potential for the development, not only economic but also social and cultural of a tourist destination, it is necessary to create a constant and continuous cooperation among all stakeholders: from sports associations to public and private institutions, from receptive to commercial and cultural activities.

Basically it is necessary to create a system where the offering is complete and can contribute to the improvement of the image of a location (Tarfanelli, 2010).

Sport as a Tool for Educational Development

Sport has acquired over time a growing importance as an educational and training tool. In Europe the social and educational perspective of sport has gained importance in official documents only from the late 90s, while far more evident was the need for a Community provision regulating sports law for the economic importance of this sector, with over 15 million people employed and a total employment contribution to the EU of 5.8% (Di Palma, 2014). The official entrance of sport among the European priorities dates back to 2007, when the EU operation Treaty ruled that the Union shall contribute to the promotion of European sporting issues, taking into account its specific nature, its structures based on voluntary activity and its social and educational function (EC, 2007).

"Sport", without distinguishing whether individual or collective sports, exists in the collection of the information daily received by the child, the teenager and the adult.

The new models of research in the field of education have, for a long time, insisted on the need for a comprehensive individual training at intellectual, motor, emotional, social, physical and body levels. Not

surprisingly, the role and the importance of sport, for example, in Anglo-Saxon universities is already well established (Di Palma et al., 2016, 2017; Mari, 2007; Farinelli, 2005).

Aspects of sport must therefore normally be integrated, such as artistic, economic, political, educational to the educative process in order to prepare the student to fully become a citizen.

Sport refers to a system of values extremely compatible with the values of the education system; there are, for example, personal growth, dialectic of the individual and the group within the team, participation in a social reality which has its own rules and that one must learn and apply later, the feeling of belonging to a community. Specifically were revised and updated the data of a "Censis Services Analysis" of a few years ago for the main values expressed by sport in relation to a sample of subjects (divided by age groups).

Table 2: Values most expressed by sport (in %)*

Value	Age Groups				Average
	18-29	30-44	45-64	> 65	
Team spirit	40,8	38,3	28,3	36,0	35,0
Educational growth	33,6	33,0	30,8	42,9	34,5
Respect for the rules	24,0	33,5	27,5	31,7	29,6
Respect for others	29,6	25,2	27,5	24,8	26,6
Friendship	29,6	22,2	25,9	24,8	25,2
Self control	21,6	22,6	25,5	16,8	22,1
Tolerance	15,2	17,0	21,9	14,9	17,8
Fair play	13,6	11,7	11,7	11,2	11,9
Solidarity	10,4	12,2	10,5	9,3	10,7
Joy of life	7,2	8,7	11,3	9,3	9,4
Willpower	2,4	11,3	10,9	8,7	9,2
Equality	4,0	7,0	5,7	3,1	5,2
Honesty	3,2	3,9	2,0	8,1	4,1
Power	4,8	3,9	4,5	1,9	3,8
Mutual understanding	7,2	3,9	2,4	2,5	3,7

*The total is not equal to 100 because the proposed questionnaire included the possibility of choosing multiple answers

Source: Our update from Censis Services Analysis (2008)

The calm of the "realized work", is opposed to the athlete's research for something more, both from their body and from their actions; In fact, in their performances they tend to reach the borders of their ability to highlight and explore all the virtuality within themselves (Raiola et al, 2017, 2016; Altavilla, et al, 2014). Isn't it one of education main aims? Educating also means to "lead outside ...", "bring farther", going beyond what the legacy deposited in us, creating new possibilities, creating a brand new man. School sports can serve as a model to the classic school in this area (Isidori, 2012; Isidori & Fraile, 2008).

So sports training and intellectual formation find themselves using same methods (Raiola & D'isanto, 2016ab). Family is for the child a differentiated environment for age, rank, and status of each of its members, while at school the child is in a group of peers led by an adult. Too often this peer group is the juxtaposition of subjects, not constituting a group having its life, its dynamics, its structure, its evolution and, thus, the school is not able to fulfill the role of socialization which should provide for total education. Sport, particularly team one, is one of the most effective forms of this socialization: everybody have their role to play, their place and their function, available for anybody; the individual is located in relation to others, they act as a function of the others and their personal value is related to the community; hence the double concern for personal growth to be an active element of the group, and to better serve the community to which one belongs. This is one of the essential purposes of education: developing the individual in his individual and social components, creating a citizen with personal wealth to be put at the service of society; confirming even more the educational value inherent to sport (Light & Dixon, 2007; Raiola & Tafuri, 2015).

Still, the practice of a sport must comply with a number of rules that you have to know, learn and apply; practicing a team sport means respecting the rules of the game, organizing self conduct and that of the team within this institutional framework of which borders are known and all the possibilities must be explored in order to know where personal freedom begins and ends. Sport, so, in the midst of an educational perspective, contributes to the understanding of the necessity of having a rule for every human social activity and the importance of accepting to learn it and to know how to apply it and use it (Raiola et al, 2015).

Through sport there is the establishment of new forms of relations, exchange, and dialogue; To date, in fact, shaping the human being as a whole, developing all its virtuality, creating in him new possibilities implies physical education and sport to fully engage education (Zhong-Gan, 2005). Physical education and sport should

not be considered merely as conditions for greater psychic life or actions necessary for the proper functioning of the brain. These are, by now, educational components that must be integrated to the whole contemporary educational action, even able sometimes to introduce educational activity forms totally unknown to classical education.

Conclusions

This contribution has led to evidence sport's ability to configure a sector able to promote and encourage a multidimensional development. This sector has in fact, the ability to be a useful instrument to ensure a new, more comprehensive approach to education and able to value some principles and human rights in order to train any individual efficiently. At the same time sport considered in its broadest sense, dispensing spectacle, is increasingly able to attract a greater number of different categories of viewers. This feature has made it a major component in the management of tourist flows, able to revitalize entire town through a sporting event, such as the World Cup Olympics.

In addition, Sport has had the ability to evolve in line with new global social and economic needs so as to be a resource on which it would be appropriate to invest to ensure sustainable socio-economic development in the long run.

It should, however, be emphasized the need to manage the sports system in managerial perspective through operational and decision-making processes based on economic criteria of efficiency and effectiveness that can assure satisfactory results in terms of cost. Becomes, in this regard, necessary to have organizational and management skills in order to make use of marketing strategies to enhance the image of sport and attract new sources of funding other than public ones, specially because, to date, enhancing the sport, and invest in this area, it is to give an incentive to the entire world economy.

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