Heritage and sport have a long history, though it is only recently that this relationship has been examined in any great detail. Timothy (2011) argues that sport has played a central role in various cultures and societies for millennia, while the relics, events and locations of the sporting past are celebrated, venerated and protected like any other type of heritage. Bale (2000) further notes that sports teams and athletes hold a special place in the community in which they play, while sport sites, such as stadia and sporting venues, are imbued with special cultural meanings by supporters. However, the relationship between sport and heritage has only come into focus within the past generation. This chapter explores the connections between sport and heritage, noting that the primary focus of sport heritage has been touristic consumption. We then examine sport heritage through recognizable attractions, namely sports museums and halls of fame, sports stadia and sporting venues, heritage-based sporting events, and sport-based fantasy camps, as well as through personal sport heritage journeys. Finally, we consider the future directions for the heritage/sport relationship, both inside and outside of touristic use.

Connecting sport and tourism

Sport can be heritage, and is often used as an expression of culture, identity and nationalism, and the heritage of sport is called upon for a variety of contemporary purposes, from the design of stadia (Friedman et al., 2004) to legitimizing and enshrining contemporary sporting practices (Starn, 2006). Although aspects of sport-related heritage have been explored in leisure studies (Redmond, 1973), sociology (Mosher, 1991; Snyder, 1991), history (Kidd, 1996; Vamplew, 1998) and geography (Springwood, 1996), it was with sport tourism – specifically Gibson’s (1998) categorization of visiting sites of the sporting past as ‘nostalgia’ sport tourism – that the relationship between sport and heritage began to take shape. Citing Gibson’s work, Ramshaw and Gammon (2005)
added a heritage lens to this area of research, arguing that nostalgia was too limited a view and that only through heritage as a distinct concept could the complexity of the sporting past be revealed.

Although sport heritage is becoming more widely represented, it has not always been embraced as part of the heritage canon. Moore (2008) and Gammon (2007) maintain that the popularity of sport, along with the fact that sport heritage is relatively recent and perhaps perceived as trivial, has meant that sport heritage was often dismissed. However, texts such as Murray’s (2011) exploration of sport heritage representations at museums, heritage publications such as the *International Journal of Heritage Studies* and the *Journal of Heritage Tourism*, both of which have recently published sport heritage special issues (in 2013 and 2014 respectively), and more locations protecting and representing the sporting past alongside ‘traditional’ forms of heritage, means that there appears to be a growing acceptance of sport-based heritage. Furthermore, the fact that sport heritage is ubiquitous, has been widely disseminated through mass media, and lies within recent memory could also be considered assets. Few cultural practices emit as many touchstone moments as sport. For supporters, a particular match, athlete or event is often interwoven within a personal heritage narrative. Perhaps it is little surprise that sport even forms a backdrop for the most essential heritage, that of the family. For those with a nominal interest in sport, or no interest at all, one need not obsess over box scores to see the connection between sport and broader forms of heritage. In the US, for example, the legacy of Jackie Robinson far outstrips his baseball accomplishments. By breaking baseball's colour barrier in 1947, Robinson’s act of bravery, defiance and courage changed the country, and one need not be a baseball fanatic to understand and appreciate this heritage.

Despite the presence of sport heritage in a variety of academic fields, the relationship between heritage and sport is most fully developed and explored in tourism. This comes as little surprise. Many sport heritages exist within living memory, are often both emotive and popular, and can draw from a broad, international audience. Given the tourism networks that now exist, particularly the spatial and financial accessibility of global travel, the dedicated fan – or nominal observer – can now connect with a variety of sporting pasts with relative ease (Ramshaw, 2006). Similarly, heritage is a process that transcends national boundaries, both through formal institutional agreements like UNESCO’s World Heritage programme and through conflict, climate change and human rights, to name but a few (Labadi and Long, 2010). However, the active and explicit use of heritage in place-making strategies, particularly to attract global capital (Morley and Robins, 1995), is perhaps where heritage connects most closely with sport and tourism. One need only look at urban redevelopment initiatives in the US in cities like Baltimore (Judd, 1999), St Louis and Cleveland (Mason et al., 2008) that explicitly employ sport heritage –