

Society: Sport, Fitness & Wellness

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Abstract

In today's society, leisure activities are gaining more and more importance and attention. This development was supported not least by the change from an industrial to a service society and later also to a leisure society, which at the same time increased the general level of prosperity and the amount of leisure time of each individual. Sport as an important part of leisure time has not been spared from all these changes. A relatively young type of sport that serves as a prime example for the satisfaction of new motives and also the representation of new values, and has thus become a symbol of the new age, is fitness sport. The term "wellness" is often distinguished from fitness. However, looking at the attempts at a definition in the literature, it is noticeable that these definitions often hardly differ from the definitions of "fitness" and are increasingly used synonymously. The aim of this study is to take a comprehensive stock of sport, fitness and wellness in today's society in order to create recommendations for action. The method used in this study was a review of the relevant literature. In analysing various research findings, it was discovered that our society is in a constant state of change that encompasses all aspects of life and all areas of a person's individual life. The central spheres of life, work and leisure, have experienced noticeable upheavals and shifts in meaning in recent decades. In this context, leisure time plays an increasingly important role for many **people**. It has gone from being the „rest of the day“ after work to a central part of life and shapes their lifestyles to a great extent. Whereas in the past it was the profession that characterised social status in society, today certain leisure activities are becoming status symbols. Sport is increasingly a reflection of social conditions. On the one hand, many new trend sports have emerged that satisfy the hunger for fun, experience, adventure and enjoyment, but at the same time, they are taking into account the growing concern for health. The trend sports show the rather positive and cheerful side of sport. But negative social developments are also increasingly finding their way into sport. Many human addictions and desires are concentrated in fitness sport - in both a positive and negative **sense: various** ideals of beauty, the search for personality, staged self-presentation, youth mania, but also the striving to preserve and promote health, wellness and well-being. A renaissance of the body has taken place and made its way into society. Wellness is oriented towards the personal balancing of body, mind and soul, taking into account the respective existing environmental conditions. It should be emphasised at this point that all studies and attempts at a definition show that fitness and wellness correlate very strongly with health motives in the broadest sense.

Key Words: society, sport, fitness & wellness

Date of Submission: 03-01-2023

Date of Acceptance: 17-01-2023

I. Introduction

The current development of the leisure industry is closely linked to the general change in values in society. Social change occurs at any time and everywhere, since every social system is in motion and no society stands still. Movement and dynamics are generated by the social and psychological effects of technological development. The change in values that is currently taking place is also called the second upheaval“. It should be noted, that neither a form of society changes abruptly nor does a sudden change in values take place. These are long processes with blurred transitions that are always conditioned by external and internal events. Whereas a few decades ago the concept of work virtue had a high status, today the focus is on leisure values. Back then, leisure time served to regenerate, to restore full working capacity. Today it is the other way round, work and the wages that go with it are needed to finance leisure and to achieve and maintain economic security. As a result, the organization of leisure time is becoming the purpose of life; people no longer define themselves exclusively by the job they do and the work they have done, but also seek success and recognition through the experiences they have in their leisure time. The impact of the change in values on the individual areas of life and the shift in the centre of life become clear. Today, work and life are in balance and frame the different aspects of personal development. With regard to the facts and explanatory approaches, it can be said that it was not until the end of

the 20th century that leisure time gained in popularity due to social changes and the change in values and has grown steadily to become a mass phenomenon. People find the experience and self-experience they are looking for in leisure (Zarotis & Tokarski, 2020). Sport as an important part of leisure time is not spared from all these changes. It is increasingly a reflection of social conditions: on the one hand, many new trend sports have emerged that satisfy the hunger for fun, experience, adventure and enjoyment, but at the same time they also aim to address the growing concerns about health. They show the rather positive and cheerful side of sport. On the other hand, negative social developments are also increasingly finding their way into sport. This is the case in recreational and popular sport as well as in competitive sport: fairness and team spirit have long since ceased to be a matter of course in sport, cheating and corruption are on the rise, doping is increasingly distorting competitions, and the ever-increasing commercialisation is more and more turning sport into a business and distracting it from its actual meaning. In this context, the discussion about values in sport has flared up fiercely in recent years.

A relatively young sport that serves as a prime example for the satisfaction of new motives and also the representation of new values and has thus become a symbol for the new age is fitness sport. Many human addictions and desires - both positive and negative - are concentrated in fitness sports: various ideals of beauty, the search for personality, staged self-presentation, youth mania, but also the striving to preserve and promote health, wellness and well-being. Fitness sport has long since left its pioneering days behind. In its role as a symbol of the new age, it is no longer a fad. Rather, it has established itself in the sports landscape as a serious sport in its own right, but also as a complement to the classic sports. Fitness sport can be a training element for both team sports and individual sports, and it is used in an organised and non-organised way. For sports science, fitness sport is, despite everything, still a rather underexposed field. However, knowing people's motivations for going to fitness facilities or doing fitness sports is significant not only for the scope of changes in fitness sports themselves, but also for sport as a whole - both competitive and recreational and popular sports alike. A new study by the GIM Society for Innovative Market Research with regard to the fitness sector in Germany shows this very clearly. According to it, fitness sport plays an important role in principle for all types of exercise and sport. The study elaborates a typology with five types of recreational and amateur athletes, for each of whom fitness sport plays a different role, without necessarily considering a visit to a fitness studio as necessary. In addition to health and self-optimisation, the respondents also cite self-presentation in social media, balance, weight reduction, improving their appearance, relaxation and performance (DOSB, 2019). Reporting and the information about fitness in the media has increased significantly in the last decade. The creation of ever new fitness terms has also repeatedly brought to light new aspects of the phenomenon of fitness itself. Accordingly, many different attempts have been made in the specialist literature to grasp the concept of "fitness" in order to do justice to this multi-layered phenomenon. One particular reason for this difficult delimitation is probably that fitness has also undergone a change of meaning in the course of general change over the past decades. Whereas in the beginning "fitness" mainly meant the functional capability of the body under stress, today the concept of fitness is much more ambiguous. It no longer only includes the physical component, but also subjective aspects as well as psychological and social dimensions and thus follows the health definition of the World Health Organisation (WHO, 1986; Nahrstedt, 2008). The term "wellness" is often distinguished from fitness. However, if one looks at the attempts at definitions in the literature, it is noticeable that these often hardly differ from the definitions of "fitness" and are increasingly used synonymously. So in the end, efforts to achieve wellness - and thus fitness - for an individual are always about finding out which sport and how much of it can be combined with personal sensitivities so that an individual balance is achieved. Last but not least, it should be emphasised at this point that all studies and attempts at a definition show that fitness and wellness correlate very strongly with health motives in the broadest sense. Regardless of whether the question is about fitness or wellness: stress reduction, weight control, relaxation, prevention and "doing something for your health" are almost always at the forefront of motivations in all surveys - regardless of whether it is related to the physical or the emotional side.

II. Methodology

This study is a bibliographic review study that presents the critical points of existing knowledge on a theoretical approach to the topic of "Society: Sport, Fitness & Wellness". There is no specialised and comprehensive research work in this area. This study attempts to fill this gap and may be a useful aid to those who will undertake similar endeavours in the future. The main aim of the bibliographic review is to place the study within the 'body' of the topic in question. The review of the current study refers to clearly formulated questions and uses systematic and explicit criteria for the critical analysis of a published paper through summarising, sorting, grouping and comparing.

Bibliographic review study

Society in transition

The fact that our society is in a constant state of change, encompassing all aspects of life and all areas of human existence, has become ingrained in most people's minds. Nevertheless, it is always necessary to point this out. Because: not everyone likes the idea that nothing is as it was and nothing remains as it is. And yet we have to deal with the resulting phenomena, problems and questions if we want to preserve our interests and opportunities. The central spheres of life, work and leisure, have experienced noticeable upheavals and shifts in meaning in recent decades. A change in traditional social values can be clearly felt everywhere: old values are disappearing, new values are emerging. Most people's work has changed significantly in recent years, the stress associated with it has increased, and technical and technological innovations are doing the rest. Fast pace and performance orientation have been features of post-industrial societies for many years (Stross, 2018). There is virtually no more standing still in people's lives. Only continuing in the here and now is taken for granted. In addition, an almost ruthless individualism has prevailed in recent years - observable in people's coexistence in general, at work, in traffic and even in the family in particular. Demographic change is adding to this and exerting pressure: Fewer and fewer young people and more and more old people characterise our society. Surrounded by threats of terror and war, refugee and climate catastrophes, and fear of unemployment and poverty, people often no longer know who they are, where they are in society and what the future holds. Stable conditions look different to most people. This has serious consequences for people's behaviour in our society: Problems of orientation, weakening of one's own identity and the search for anchors increasingly shape people's lives.

Leisure time in transition

In this context, leisure time plays an increasingly important role for people: for most, it has gone from being the rest of the day after work to a central part of life and shapes their lifestyles to a great extent. Whereas in the past it was the occupation that characterised social status in society, today certain leisure activities are becoming status symbols. Today, leisure time increasingly presents itself as a characteristic of quality of life as well as a benchmark and anchor for participation in social life and individual well-being. Leisure time includes not only pleasure, entertainment and switching off and recovering from work, but also education, political and social engagement and health-oriented behaviour. The concept of leisure - and with it people's understanding of what leisure means and is for them - has changed significantly in recent years. Today, leisure is what the individual understands it to be and this can be very different from each other and very complex (Tokarski, 2000). This subjective appreciation of leisure time and the large investments people make in their leisure time have increased enormously. The basis for this is that the time to be spent outside working life has become more and more extensive - despite economic crises and other global dangers - while working time has become shorter for most people. In Germany today, people have a total of more than 7.5 hours of free time on the weekday and more than 8.5 hours on Saturday and Sunday (Kott, Kühne & Maier, 2016). This time has changed from predominantly pure recreation and consumption to a time focused on experiences and enjoyment, with ever-increasing spending on leisure activities and goods, search for unique stimuli, and challenges and demands. Today, leisure is the space in which people develop lifestyles as well as new dimensions of order for everyday life and seek self-fulfilment (Tokarski, 2000). This does not always happen without stress. At first glance, more free time seems to increase individual satisfaction and reduce stress. But recent studies from the USA and Germany show that people feel happy up to a certain - subjectively defined - amount of free time; however, if people perceive their free time as too much free time, they become unhappier and more stressed again (Die Welt, 2019).

Sport in transition

Sport as an important part of leisure time has not been spared from all these changes. It is increasingly a reflection of social conditions: on the one hand, many new trend sports have emerged that satisfy the hunger for fun, experience, adventure and enjoyment, but at the same time they also address the growing concern for health. They show the rather positive and cheerful side of sport. On the other hand, negative social developments are also increasingly finding their way into sport. This is the case in recreational and popular sport as well as in competitive sport: fairness and team spirit have long since ceased to be a matter of course in sport, cheating and corruption are on the rise, doping is increasingly distorting competitions, and the ever-increasing commercialisation of sport is increasingly turning sport into a business and distracting from its actual meaning. In this context, the discussion about values in sport has flared up fiercely in recent years.

Nevertheless, according to self-reports - as many studies show - about 40% of people in Germany do sport - younger people more, older people less. 29 million people are members of one of the approximately 10,000 sports clubs we have in Germany. However, studies also show that more than 40% of Germans do not do any sport (Tokarski, 2017), and in Europe the figure is as high as 46% (De Clerck et al. 2016; EC, 2018). For some years now, a number of international studies have reported that, overall, citizens' engagement in physical activity and sport is stagnating and even declining in some countries - and not just in Germany, but across Europe (EC, 2018). According to this study, the level of physical activity has not changed significantly since 2013. The highest

participation rates in terms of regular sporting activity are found in Finland (69%), Sweden (67%) and Denmark (63%), the lowest in Bulgaria, Greece and Portugal. Lack of time is the most commonly cited reason for not exercising (EC, 2018). According to a WHO study, only one fifth of 11 to 17-year-olds worldwide take enough exercise. For Germany, the study found that 80% of boys and 88% of girls were not physically active enough according to the WHO recommendation (1 hour of exercise per day) (Die Welt, 2019a).

In addition to the "classic" sports (football, gymnastics, tennis, swimming, etc.) in the fields of competitive and popular sports, there are now a large number of so-called "new" sports that contribute to a diverse and sometimes confusing sports landscape, which in turn bring with them many names and associations: They are called recreational sports, rehabilitation sports, sports for the disabled or Paralympic sports, health sports, trend sports, wellness sports, fun sports, adventure sports, extreme sports, and their names also indicate their main focus. A characteristic of many new "sports", however, is that they combine well-known movement elements and features from the known sports and thus do not actually contain anything new - apart from an imaginative naming.

The diversification of sport goes hand in hand with the diversification of the target groups addressed by sport: from pregnancy sport, baby gymnastics as well as mother-and-child activities and father-and-child sport, family sport, children's, youth, adult and senior sport, women's, gay and lesbian sport to migrant sport groups and integration sport for three different genders. The individualisation of society becomes very clear at this point. The question arises whether this development does justice to sport or whether the commonality of sport is slowly but surely being lost in view of its also social and integrative functions.

Last but not least, sport is mostly about competition, about winning or losing, about being better than others or not - or about improving performance. According to Krüger's definition of sport (2019), sporting contests are ritualised opportunities to physically measure and compare oneself with others. In doing so, one can learn to control one's body and to assess one's physical abilities and skills, to use them in a targeted manner within the framework of a given system of rules, and to improve one's own performance in competition with others - and with oneself. Krüger thus sees these mechanisms as important pedagogical foundations that need to be cultivated. There is no better definition of modern sport.

Fitness sport

Fitness sport is a relatively young sport that serves as a prime example for the satisfaction of new motives and the representation of new values and has thus become a symbol of the new age. Many human addictions and desires are concentrated in it - in both a positive and negative sense: various ideals of beauty, the search for personality, staged self-presentation, youth mania, but also the striving for the preservation and promotion of health, for wellness and well-being. A renaissance of the body has taken place and made its way into society.

Fitness sport has long since left its pioneering days behind. In its role as a symbol of the new age, it is no longer a fad. Rather, it has established itself in the sports landscape as a serious sport in its own right, but also as a complement to the classic sports - fitness sport as a training element for both team sports and individual sports, and this both organised and non-organised. This is confirmed once again by the growing numbers of fitness facilities and the increase in their memberships: more than 12% of athletes in Germany - that is more than 11.6 million people - are active in fitness sports in the almost 9,700 studios, of which more than 50% are in individual studios. This puts Germany in first place in Europe in terms of gym memberships, ahead of the UK, France, Italy and Spain (Deloitte, 2020). The number of people who do not exercise in an organised way is not known, but it is estimated to be at least as high.

The increased physicality that has been observed since the 1970s, the higher body awareness and the improvement of the general physical performance at least in parts of the population ("revival of the body"), but also the not inconsiderable striving for an aesthetic appearance and an aesthetic lifestyle ("homo aestheticus") as well as the striving for health have caused the supply of body-related services to skyrocket. The boom began in the 1970s with aerobics, bodystyling, body shaping, stretching and wellness as new forms of exercise at the time. Today, it's all about workouts, spinning, boot camps, functional training, TRX, EMS, HIIT-Aerial or even power yoga, whereby the constant newness - concerning the word creations - is a key feature of the industry.

For sports science, fitness sport is still a rather underexposed field, despite everything. However, knowing people's motivations for going to fitness facilities or doing fitness sports is significant not only for the scope of changes in fitness sports themselves, but also for sport as a whole - both competitive and recreational and popular sports alike. A new study by the GIM Society for Innovative Market Research with regard to the fitness sector in Germany shows this very clearly. According to it, fitness sport plays an important role in principle for all types of exercise and sport. The study elaborates a typology with five types of recreational and mass sportspeople, for each of whom fitness sport plays a different role, without necessarily considering a visit to a fitness studio as necessary for this: In addition to health and self-optimisation, the respondents also cite self-presentation in social media, balance, weight reduction, improvement of their appearance, relaxation and performance (DOSB, 2019).

Philosophy of fitness

Fitness - the associations are manifold. For many, they represent paradise, the fulfilment of all striving, the reward in a less harmonious, restrictive, confusing and exhausting world. They are the epitome of leisure and relaxation, of recreation, physical pleasure, fun, the search for experience and enjoyment, as well as ego-related achievement. Relaxing and feeling good are linked to these ideas just as much as being active, trying out new things and being animated. The (re)discovery of one's own body and its aesthetics has an important function in fitness sport. It is not muscle mass that is necessarily in demand, but acceptable proportions of the body. Not sporting success as such is always the primary goal, but physical performance in non-sporting contexts. In this sense, the body becomes the proof of happiness (Rittner, 1989), its exercise serves to find identity, self-measurement, balm for the soul. The fact that it can also serve as a substitute religion with cult appearances does not detract from the phenomenon - on the contrary.

The hectic pace of everyday life, the prescribed daily rhythms make it difficult for such desires to emerge. Fitness sport is about restoring physical and mental balance, it is about the modern form of leisure (Nahrstedt, 1974). Self-optimisation in the sense of relaxation, balance and personality formation are paired with active fitness and wellness. Fitness in this sense means education of body and mind, it includes self-discovery and self-recognition, it is the way to maintain and regain energies. But it also devours energies: retreats, exercises, attention, devotion, dietary rules and penance (Rittner, 1989). The result: growing in resistance. It is not uncommon for the above elements to become lifestyle-defining.

Fitness of the body and stimulation of the mind are addressed in equal measure; the discovery of the self, the awakening of feelings and the animation of all that is lost are the goals. The individual human being is at the centre of this process. However, he is never alone, he is part of his environment and thus moves in the field of tension of the conditional structure of personal, environmental and task factors. The respective relationship of a person to his environment and his tasks in this environment determines his behaviour and his experience, his motivations and his attitudes. Inhumanity of this relationship leads to impairment and excessive stress: To the extent that natural norms are changed, the human being is restricted; to the extent that the human being is externally controlled, he loses his own energy; to the extent that decisions are taken away from him, he becomes listless; to the extent that he can no longer perceive his sense organs, bodily functions and reactions, he is castrated; to the extent that he sees his environment as threatening, he feels fear. Fitness sport - and this is not too presumptuous a word - can counteract these phenomena. It can be a way to restore a functioning human-environment relationship.

In this sense, the human body is a receiver of stimuli and excitations, which makes it an instrument that can be stimulated. If the body feels "pleasure" in the process, this can be described as fitness. Correspondingly, the state of lack of fitness would be a state of apathy, inertia, depression and negligence (Bauman, 1995). Keeping the body fit then means being ready to receive stimuli and to be stimulated. This is primarily not only about the perception of the body's performance itself, but also about the tension, thrill and ecstasy perceived during physical performance, which are experienced as strong and satisfying (Bauman, 1995). The body's capacity for strong stimulation and excitement has the consequence that an ideal is never really achieved. Physical fitness is therefore not a goal that can be reached, there is always room for improvement (Bauman, 1995), which is often the special attraction. Despite this fact, a number of individuals keep trying to outsmart the body, in other words: to change it without physical effort. The keyword in this context is doping. They do this to build muscles and get a body associated with strength; they may also do this to burn fat and thus conform to body and beauty ideals; or they do this to win competitions in order to exist in a subcultural sports group. Above all, they do it despite physical and psychological side effects (Johansson & Andreasson, 2020).

Definition of Fitness & Wellness

The reporting and thus the information about fitness in the media have increased significantly in the last decade. The creation of ever new fitness terms has also repeatedly brought to light new aspects of the phenomenon of fitness itself. Accordingly, many different attempts have been made in the specialist literature to grasp the concept of "fitness" in order to do justice to this multi-layered phenomenon. One particular reason for this difficult delimitation is probably that fitness has also undergone a change of meaning in the course of general change over the past decades. Whereas in the beginning "fitness" mainly meant the functional capability of the body under stress, today the concept of fitness is much more ambiguous. It no longer only includes the physical component, but also subjective aspects as well as psychological and social dimensions and thus follows the health definition of the World Health Organisation (WHO, 1986; Nahrstedt, 2008). At the same time, fitness signals modernity, success and social acceptance, and combines more and more functions as described in the previous explanations of a philosophy of fitness or fitness sport.

Originally, the word fitness comes from the Anglo-Saxon language and means aptitude, ability, fitness, health or good form (Willmann & Messinger, 1985). Due to the influence from the USA, fitness and its practical implementation in different institutions have had an indescribable "career" so far. How multi-layered this term is becomes evident by the definitions that have emerged over the last 50 years or so, ranging from pure physical

performance to psychological states as well as environmental relationships. Especially the 1970s to 1990s, when the boom of fitness sports began, are marked by an intensive discussion of the term and have produced a multitude of attempts at definitions (Zarotis, 1999):

Schönholzer's definition emphasises above all the physical component of the concept of fitness: "The properly understood concept of fitness includes ... a good physical performance in harmonious balance of its elements: muscular strength, local and general aerobic and anaerobic capacity, and psychomotor abilities ..." (Schönholzer 1971, 10)

Röthig emphasises the social and psychological components of fitness: "Fitness generally refers to a person's fitness for life as well as his or her current suitability for intended actions. In this sense, a person's fitness encompasses all personality dimensions and fields of action. Precisions of this general objective depend on the analysis of the prevailing living conditions or specific situations and the life concepts of the persons as well as society" (Röthig 1983, 134).

Bittorf places the reciprocal relationship of fit and beautiful at the centre of his definition, linking this combination with the female gender: "For 'beautiful' can no longer be separated from 'fit', 'fit' becomes an indispensable precondition for 'beautiful'. Even more, fitness is on the verge of crowning itself the new female ideal of beauty ..." (Bittorf 1985, 204).

Mrazek and Rittner consider fitness to be an influenceable characteristic. They associate "being fit" with characteristics such as active leisure time activities, regular sports, a healthy diet and a slim appearance (Mrazek & Rittner, 1986).

Opaschowski sees fitness as a physical condition independent of age: "Fitness is considered the best form of physical condition, which is not a question of age" (Opaschowski 1987, 26).

In his description, Cotta attaches importance to the connection between physical condition and mental balance: "Fitness is thus the collective term for: endurance and strength of the musculature, endurance of the cardiovascular system, adaptability and above all mental harmony" (Cotta 1988, 41). It goes on to say: "A healthy person does not necessarily have to be fit, on the other hand a sick person can have good physical fitness, as we find confirmed for example in the competitions of paraplegics. Fitness includes the ability of a person to optimally engage with his environment, whether playfully or in a struggle for existence" (Cotta 1988, 40).

Pramann understands fitness as the interdependent relationship between good looks, body awareness and mental strength: "Fitness, a magic word ... fit means the opposite of fat ... Fitness means mental vigour, body consciousness – looking like something ..." (Pramann 1988, 86).

In the same tenor Lemmens states: "Fitness is defined ... as a state of physical, mental and spiritual well-being combined with optimal performance ..." (Lemmens 1989, 3). (Lemmens 1989, 3).

The existing definitions all agree insofar as fitness as a collective term for physical performance is synonymous with simultaneous mental or general well-being, whereby social and emotional components are included. Fitness therefore appears as a complex personality trait and in a certain sense presents itself as the ideal of modern industrial society; it is considered synonymous with success and social acceptance (Mrazek, 1988).

Especially from the end of the 1980s, social aspects moved more into the focus of attempts at definition.

In the magazine "Sport Test", fitness is presented as a kind of psychological and physical protective shield against the demands of everyday life: "Being fit is that enviable condition that allows us to meet the manifold demands of our daily lives, both physically and psychologically, without major loss of substance" (Sport Test 1989, 76).

According to Mrazek and Rittner, the term fitness today includes generally desirable values such as health, attractiveness, success, youthfulness, modernity and dynamism. A sign of fitness is a slim, agile and sculpted body that is portrayed to the outside world and welcomed by society (Mrazek & Rittner, 1989).

Hollmann and Hettinger understand fitness as a trainable characteristic that serves health. Fitness makes itself felt objectively through a certain level of physical performance on the one hand and subjectively through general well-being in the psychological, physical, emotional and social sense on the other. The mental component means regulation of tension, coping with everyday life and avoiding stress, while the physical component refers to the main forms of stress - endurance, strength and mobility (Hollmann & Hettinger, 1990).

Grupe and Krüger expand the definition of fitness beyond the concept of health: "Fitness is more than health: it symbolises vitality, strength and performance, an all-round ability that is particularly in demand in sport" (Grupe & Krüger 1990, 19).

Rösch also sees a close connection between the concept of fitness and health. Through a better physical condition, fitness is supposed to increase physical and mental performance. As a result, professional and social success are also influenced in general (Rösch, 1993).

Beuker, for his part, defines fitness as follows: "To be fit is to meet the demands of society without negative complications and to be able to use the opportunities of society for oneself without problems" (Beuker 1993, 6).

Stamford and Shimer emphasise the psychological component of the term: "Fitness is about psychological resilience and the ability to cope with everyday stress" (Stamford & Shimer 1993, 22).

Opaschowski's definition illustrates the central importance of fitness in the life of modern man: "For many, fitness has ceased to be a mere leisure activity. Being fit means not least the identification with oneself, the guarantee of self-esteem, it is a medium for life expectancy and meaning of life. Fitness is the sensitisation for one's own physical abilities, for feeling good in one's own skin, for bodily enjoyment and higher zest for life" (Opaschowski 1994, 16).

In summary, it can be formulated as a kind of common denominator of all definitions: "Fitness is quality of life, self-realisation and performance in the physical, mental, spiritual and social sense" (Zarotis 1999, 34).

The term "wellness" is often distinguished from fitness. However, if one looks at the attempts at definition in the literature, it is noticeable that these often hardly differ from the definitions of "fitness" and are increasingly used synonymously. But: with their attempts at definition, they open up new dimensions on an individual level. Thus, the definitions of wellness more or less follow the idea that wellness defines an optional relationship between physical, emotional and social function of an individual and their harmonious interaction and thus serves comprehensive health. According to this, wellness creates a new body consciousness in a holistic sense, i.e. wellness is oriented towards the personal balancing of body, mind and soul, taking into account the respective existing environmental conditions (Tokarski, 2003).

In this sense, three dimensions are attributed to wellness, which are to be distinguished: mental wellness, spiritual wellness and physical wellness. Mental wellness involves the ability and possibility to achieve the right balance between being active and recovering from stress. Spiritual wellness refers to individual strengths and weaknesses and the ability and opportunity to find the right level of challenge and satisfaction. Physical wellness ultimately refers to what is meant as physical fitness and is consistent with the mental as well as spiritual elements of wellness (Tokarski, 2003). Ultimately, then, efforts to achieve wellness - and thus fitness - for an individual are always about finding out which sport and how much of it can be combined with personal sensitivities so that an individual balance is achieved. Last but not least, it should be emphasised at this point that all studies and attempts at definition show that fitness and wellness correlate very strongly with health motives in the broadest sense. Regardless of whether fitness or wellness is asked about: Stress reduction, weight control, relaxing, prevention and "doing something for one's health" are almost always in the foreground of motivations in all surveys - no matter also whether it is related to the physical or the emotional side.

Fitness movement

The fitness movement can ultimately be traced back to Antiquity. Back then, people already dealt with the training of physical fitness in theory and practice - in thermal baths, saunas and steam baths. In the late Middle Ages, the bathing culture of the Romans flourished in Europe (Boes, 2007). Training on "movement machines" - and thus training on the body in the sense of bodybuilding - began later in the 18th century. At that time, however, the machines served primarily medical and curative purposes, which were available exclusively to a small minority of the bourgeoisie.

In the wake of the gymnastics movement around 1780 and the gymnastics movement initiated by Friedrich Ludwig Jahn in Germany around 1811, a more health-functional orientation of the sports movement began for the first time in Sweden as well. The development of special equipment and machine groups began there. Zander, a Swedish doctor, constructed the first weight machines before 1900, which were initially used in hospitals for rehabilitation. Shortly before the turn of the century, the first machines for the isolated training of individual muscle groups were exported from Sweden to the spa resorts of other countries. Their primary use was to build up strength. Around the same time, the first strength training studios were founded alongside Zander's "medico-mechanical institutes". These were commercial training studios where, for a monthly fee, men's bodies were strengthened through dumbbell training under expert guidance (Würzberg, 1987).

The Greek ideal of the muscular body experienced a renaissance and gained support through the reintroduction of the Olympic Games in Athens in 1896. The first athletic club in Germany was founded in Hamburg in 1879, eventually followed by clubs in Cologne and Frankfurt in 1882 (Bredenkamp, 1993).

The first German commercially operated strength studio was opened in 1902 by the wrestling coach Theodor Siebert in Alsleben on Saale. However, the visitors to these strength schools bore little resemblance to today's bodybuilders, for they were weightlifters, wrestlers and other strength athletes who were primarily concerned with peak performance; the appearance of their bodies was of secondary importance to them. Bodybuilding in the modern sense had its beginnings in the 1930s in the USA, when Californian bodybuilders developed power machines made of asymmetrical rollers and cams and used them for strength training (Webster, 1979). Large-scale production of fitness machines subsequently took off in California with the development of the first Nautilus machines (Emrich, 1992). The USA was also the scene of the first bodybuilding championships in 1940. It was not until the 1950s that so-called bodybuilding finally reached Germany. The first bodybuilders came from the weightlifting and wrestling sports. Until the end of the 1950s, bodybuilding was only an extremely small sport with a kind of cult character that attracted the derision of the broad masses (Everson, 1988).

There was hardly any understanding for the fact that a person trained only for the sake of appearance and not for top athletic performance. The musclemen were rather suspect to many because of the glorification of their

bodies. It was only after American athletes were able to increase their performance by leaps and bounds through targeted strength training at the 1956 Olympic Games in Melbourne that the number of weight rooms also increased rapidly in Germany. What initially began with homemade dumbbells in dark cellar vaults developed in the following period into the modern leisure activity of bodybuilding (Bednarek, 1984). In the 1960s and 1970s, athletic strength training and bodybuilding experienced a real renaissance (Everson, 1988). Many athletes recognised the sporting benefits of comprehensive strength training, and its preventive and rehabilitative effects were also recognised and appreciated. The pure bodybuilders, however, continued to be ridiculed for one-sidedly trained and immobile body shapes and their excessive training. Even today, bodybuilders are regarded as physically stigmatised normal deviants with a whole range of assumed negative characteristics. They are seen as exhibitionists and narcissists, as stupid, vain and monstrous braggarts who are also impotent or show homosexual tendencies (Bednarek, 1984; Honer, 1985). However, research results could prove these descriptions to be groundless, in relevant studies no significant differences in the personality structure of bodybuilders and other athletes could be proven. It was musclemen like Arnold Schwarzenegger or Sylvester Stallone who gave bodybuilding publicity with the help of the media and increased public interest in this sport. The rise of bodybuilding as a recreational phenomenon was accompanied in particular by the media, e.g. through comic strips or muscle films, such as Tarzan or mythical heroes of antiquity (Bednarek 1984). From the USA, the modern fitness movement was already carried to Europe and also to Germany in the 1970s. However, the industry was slow to develop because the commercial business of sport was largely unknown to the sport consumers. Traditional sporting motives and ideals were still the focus of sporting interest (Kamberovic & Hase, 1994). The first state-of-the-art Nautilus training machines by Arthur Jones at the beginning of the 1970s heralded the modern age of fitness sports. In Germany, Josef Schnell in particular did pioneering work when he produced the first strength machine in 1969. The new muscle training machines had made a groundbreaking innovation possible: without the risk of injury, individual muscle groups could be trained in all directions and with different loads using the simplest movement sequences - in a completely isolated and targeted manner. From this point on, there were no limits to inventiveness. The market was virtually flooded with new fitness equipment. Today, high-tech and computerised training machines are a matter of course. The fitness movement experienced its decisive upswing in the 1980s. This strongest phase in the development of today's fitness clubs is due not least to the extremely popular aerobics craze. It was the reason for the founding of many new fitness clubs. This revolution in the fitness industry also resulted in a decline in bodybuilding and led both to restructuring in the fitness clubs themselves and to opening up to new target groups (Mrazek & Rittner, 1989). The success of fitness sports is based on societal changes in favour of hedonistic behaviour, which have increasingly replaced the performance motive (Digel, 1986). As part of the new movement offers, aerobics, for example, corresponded to the new need for sport and covered a whole variety of desires. However, not only fun and well-being were in the foreground, but also very specific needs, such as beauty and vitality, ambition or the will to shape the body (Abraham et al. 1990). The fashionable presentation of gymnastics corresponded to the new image of society. Gymnastics in the classical sense was considered outdated; it had to give way to a new, more attractive form of gymnastics. Aerobics, marketed by famous film stars such as Jane Fonda, attracted many women. Although aerobics does not make as big a splash today as it did in the beginning, it has established itself as part of the course programmes in fitness studios and clubs. This is also visible in the development of new modified forms, such as tap aerobics. Aerobics continues to be regarded as a "guarantor of current lifestyle and being-in" (Abraham et al. 1990, 215). Aerobics - in whatever form - is considered tailor-made for female needs and elevates the body to an object of prestige. For this reason, women were increasingly attracted to fitness clubs and thus penetrated a male domain. With this demand, they caused a transformation of pure bodybuilding studios into fitness clubs. Women's new body awareness and self-esteem were now expressed in the performance of their own bodies (Abraham et al. 1990).

According to Kamberovic & Hase, "the fitness movement achieved its strongest growth in the history of fitness sports in the years 1984 to 1986; in these three years, the most fitness facilities were built nationwide in absolute terms" (1994, 11). In its course, the aerobics wave ushered in a new era for fitness sports, but to this day fitness clubs have not completely shaken off their shady reputation. Stemper's view of the status quo nevertheless looks confident: "The primeval times of gyms, those iron-bending chambers, dark space, not tidy, with self-built equipment, where mostly muscle-building was trained, are finally over!" (Stemper 1993, 20 ff).

The members of a fitness club today have very different demands and thus pose a great challenge to the operators. This market development generally leads to quality competition among club operators. Attracting and retaining members is no longer exclusively a question of the sporting offer, but also of professional facilities and the quality of the equipment (Palm, 1988), but also of the training plans, the social atmosphere and the rewards (Annesi, 2000). This results in completely new tasks for club operators. Apart from efficient training on weight machines and cardio equipment, there is a wide range of gymnastics courses. Relaxation facilities such as sauna, solarium and refreshment bar are now a matter of course. Multifunctional leisure centres now also increasingly offer fitness sports in addition to squash, badminton, tennis or climbing. Members' loyalty to their club depends to a large extent on how strongly their needs are addressed. The more these needs are addressed simultaneously in a fitness facility, the greater is the retention of members because they are given the opportunity to spend their

free time in several performance dimensions and to switch to another service area if they lose motivation (Annesi, 2000). The quality of facilities and staff potential in fitness clubs has also increased significantly in the last four to five years. The standard of the facilities and the qualification of the staff as well as the management have improved decisively. Fitness is becoming increasingly 'socially acceptable' (Kamberovic & Hase, 1994). Further development in the fitness market is increasingly resulting from cooperation between fitness studios and clubs and health insurance companies, doctors and physiotherapists. This offers opportunities to tap a previously unattained membership potential for fitness clubs. In this sense, fitness and medicine merge and appear as "medical fitness" in the programmes of clubs and studios. Behind this is the realisation that targeted exercise under professional guidance has a positive effect on many ailments and diseases (Wilser & Lotz, 2020). This in turn ultimately goes back to the results of sports medicine research since the 1960s, which points out that there is no medication or measure that has a comparable effect to physical training (Wilser & Lotz, 2020). In the course of the introduction of the Prevention Act since 2015 in Germany, the focus has been directed towards intensive cooperation.

The cooperation with doctors, physiotherapists, health insurance companies or businesses serves not only to strengthen their own market positions, but also to initiate market adjustment processes in general. Health-oriented fitness clubs with a wide range of offers of individual and group training, additional opportunities for relaxation and communication as well as a multifunctional leisure spectrum are ahead of other competitors. This is especially true when fitness sports are part of cancer, Parkinson's and dementia therapies as well as cardiac sports groups. The booming fitness industry is always bringing new trends from America to Europe. The number of people who enthusiastically take advantage of such new sports offers continues to rise as well. This development is giving rise to a completely new labour market that offers commercial opportunities for fitness providers (Dietrich et al. 1990). However, uncertainties arise due to the fact that exercise, but not sport per se, is a basic human need and demand for sport will remain correspondingly unstable. In addition, sport is always competing with a variety of other ways to spend leisure time. This competitive situation puts fitness clubs under pressure to constantly integrate new trends into their programmes if they do not want to lose their members to other tempting leisure activities.

The high elasticity of demand thus leads to a high shift in demand in the sports sector (Opaschowski, 1994). As a result, sport is also becoming more imponderable in the fitness sector. The demands on staff, who can contribute a lot to retaining members, are correspondingly complex. The wishes and needs of the members can only be fulfilled with the help of a professionally offered service in the fitness club. In this context, personal relations with the member individually and within the fitness club in general are of central importance.

"You have to make people feel, as a service provider, that they are the crucial person who matters. The customers have to go in and feel good right there and, above all, come out again with the feeling: that's where I'm going again, that was great" (Stemper et al. 1995, 1). **Essential** demands on the management of a fitness club are the creation of a social atmosphere during training, time-efficient training programmes, fun during training, fulfilment of training goals and intensive support mechanisms. However, the fitness club can also distinguish itself as a unique place for exercise and experience from a social point of view, e.g. through non-sporting offers such as work-shops, parties or outdoor activities. The growth of membership potential and the development of new target groups is ensured in particular by motivational-psychological aspects of sporting activity, such as having fun, or by intrinsic motivational structures that can be learned situationally, but also by professional consideration of the health motive, the body experience and the social component. Only sensible innovations, market-oriented behaviour and flexibility can lead to future success in the fast-moving fitness market.

Commercial interests should not take precedence over the individual well-being of fitness club members. For if profit maximisation is the sole maxim of action, ethical, moral or educational goals will be displaced. In the long run, this will jeopardise success.

III. Conclusion

Due to the change in values that has taken place in recent decades, leisure time has become increasingly important for the individual. Society has changed "from a work society to a leisure society". Whereas work used to largely determine the purpose in life and daily routine, many people now organise their jobs according to their leisure activities.

The job is the basis of life, but life is defined by the experiences that are made in leisure time. Today, leisure time increasingly presents itself as a characteristic of quality of life as well as a benchmark and anchor for participation in social life and individual well-being. Leisure time includes not only pleasure, entertainment and switching off and recovering from work, but also education, political and social engagement and health-oriented behaviour. Sport, as an important part of leisure time, is not spared from all these changes. It is increasingly a reflection of social conditions: on the one hand, many new trend sports have emerged that satisfy the hunger for

fun, experience, adventure and enjoyment, but at the same time also growing concern for health. They show the rather positive and cheerful side of sport. On the other hand, negative social developments are also increasingly finding their way into sport. This is the case in recreational and popular sport as well as in competitive sport: fairness and team spirit have long since ceased to be a matter of course in sport, cheating and corruption are on the rise, doping is increasingly distorting competitions, and the ever-increasing commercialisation of sport is increasingly turning sport into a business and distracting from the its actual meaning. In this context, the discussion about values in sport has flared up fiercely in recent years. A relatively young sport that serves as a prime example for the satisfaction of new motives and also the representation of new values and has thus become a symbol for the new age is fitness sport. Many human addictions and desires are concentrated in fitness sports - in both a positive and a negative sense: various ideals of beauty, the search for personality, staged self-presentation, youth mania, but also the striving for the preservation and promotion of health, wellness and well-being. Reporting about fitness in the media have increased significantly in the last decade. The creation of ever new fitness terms has also repeatedly brought to light new aspects of the phenomenon of fitness itself. Accordingly, many different attempts have been made in the specialist literature to grasp the concept of "fitness" in order to do justice to this multi-layered phenomenon. One particular reason for this difficult delimitation is probably that fitness has also undergone a change of meaning in the course of general change over the past decades. Whereas in the beginning "fitness" mainly meant the functional capability of the body under stress, today the concept of fitness is much more ambiguous. It no longer only includes the physical component, but also subjective aspects as well as psychological and social dimensions. The term "wellness" is often distinguished from fitness. However, if one looks at the attempts at definitions in the literature, it is noticeable that these often hardly differ from the definitions of "fitness" and are increasingly used synonymously. So in the end, efforts to achieve wellness - and thus fitness - for an individual are always about finding out which sport and how much of it can be combined with personal sensitivities so that an individual balance is achieved. Last but not least, it should be emphasised at this point that all studies and attempts at definition show that fitness and wellness correlate very strongly with health motives in the broadest sense. Regardless of whether fitness or wellness is asked about: stress reduction, weight control, relaxing, prevention and "doing something for one's health" are almost always in the foreground of motivations in all surveys - no matter whether it is related to the physical or the emotional side.

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Walter Tokarski, et. al. "Society: Sport, Fitness & Wellness." *IOSR Journal of Sports and Physical Education (IOSR-JSPE)* 10(1), (2023): pp. 01-11.