

Transfer of Sport Heritage in the Formation of a Sustainable Sport Culture

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Abstract

Sustainability, which points to the common denominator of the countries in the fields of environment, economy and society, etc., ensures that the expectations of a better life are met in this common denominator. Sustainability plays a role in sustaining the existence of cultural systems through its social dimension. In a cultural system, due to its structure which influences and is influenced by culture, sport reflects the characteristics of the society in which it is done, and thus, it is one of the elements that make up the culture. It is only with this transfer that the culture which has been progressing with the accumulation and transferred from the past to the present is transferred to the new generations. In other words, sustainability of culture is possible by transference. As with other elements of culture, the transfer of sport heritage to the next generations is of great importance for the sustainability of sport culture. Sport museums, as the areas where the sport heritage, starting to form with the history of humanity, are presented to the society, play an important role in creating a sustainable sport culture. The aim of this article is to examine and analyze the meaning of place and existence of heritage transfer in the sustainable development of sport culture through sport museums by literature search method.

Keywords: Culture, Sport heritage, Sustainability

1. Introduction

In addition to other methods and tools, sport and sportive activities (Koçak et al., 2013) are also effective in preserving the continuity of culture from the past to the future (Güvenç, 1993) and in the continuation of societies. Because like every social institution, sport is connected to the body of the society with thousands of natural ropes, some of whom are visible, and some are hidden (Fişek, 1989). Sport emerges through social relations in the society, affects the society's thoughts and behaviors, that is to say, cultural structures, is re-shaped by being

influenced by that society over time and affects the society in which it is shaped. Therefore, the culture, which includes all the values carried from the past to the present, includes sport as well.

Sport, at the same time, is also a striking representation of a nation's legacy left from the old times (Gammon & Ramshaw, 2005). Sport is a social phenomenon which is influenced by the social and cultural structure of the society and also affects this structure and shapes the lives of the individuals who participate in it (athletes, coaches, managers, spectators, etc.) (Koca, 2012). Therefore, the sport reflecting the characteristics of the society in which it is located has its own heritage with this aspect. Museums are one of the institutions where heritage is preserved and presented to the community, and sport museums exhibit this heritage and reveal the picture of sport development and accumulation of sport culture. Sport museums provide sport accumulation and collective memory, and at the same time making it possible to reinterpret, enrich and transport sports culture to future generations, and make significant contributions to sustainability in sports. In this study, the effects and functions of sport museums on the sustainability of sport culture are examined by literature review method.

2. Findings

2.1 Sport Heritage

First, it is necessary that a definition of sport heritage must be made before examining the effects of sport museums on heritage transfer and in forming sustainable sport culture. Ramshaw and Gammon examined the concept of sport heritage in four categories in their research in 2005 basing upon their study "Heritage Definition of Tumbidge and Ashworth (1996), and Heritage Scales of Timothy and Boyd (2003)":

2.1.1 Tangible Immovable Sport Heritage

Tangible immovable sport heritage is a special place that has a special connection with the sportive past and has a sportive importance. These are physical structures, such as stadia that host known and important events, athletes or sports. The historical, architectural, stylistic and aesthetic features of sports venues are an integral part of sports heritage. Some facilities are of international importance (Lord's, Wimbledon), others may be of national (Maple Leaf Gardens, Fenway Park), regional (professional football stadium) or local importance (community ice hockey arena).

2.1.2 Tangible Movable Sport Heritage

These are objects, articles and tangible experiences. Exhibitions and objects (not necessarily museum buildings) are separate sources of inheritance, sport museums and halls of honor that are easily transported for reasons such as special exhibitions or relocation, and sporting events are defined as tangible movable heritage. Certain objects, such as the 1966 World Cup ball, can resonate at the national level, and sport goods that are family heirlooms may resonate at a more local or personal level.

2.1.3 Intangible Sport Heritage

What is meant by intangible sport heritage is rituals, traditions, cheers, memories, nostalgia and other intangible elements associated with sport. Intangible sport heritage can be found in both immovable and movable form. In the intangible immovable heritage, tradition can exist as long as venue exists and is accessible. The intangible movable heritage, on the other hand, may include elements that persist even in the event of moving to a new place, such as cheering.

2.1.4 Goods and Services

Reproduction sporting goods—particularly retro *apparel* (Note 1)—and services with a heritage element are also part of sport heritage. The popularity of retro clothes, such as jerseys or shirts from previous eras, are worth a considerable amount to many manufacturers.

According to Ramshaw and Gammon (2005), a heritage element within the sport heritage can be included in many categories. For example, a historical sport building and area can be in the tangible immovable category. However, this building or area can also be an intangible sport heritage that holds a special memory for anyone.

2.2 *Presentation of Sport as a Heritage*

Because sport is a spectacle, for most people sport experiences is largely visual (Huggins, 2015). Sport is varying from period to period and place to place, and both reflecting and contributing to the social and cultural context in which they were produced (Huggins, 2008). Sites such as sport museums, sport stadia, sport heritage events utilize sport heritage and are integral in creating and disseminating particular cultural values and ideals (Ramshaw, 2011). For example sport museums, which are one of the museum categories (Note 2) (Öztürk, 2017) classified according to their functions and contents, reveal the experiences of the development and change (during the change) of sport and the elements of this experience with various designs and visual images. At the same time, visual material filters, organizes and edits past and present, and creates collective memories and cultural ideals (Huggins, 2015). Thus, it makes 'sport' belong to the related community, develops awareness of protection by creating feelings of adoption, ownership and belonging, and creates social memory. Sport museums, sport stadia, heritage sporting events create a commitment to this heritage by offering sportive social memory.

Sport sites are perceived as more than places which events and competitions take place, they are also places where to visit, to touch, to record an image of or, perhaps to experience more intimately through a tour (Gammon, 2010). Sport museums present their sport heritage through their collections and thus give an idea of the sports culture of a country and the social, economic and political environment in which it develops (Vamplew, 1998). Because the geographical position, traditions, cultural accumulation and cultural characteristics of the societies, allow the development of different sport branches in that society. Therefore, sport heritage, which is inextricably linked to the culture of a nation, differs for each nation. Each community has its own history of sport, a sport heritage that it can preserve and exhibit. As in the examples of baseball for the USA, cricket for England, ice hockey for Canada, rugby for

New Zealand, judo for Japan, taekwondo for South Korea, wrestling for Turkey.

Sport heritage creating a participatory heritage narrative for nations. Sport museums help the cultural and social process of reproduction through contemporary approaches to ‘reviving’ the past (Ramshaw, 2011). They reinforce cultural memory by refreshing and strengthening social memory, and contribute to the production and dissemination of culture. Although the efforts and tendency to exhibit (Note 3) and display the achievements and honored stories within the sport heritage are quite old, the emergence of sport museums dates back to the late 19th century (Note 4). Another sports heritage activity is sport stadia tour. Most major sports stadia incorporate visitor tours which feed off the desires for individuals to gain a deeper connection with a famous site, as well as to the sport and/or the team that compete there (Gammon, 2011). At stadia tour guides inform, educate, entertain and may often ‘reveal’ information that could not normally be known about sites visited (Gammon & Fear, 2005). Sport sites are bestowed positions of heritage, such as a spiritual home of a sport or team, for example Lord’s Cricket Ground (Gammon, 2011). Sport heritage is omnipresent, has been completely spread through mass media, and remain within recent memory could also be considered assets. Few cultural practices emit as many touchstone moments as sport (Ramshaw & Gammon, 2015).

2.3 Functions of Sport Heritage

The missions to which the sport heritage is undertaken are a clear indication of the great importance of sport. Yetim (2000) explains the importance of sport as follows: “While contributing to the positive developments in the lives of individuals, sports is a social phenomenon that contributes to the establishment of a healthy structure of the society and establishing relations with other social institutions and contributing to the integrity, modernization, recognition and development of the society”. Nowadays, sport has rapidly institutionalized and started to penetrate into education, economy, social structure and international diplomacy, its field of influence has reached great dimensions and almost everyone has become interested in sports in some way (Yetim, 2000 transferred from Loy, 2000). Sport museums thus reflect the wide range of functions of sport.

The education function (Note 5) which is inherent in sports (Demirhan, 2003), considering that information alone is not sufficient, but will be meaningful through education (Öztürk, 2017) is among the priorities of sports heritage. Sport heritage provide information about sport and Olympic culture. This situation is indicated in the foundation goals of the museums. For example, Austria Olympic and Sport Museum defines its goal as follows: “It strives to illustrate the history of the Austrian Olympic movement and the individual branches of sport, with a view to creating a better understanding, particularly ‘in the spheres of sport at international, economic, social and political levels’” (Norden, 2001). Sport museums where present sport heritage, are key cultural sites that serve to preserve, interpret and present sport history, creating important opportunities for visitors to connect sensitively with the aesthetic values of sport (Kohe, 2011). Because the collection of sport museums is as varied as the phenomenon they describe. Their examination can provide a unique perspective on the development and nature of contemporary sport and the attitudes of society towards sport

(Redmond, 1973). The presentation of sport heritage elements, one of the cultural heritages that document the existence of a nation, contributes to the development of universal values such as morality, discipline, respect, fair play as well as national values.

Gammon (2010) quote from Stevens that “The inherent appeal of stadia as special places where heroes play and legends are made gives them the type of attributes on which more recognized visitor attractions are based—atmosphere, sense of occasion, evocation and emotion... It is apparent that an important part of the appeal of the stadium as a visitor attraction is its potential to give visitors a real experience of ‘sport as heritage...’”. Some special events held in sport museum or stadia. For instance The Rugby Museum at Twickenham Stadium hosts tours and lunches organized by former British rugby players (Ramshaw, 2010). Visitors have the opportunity to play with tennis stars at the International Tennis Hall of Honor. The Ski Museum in Lahti, Finland, has virtual reality devices that allow visitors to experience winter sports without the cold and wind (Fairley & Gammon, 2005). In order to commemorate athletes and sporting achievements, sport museums organize interviews and signature days for museum visitors to listen to the past matches, sporting achievements and performances of the athletes (Ramshaw, 2010). With these activities, the opportunity to be together with the famous athletes of the time and the athletes who are currently active in sport encourages children and young people to do sport and makes a significant contribution to the formation of generations and to raise national athletes.

Sport museums also organize athletes’ trainings and events where the spectators will be athletes themselves. Interactive exhibitions, mostly in sports museums, offer visitors the opportunity to ‘experience’ a particular area of sport. There is also a collision machine in the Rugby Museum where visitors will experience the sense of rugby collision for a rugby player (Ramshaw, 2010). The Montreal Hockey Hall of Fame features a full-size, navigable copy of Canadians’ locker room and an interactive video that allows visitors to experience the training room simulation (Fairley & Gammon, 2005). Interactive exhibitions not only introduce specific sporting practices to visitors but can also inspire visitors to watch or start doing that sport, it contributes to sustainable sport culture.

Sporting venues which inevitably includes heritage also promote sport culture. Because sports heritage venues often emphasize the history of the sport or the team to sustain the legacy of the place and create a meaningful experience for the visitors (Ramshaw et al., 2013). Stadium tours, which normally include areas of the site closed to the public, such as private suites, locker rooms, media centers and the playing surface, give chance to see those place (Ramshaw & Gammon, 2015). So tours offer to cross the symbolic boundaries that distinguish the worlds of the audience and the worlds of the athletes (Ramshaw et al., 2013). This give a chance to interiorize sport culture, offer people to opportunity to break boundaries and with curious to this special venues, cause to increase number of visitor to stadium and sport museums. It also provides to enhance number of sport museums and sport heritage venues. In England, for example, an increase in public interest and augmenting visits give way to the increasing number of special-purpose museums dedicated to particular sports or clubs (Wood, 2005). While the experience in the museum takes its place in the memories of the visitors, the pieces taken from the museum shop are the tangible bearers of this

experience, and an element of sport culture is carried to the personal space/home.

There are also lots of sport events which contribute to strengthen collective sport memory. By reason of many annual or regular sporting events have a heritage component, which is often part of their appeal. Every Olympic Games pays homage to its heritage, whether the ancient Games, the modern Games created by de Coubertin, or the records and heroes of Games past (Ramshaw & Gammon, 2015). People watch and follow this special sport heritage based event and reproduce sport memory and culture.

Each branch of sport, which is a part of culture but is a cultural practice in itself (Koca, 2012), has its own history. The different sport branches meet the sport needs of individuals in different strata of society, and “the multidisciplinary/multi-domain relationships in the sport reflect the imagination existing in the human being and diversify our world” (Filiz, 2002 transferred from Williams, 1979). Sport museums, stadia tour and sporting venues, heritage based sporting events etc. contribute to the continuity of sport culture while demonstrating this richness.

3. Conclusion

Sustainability will succeed when all people meet their basic needs and desires for good living, the quality of life increases, in addition ecosystems and species are allowed to renew themselves, the planet’s life support systems are protected and these conditions are guaranteed for the next generation (Üçer, 2017). Therefore, the legacy of the systems which created by the society has great importance. There is transfer of values through socially constructed sports (Talimciler, 2015). While one aspect of these values transfer is the passing of social values to sports, the other aspect is the transfer of sport values, some sort of sporting values, to the society (Abanoz & Soyer, 2018). In other words, while sport forming culture, it is also shaped by the culture, that is to say sport is the carrier of culture. Since culture is a heritage transferred to new generations, it includes sport as it does with all the values carried from past to present. Therefore, each society has a sport heritage that should be preserved and exhibited in relation to its own sport history. Like all elements of culture, sport culture is transferred from past to present and can be carried to new generations with this transfer. In order for the sport culture to be sustainable, it is necessary to carry the sport heritage to the next generations. In this sense, sport heritage, which started to accumulate along with the history of mankind, are presented to the society, assume important functions in creating a sustainable sports culture.

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Notes

Note 1. Retro, a Latin prefix meaning backwards (<https://dictionary.cambridge.org/dictionary/english/retro>), is a genre that deliberately derives or imitates the currents, fashions of the recent past (<http://www.wikizero.biz/index.php?q=aHR0cHM6Ly90ci53aWtpcGVkaWEub3JnL3dpa2kvUmV0cm8>).

Note 2. Common components of the museums from different categories can be listed as cognitive (about functioning of intelligence) and affective (about emotions and intuition) bonds between past and present and future through these objects, accumulating and

preserving, displaying similarities and differences, creating appreciation and pleasure, and providing educational and cultural transfer (Öztürk, 2017).

Note 3. In ancient Greece, an athlete who won the Olympics was blessed in his own city-state, and even given a divine place. Apart from that, his statue was erected and various rights and opportunities were granted such as tax deduction and no tax (Erdemli, 2008).

Note 4. In this period, institutionalization works were carried out in all museums and new museum types that differed according to collection types emerged (Danilov, 2005; Morawinska-Brzezicka, 1971).

Note 5. Sport is a tool and action necessary to educate not only the human body but also the integrity. The aims of the sport are to develop the social characteristics with the ability to act, providing self-confidence, taking responsibility, being creative, performance, playing, adventure, health and fitness (Demirhan, 2003 transferred from Grössing, 1991).

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