

Sinem Mutlu

Izmir Katip Çelebi University, Institute of Social Sciences, Department of Travel Management and Tourism Guidance, Master's Degree with Thesis in Tourist Guidance, İzmir/TURKEY

[sinemmutlu2009@hotmail.com](mailto:sinemmutlu2009@hotmail.com)

## Introduction

“Sport derives its root meaning from ‘disport’ meaning to divert oneself. It carried the original implication of people diverting their attention from the rigours and pressures of everyday life”. (Edwards, 1973)

Sports tourism refers to the commercialization of sports performed as a hobby. Hundreds of thousands of people around the world travel for sports competitions every year. They even travel not only for competitions but also for hobby sports.

During these travels, of course, people come into contact with different people and perhaps different cultures. During this communication, a phenomenon called 'socialization' occurs between two individuals. Nowadays, people mainly carry out this action through social media.

In this study, the intersection points of socialization and sports tourism were examined.

## Materials and Methods

A literature review on sports tourism has been conducted and it has been seen that no point regarding socialization has been mentioned yet. In this study, particular attention was drawn to this and the two fields were represented with figures in which they could actually be combined.

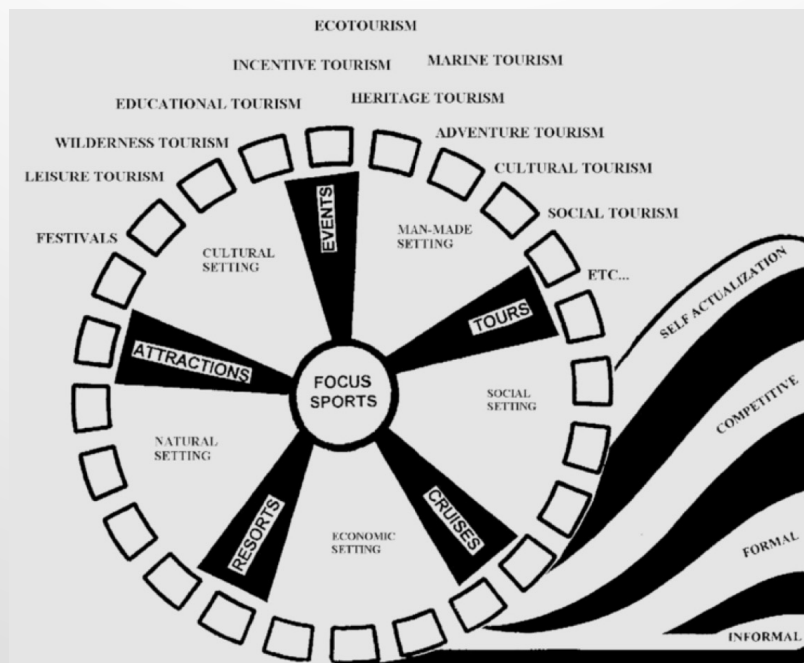


Figure 1: A Wave in Time – The Sports Tourism Phenomena Model.

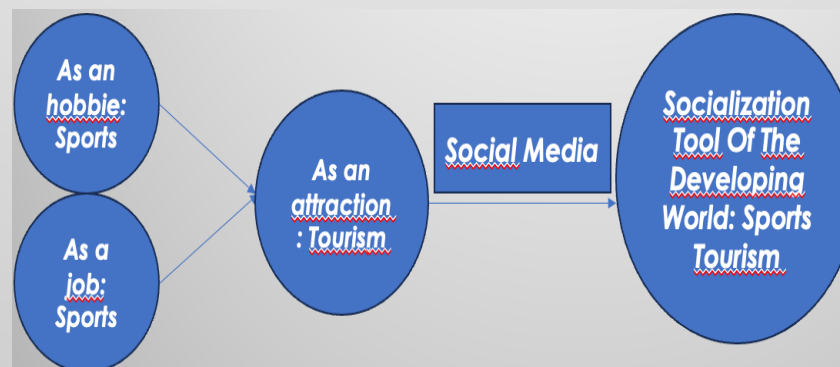


Figure 2: The path from sports to tourism, from sports tourism to socialization

## Results and Discussion

As the types of sports increase in the world, the needs of humanity have also increased. According to the research, as sports life diversifies, the need to do this at different points has arisen. Thus, the type of tourism we call sports tourism has developed.

According to the research, sports tourism is common all over the world today and the biggest chance of its spread is social media. Social media is today's means of communication and is used by human beings. So much so that the spread of many events such as sports tourism passes through here. We examined sports tourism as a socialization tool of the new world and, according to the results, we came to the conclusion that not much work has been done in this field.

Our suggestion is that the academic world should do more studies and statistics on this subject.

## References

- Kurtzman, J., & Zauhar, J. (1997). A wave in time—the sports tourism phenomena. *Journal of sport tourism*, 4(2), 7-24.
- Pigeassou, C. (2004). Contribution to the definition of sport tourism. *Journal of Sport & Tourism*, 9(3), 287-289.
- Perić, M. (2010). Sports tourism and system of experiences. *Tourism and hospitality management*, 16(2), 197-206.