From Sport Tourism to Geosport

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ABSTRACT: Tourism is a socioeconomic and environmental activity aimed at discovering new leisure destinations as well as a broad concept encompassing two aspects; mass tourism and sustainable tourism. In parallel with the growth of sport practices, in recent years, the supply and demand for tourism on the sport of nature as the main reason for travelling has increased, while taking into account the value of the geography of sport as a science of society's space allows us to learn these sports cultures. Geosport is one of the most recent concepts in the field of tourism. It focuses mainly on the promotion of spaces, sports heritage sites and routes as a tourist attractive means through sustainability and sustainable management measures. As a result, the focus on sport tourism should be primarily on geosport as a socioeconomic driver of rural development. This article presents a correlation between scientific contributions that highlight the close link between sport tourism and heritage resources while emphasizing the broad scope of geosport. These contributions allow us to better understand how geosport has evolved over time and to identify future challenges. Also, it is part of a series of studies surveying theoretical and empirical work in the field of tourism, sport and geography.

KEYWORDS: Sport tourism, geosport, sport geography, sustainable development & heritage.

INTRODUCTION

The concept of sport tourism in its present form only began to take shape in the eighties of the previous century (GELSENKIRCHEN E.A.2007). It firsly appeared spontaneously, then at the instigation of the States, it helps alleviate the social ills caused by the various economic policies put in place. In recent years, tourism and associated sports activities have developed strongly and have become one of the main drivers of socio-economic development in many rural, Saharan and mountain areas (TISSOT.L et al 2018). This association is engaged in a process of transition and management of the composition of supply and the variation of demand following the effects of changes in the world market of goods and services.

By an integral vision of the attractiveness of sport practices and the action of sustainability, which is implicit in the definition of Geosport; this concept, as a field of investigation in vogue for some years, it is often considered a way to practice sport as the main reason to travel. It refers to the implementation of new and more flexible forms of regulation and practices based on the principle of sustainable development (ANGERON.V & SAFFACHE.P, 2008). This is a situation that challenges us to rethink the context of sustainability in order to find alternatives that can preserve the tourist destination and give it a fresh start with a creative vision. The latter is based on the creation of new socio-economic activities focused on the presentation of cultural identity and on a planning strategy that improves territorial competitiveness (AUGUSTIN, J.-P. & SUCHET, A. 2016; GOFFI, GIANLUCA, 2013).

We must first know the chronology and trajectory of the fundamental concepts that we must develop in this modest article: sports tourism and geosport. These concepts remain quite ambiguous and difficult to define and to combine a term as broad as sustainability and conceptualization can therefore differ if one insists on the economic and social component or the

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environmental component. This conceptual ambiguity has always given rise to debate and research on a global scale, and has also given rise to various concepts and definitions that vary from one country to another and from one school of thought to another.

The choice of a geosport destination has a double mission: the promotion of this mode of tourism allows to provide a well-being to the local population, to value the local products, to label the territory and to create around activities related to the social and solidarity economy ways of strengthening cooperation and competitiveness in a framework of common economic interest. On the other hand, this tourism will participate in the implementation of certain coercive actions to ensure the protection of the local natural and cultural heritage, to value and conserve the local attractions and while taking into account the environmental impacts caused and expected.

Within the framework of this article, several questions must be asked: what are the usual definitions of concepts? What is the definition for geosport? And what is the debate about these concepts and the conditions that have favoured its emergence in recent years?

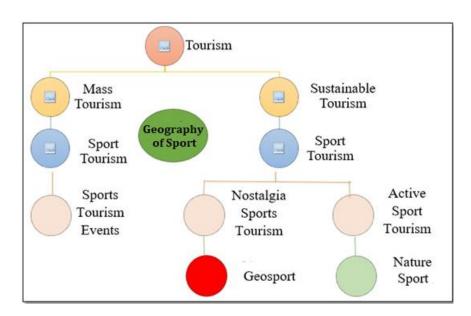


Fig. 1. Diagram describing the transition from sport tourism to geosport

TOURISM: A HIGH DEMAND ACTIVITY

Tourism is a concept which has various manifestations with very important spatial components, which must always be taken into account by measures where it implies a determined use of the territory and its natural resources. This economic activity puts travellers in direct contact with the local population and its culture, and has a strong impact on the socio-cultural and environmental frameworks of the territory (BUDEANU A. 2005).

Tourism is a complex phenomenon in constant evolution, determined by a multitude of interrelated factors: tourist demand and supply, geographical space and touristic players. At the OTTAWA conference (1991), the controversy ended and established the one that, until now, is the official definition of tourism: "Tourism shall include activities carried out by persons during their travels and stays in those situated outside their usual environment for a consecutive period of at least 24 hours (night on site) and not exceeding one year, primarily for recreational, business and other purposes" (UNESCO, 1992).

In addition, tourism is one of the most important sectors of the global economy and encompasses a myriad of businesses that are directly or indirectly linked to touristic activities (UNWTO, 2018). This is due to the many and very diverse exchanges that tourism brings together according to the purpose for which the trip is made, a mass tourism trip, as well as a sustainable tourism trip. As in all sectors, its professionalization and specialization have generated new types of tourism throughout history. There are many functions of tourism, these are classified according to the type of trip, the purpose of the trip, the activity to be carried out, the reasons, the actors, as well as an infinite number of characteristics that motivate us to travel from one place or another (YOUSAF, A et al., 2018).

In this article, we focus on sustainable tourism linked to the practices of sport and its geographical space. In the same sense, tourism, and in particular sustainable tourism, is considered as a set of "good practices" recommended by the main tourism stakeholders for a proposed territory, especially in a perspective of sustainable development (RICHARDSON R.B, 2021; SHARPLEY.R, 2010). Sustainability, on the other hand, is a principle of action which takes a closer look at the path of development which does not cover unified programmes, but which must present a set of strategies, equipped with this concept, they present themselves as carriers of solutions to economic and environmental problems with a growing governance that takes into account the gravity and difficulty of the mission.

SPORTS TOURISM: ANOTHER MODE OF TRAVEL

When we talk about sports tourism, we are talking about stays during which travellers mainly travel outside the usual area to practice sport and choose places and accommodation according to tourist activities. Sports tourism takes many forms and profiles of tourism as a set of leisure activities related to rest, discovery and enjoyment of sports products (RADICCHI.E, 2013). Indeed, a "sports tourist" is any person who temporarily leaves his home to engage in a sporting activity related to the discovery of a destination, participate in a sporting event or competition or attend (JEONG, Y et al; 2020; JIANG, X et al, 2021).

According to NEIROTTI (2003), sport tourism can be broadly described as: "Including travel outside the primary residence to participate in a sport activity, for recreational or competitive purposes, travel to observe sport at the grassroots or elite level, and travel to a sporting attraction such as a sports museum, for example." WEED & BULL (2004) conceptualised the phenomenon of sports tourism as follows: "A social, economic and cultural phenomenon resulting from the unique interaction between an activity, people and place". GAMMON & ROBINSON (2003) suggested that sport tourism can be categorized as hard or soft sport tourism, while GIBSON (2005) pointed out that there are three classifications of sport tourism: participation in sporting events, visiting sports heritage sites and routes, or when tourists seek to satisfy their psychomotor needs. The three classifications are:

Sports Tourism Events: Event sports tourism is a purely visual approach. The tourist is a spectator. He travels to attend a competition, a major sporting event (RATKOWSKI W, RATKOWSKA J 2018). For example, the Olympic Games, the football world cup... this type of sports tourism is marked by globalization and media coverage of competitions;

Nostalgia Sports Tourism: This ranking of sports tourism is linked to the visit of infrastructures of a national or world sports heritage. It involves going to mythical places, places that bring back memorable memories. It can also be a source of cultural enrichment, such as the discovery of the Olympic Museum, and natural enrichment, such as sites of biological, ecological and geological interest;

Active Sport Tourism: Active sport tourism brings together individuals, simple, amateur or high-level professionals who practice a sport during a trip outside the usual field. Taking up the challenge of a marathon, an adventure hunt or mobilized on a great competition, who can also take advantage of the event to discover a destination.

NATURE SPORT: AN INNOVATIVE CONCEPT OF ACTIVE SPORT TOURISM

Nature and sport are major components of tourism and the urban way of life, which lead to a very high level of sedentary living due to the stress and pressure on the individual, who is far from nature (BUCKLEY.R, 2011; SUNLU U, 2003). This distancing leads to a growing return to nature through various activities that take place in nature with a strong and constant demand for sports activities in natural areas (JAKSIC-STOJANOVIC, A., & ŠERIC, N. 2019). Indeed, the relationship between sport and nature is more evident because a large number of sports practices depend on types of natural destinations, which generally exist in natural places outside the usual location of tourists; this means that the transition to nature is an obligation and a necessity.

The concept of "nature tourism" is best known in the jargon of tourism professionals as "active sports tourism", which refers to a rather complex, changing and multidimensional reality, difficult to analyse and evaluate (MELO.R et al., 2020; Gammon and Robinson, 2003; GIBSON 1998; PERIC. M et al., 2018; CHADWICK, S. (2005); SINGH, S. et al., 2016). In addition, it integrates a wide range of tourism and recreational activities in various contexts, scenarios, techniques and materials. On the other hand, nature tourism is represented by different itineraries, practices and trips that range from those adapted to family groups, groups of friends, environmental education centers for adventurers looking for a new experience to occupy their free time or organize their holidays in a random or atypical way (GRAJA-ZWOLIŃSKA, S., & SPYCHAŁA, A. (2013); SANCHEZ. A. D et al., 2020). It is therefore a major concept that encompasses an infinite number of tourist and sports modalities in nature that include a complementary offer associated or merged with different types of thematic tourism, different areas and other types of tourist accommodation.

Sports tourism offers are a major motivation for nature tourism, especially in destinations that are also attractive with a specialized brand image. And we must not forget that recreational activities in nature also generate frequent and short trips (hikes) from the city to peri-urban, rural and protected areas (J.E. BIGNE et al,.2001). This typology of tourism has a certain environmental and recreational quality that can be adopted in areas near or far from the city, which has great potential for future demand for nature-based sports tourism products.

In addition, the various sites and facilities developed for tourist activities (trails, routes, rest areas, etc.) must contribute to conservation practices and sustainable management reducing the irrational exploitation of the environment, allow participants in nature sports to enjoy nature without harming it (MIRARI &BENMLIH 2018). This mission dedicated to sports practices in territorial projects offers a series of studies demonstrating the growing place of these activities in the social and cultural construction of territories. In various forms, these practices participate in territorial dynamics whose analysis must be continued, to engage reflexivity necessary for a scientific and useful approach to the action of sustainable and responsible sports tourism.

GEOGRAPHY OF SPORT: A NEW UNDERSTANDING OF SPACE AND COMMONALITY

Geography is a vast specialty that uses several approaches to knowledge at the same time and has three main concerns: man, space and environment; which are adopted on several scales (ENGLISH, P.W., & MAYFIELD, R.C. 1972). It recognizes various sub-disciplines, including the geography of sport. The geography of sport is part of the geographical thinking that has prevailed since the 20th century (BALE.J ET DEJONGHE.T 2008), contributing to a dynamic between the landscapes and the transformation of the spaces that make up today's sports areas (WISE.N & KOHE G.Z. 2020).

On the other hand, sport has moved from a mere leisure activity to another indispensable element in the world market, which depends on supply and demand (ROSEN, S., & SANDERSON, A. 2001). Faced with this situation, States are implementing more effective and democratic sports policies to meet the needs of consumers. In this context, geography can bring interesting perspectives to the study of the reality of sport, especially when the overall objective of policies is not simply to increase the supply of sports facilities, but also to increase the number of people who can participate (ROSEN, S., & SANDERSON, A. 2001).

Today, the opening of new fields of study by geographic science highlights sport as a very interesting science in public strategies and also shows the feasibility of setting up a geographic information system testify to a project cost-effective. Geography, for example, is a science that can contribute greatly to the understanding of sport and can be analyzed from different perspectives and disciplines, although sports have only recently attracted the attention of some geographers (ROSEN, S., & SANDERSON, A. 2001).

Jean-Pierre Augustin, professor at Bordeaux, specializes in the study of sport from a geographical point of view, AUGUSTIN (1995) points out that from a geographical research point of view, the subject of sport has not been totally absent. From the 19th century, Elisée Reclus introduced English Cricket in her publication Universal Geography (BALE, J 1989). In the United States, author John Rooney (University of Oklahoma) organized a specialized survey after a series of articles in the late 1960s; In 1974, he published the first article on the geography of American sport and founded the first magazine on the geography of sport in 1987 (BALE.J 2008).

In the early 1980s, author Philip L. Wagner (1981) analysed the close relationship between sporting events and geographical space and showed a strong correlation between the composition of social space and sports habits. In doing so, it presents important focal points on this relationship to fill gaps in geographic studies related to sporting events. Its main objective was to analyze sports practices, their spatial variations and to have a systematic vision that would allow acquiring a greater and more complete knowledge of the organization of sport.

AUGUSTINE goes on to show that geography, a science of space and society, allows us to understand these sports cultures using the renewed methods of the discipline, especially those related to observation, cognition and action (AUGUSTINE, 2011). The analysis conducted from the point of view of the human and social sciences aims to understand the object of sport as a cultural, economic and social product.

Sport plays a very important role in the global economy through its economic and social contributions and its potential. Therefore, it is crucial that the mutual relationship between sport and sustainability takes the approach of balancing the needs of today and tomorrow. It is important to be aware of the impact of sport not only on the external environment and the conservation of natural resources, but also on the economy and social (cultural) well-being.

The issue of sports spaces is based on a geographical approach that focuses on the production and reproduction of space and the interrelationships with spatial structures (WINEMAN, Jet al., 2014). In other words, the geographical approach to sport is a fundamental way of addressing the issue of spatial dynamics, as sports activities undoubtedly belong to the good

governance that has shaped the organisation of space in a sustainable way, massive and fundamental (HIGHAM.J & HINCH.T, 2006). Indeed, this approach has affected sports activities around the world and draws attention to a series of issues related to sport and the geographical space in which it has been practiced.

SPORTS GEOGRAPHY AND GEOSPORT: LITERATURE REVIEW

This article presents a comprehensive review of the scientific literature on geosport published over the past two decades (FARSANI et al., 2013; WINARNO et al., 2019; IRMINSKI, W. (2010) IRMINSKI, W. (2008); YUSUF, J. (2021); MATEI, D. (2016); MOHAMUD Y N AND LOPEYOK. T 2018). Their results demonstrate the popularity of geosport as a new research topic and indicate a similarity with the concept of sports geography. Their results also show that the vast majority of this literature is based on an empirical approach to assessing heritage and its potential for the development of sport tourism, and underlines the importance of broadening the scope of geosport research. On the other hand, researchers do not pay as much attention to geosport actors such as tourists and local communities, and only a very small number of studies examine geosport in the context of sustainable development.

Today, the concept has been redefined by various researchers from different countries as synonymous with the geography of sport, and these definitions are by no means official. While all the researchers identify tourism and sport as central elements of geosport. Other researchers show the close relationship between geosport and geotourism. Geotourism activities include geological site visits, geological sports, geological studies, geological conservation and education, geological festivals, georoads, health and wellness at touristic facilities. Indeed, a broader approach is applied, defining geosport as follows: "tourism that supports or enhances the geographic character of the place visited, including its environment, culture, aesthetics, heritage and the well-being of its residents for sporting purposes".

The objective of geosport is to offer another recognized touristic culture on contemporary issues of geography and sport, such as cultural heritage, natural resources and the brand image of the tourist destination, etc. Geosport is targeting tourists who promote the realization of touristic activities in heritage areas and routes in order to discover the local cultural and natural heritage and all those who are interested in sports tourism of nostalgia in its strategic dimensions. The relationship between sport and tourism is growing. Sport is increasingly being used as a springboard for governments, political decision-makers and stakeholders to achieve various objectives, ranging from the construction of a heritage tourist destination to the increase in global demand for sport tourism.

In addition, the evolution of the concept focuses on trails as an experienced geographical attraction for sports tourism, and in particular long visits on heritage routes. They argue that the trail is a tourist phenomenon, as tourists choose particular paths based on geological, geomorphologic, ecological and cultural qualities, such as soil, relief and historical monuments (MIRARI & BENMLIH 2020). Tourists and sport tourism entrepreneurs use the heritage trail and its surroundings, which can be defined as a geosport destination and, including scientific, educational, cultural and tourism values.

This investigation examines how the links between geography and cultural heritage can be developed to improve the experience of sport tourism and promote education and environmental conservation. It also shows that the links between geosport and the cultural landscape provide an opportunity to promote heritage values to a wider audience. It also points out that assessing assets, values and benefits within a cultural ecosystem services framework can allow for a more holistic approach to geosport that recognizes the links between athletes, heritage and landscape. Therefore, adherence to good ethical practices is an essential element of geosport for stakeholders and participants.

GEOSPORT: A SUSTAINABLE SPORT TOURISM GOAL

This orientation, based on a participatory and partnership approach, was initiated by the request of civil society and later adopted by tourists and tour operators. The growing demand for sport tourism and related activities represents an opportunity for the conservation and development of its natural resources and requires the implementation of new responses in terms of sustainable development. One of the main objectives of this modest idea is to encourage the sustainable, responsible and ecological consumption of natural resources and also to motivate the sports tourism through a responsible approach to enjoy their stay in a geosports destination without destroying the sports heritage circuit.

An integral vision of environmental protection exists in the definition of geosport through the integration of community participation, economic development and the many strategies and interventions that provide a pledge for this mission. Sport tourism, in particular geosport, is an alternative tourism model that contributes to environmental protection, generates funds for vulnerable areas, solves social problems and creates income-generating activities. Its mission is to limit the negative impacts of nostalgia sports tourists through the application of sustainable tourism and to fulfill environmental planners and decision

makers to achieve their goals taking into account all sustainable and appropriate criteria. When planning, decision-makers take into account the real and potential impacts of geosport, both positive and negative, it is necessary to remember the objectives and functions of good governance.

With respect to geosport management, the focus should be on stimulating conservation and preservation not only for commercial purposes, but rather as a tool to encourage a common understanding of public heritage. To do so, it must be mandatory to integrate the process of good practices and skills management in order to preserve and improve the visitor experience and protect the natural resources that attracted the visitor in the first place. This management approach should focus primarily on the quality of visitor experience, as the success of geosport in achieving its heritage education, sustainable development and conservation goals ultimately depends on this experience.

Therefore, if visitors have a deeper awareness and connection to heritage, they are much more likely to appreciate it and contribute to its sustainable management. It is therefore essential that future geosport research further examine visitor perceptions and opinions, cultural ecosystem services and the potential to influence motivations, the expectations and behaviours of visitors and geosport stakeholders and their relationships. In addition, this reflection raises other questions about the environmental impact of geosport on heritage and the socioeconomic impact on local communities and their well-being. Understanding these aspects is essential to managing geosport sustainably in the future.

It is currently recognized that some regions with natural potential, attractive landscapes and a long history to share are the best examples for a viable model of sustainable development based on the principle of geosport. The environmental and cultural dimensions integrated in a process of socioeconomic development, allow all geosports projects to upgrade or rehabilitate the region according to its degree of degradation. Each mission guarantees not only the preservation of the region, but also the well-being of the local population, often economically disadvantaged.

This research is a goal of several countries and it is more so for an emerging country such as Africa. It educates a state of consciousness of a culture of environmental protection, of safeguarding fragile natural environments or of rehabilitation of abandoned village. Thanks to such initiatives, civil society is becoming sensitive and concerned for a return to the authenticity of the territory, cultural continuity and landscape protection, with a permanent look at growing factors and uncontrolled urbanization.

The approach adopted in this study will have contributed, in favour of the concept of sustainable development, to the rehabilitation of the tourist destination taking into account all the components and natural resources (natural environment, biodiversity, local people and traditions, architecture, local products, etc.). The creation of geosport circuits will involve partnerships between public authorities, civil society and investment and development actors, with the goal of having a global vision to preserve and protect the circuit and create income-generating activities around it. Indeed, the implementation of the geosport guidelines is a difficult and complex task, and its repositioning in the tourism market is a very difficult task without relevant marketing that takes into account the environmental aspect.

CONCLUSION

The new conceptual framework encompasses a large number of approaches that each could use different research methods, ranging from qualitative to quantitative, historical to spatial analysis, etc. This article has shown that the use of a heritage framework to practice geosport has added to the body of knowledge about sport, tourism and geography with new knowledge about the heritage sports landscape through research using an approach described in the sustainable development framework

In other words, Geosport is an expression that has emerged in recent years as a sport field linked to tourism and leisure industries, but also to nature, and includes a range of sports activities developed and practiced in natural or rural areas. The spread of these unique sports practices around the world has prompted a desire to better understand this historical phenomenon. In particular, efforts to define and conceptualize this diverse set of physical activities have led researchers and practitioners to define the boundaries and contours of this new field of investigation.

Finally, we can consider sport and tourism as a part of the spiritual existence and lifestyle of the contemporary world and which is reflected on society by a new experience of displacement on all its categories. The geographical synthesis of "geosport" provides support for the sustainable practice of sport in a tourist destination in all its typologies and structures and it also analyses in space its consequences on the environment and society, to improve the socio-economic conditions of the local population, to promote the preservation of nature and the protection of cultural heritage.

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