

The Need for Health and Prevention through Fitness Sports

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ABSTRACT

Health is at the top of the social value hierarchies in western industrialized countries. It enables people to actively participate in social processes. In the course of industrialization, humans have been formally educated to be sedentary. The trend towards passivity and predominantly sedentary activities during working hours has resulted in an increase in health problems in the chronic-degenerative field. Curative medicine is reaching its limits with these diseases. In order to achieve an improvement in the health situation, it is necessary to make personal lifestyles more health oriented. The aim of this study is to provide a comprehensive inventory of the need for health and the prevention through fitness sports in today's society, in order to create recommendations for action. The methodology used in this study was a review of the relevant literature. In analysing various research findings, it was discovered that essential to health promotion is preventive orientation and turning towards health instead of focusing on disease. The concept of health promotion complements the previously dominant concept of disease prevention, with the goal of increased prevention and active mobilization of all health-supporting influencing factors. The importance of health promotion is emphasized in the sense of moving away from a perspective of health education and prevention oriented only to pathogenesis and to risks and risk factors. Health promotion includes all strategies and measures that positively influence health and this in turn also includes prevention in all its stages as well as disease treatment. There is sufficient evidence that exercise and sport have positive effects on health and well-being; this goes as far as living longer, but at least leads to a better quality of life in old age. Prevention through exercise and sport therefore needs to be brought more into awareness, at all levels: among politicians, among employers and employees, among families, teachers, and caregivers, among younger and older people. Modern fitness sports can play an important and central role in this context for the future. Fitness facilities represent ideal venues for prevention in this regard. One of the most striking features of the fitness market is the permanent development and renewal of fitness sport and its framework conditions - and thus of sport in general. Last but not least, this also sets lifestyle standards that influence value schemes and health behaviour: health, body behaviour and prevention.

Keywords: Fitness sport, fitness trends, health needs, prevention.

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I. INTRODUCTION

The concept of health is subject to dynamic change. For a long time, there was a minimalist definition, according to which health was identified with the lack of disease. The World Health Organization (WHO, n.d.) today defines health as a state of extensive physical, mental, and social well-being. Various healthcare offerings – at least in Western industrialized countries - need to be adapted to this broad definition of the concept of health. In recent decades, thanks to pioneering pharmaceutical and invasive treatment processes, there has been impressive progress in the diagnosis and treatment of various diseases. The consequence of this was a further increase in life expectancy. However, diseases still exist, and they not only significantly reduce the subjective quality of life but also greatly burden the socio-economic system. These include a number of the so-called diseases of civilization, which are increasing massively and whose cause is also associated with lack of physical activity. In addition to cardio-circulatory diseases, diabetes, in particular, carbohydrate and fat metabolism disorders, as well as diseases of the musculoskeletal system, should be mentioned in this regard. Neurological and mental performance is also affected (Zarotis & Tokarski, 2020a). The aim must therefore be to ensure both comprehensive and high-quality care and to offer health-related services, thus guaranteeing an improved quality of life. However, it is also necessary to promote the active, forward-looking maintenance of people's health, which is becoming increasingly important against

this background. Such targeted health promotion can reduce the risk of disease, detect illnesses earlier and make better use of health resources. Health prevention will thus become an important field of action in the coming decades. In this context, national and international efforts are being made to promote targeted programs of physical activity more strongly as a preventive and rehabilitative measure. Especially widespread diseases can best be treated with exercise and training. The call for more exercise and sport, in particular, is one of the central points of the German Prevention Act. In its 2016-2025 strategy paper, the World Health Organization postulates that exercise and sport are the most important factors for health and well-being (WHO, 2016). Thus, a great deal of scientific research shows that regular sports and physical activity have tremendous potential in terms of maintaining a person's physical and mental health at all stages of that person's life.

Biological mechanisms are complex and affect almost all organ systems. The health benefit depends significantly on the form, duration, and intensity of the physical activity. Lack of physical activity is now considered a definite risk factor. As regards the health system, according to estimations in the USA, most deaths are caused by smoking, while in the second place is the lack of movement (Zarotis & Tokarski, 2020a). Similar numbers most probably apply also in Germany. Two-thirds of all Germans do not get enough physical activity (Zarotis & Tokarski, 2020a). Therefore, it is more important to develop and implement effective preventive strategies based on movement, which today have acquired new importance in the sense of lifestyle management. Thus, fitness sports and physical activity became very important. Regular physical activity achieves a tremendous potential for promoting health, which is currently not nearly exhausted (Zarotis & Tokarski, 2020a). Overall, the positive aspects of fitness sports and the associated developments of fitness facilities outweigh the negative ones. Relaxation in a pleasant atmosphere and being active in a stimulating environment clearly promote stress reduction, self-awareness, and the rediscovery and restoration of one's own body and performance. Thus, fitness sports can contribute to comprehensive human health and thus make an important contribution to preventive health care (Tokarski *et al.*, 2023).

II. METHODOLOGY

The present study is a bibliographic review study in which the critical points of existing knowledge on a theoretical approach to the topic of "need for health and prevention through fitness sports" are presented. There is no specialized and comprehensive research work in this field. This study attempts to fill this gap and may be a useful aid for those who will undertake similar efforts in the future. The main objective of the bibliographic review is to place the study within the "body" of the topic in question. The review of the current study addresses clearly stated questions and uses systematic and explicit criteria for critical analysis of a published paper through summarizing, sorting, grouping, and comparing.

III. BIBLIOGRAPHIC REVIEW STUDY

A. Health

The development of economic systems is accompanied by increasing mechanisation and - in more recent times – especially technologisation and digitalisation. This development has resulted in considerable changes for the individual working person. On the one hand, there are positive effects of this development, such as increased prosperity, a better standard of living, easier work and, above all, more leisure time for everyone (Zarotis & Tokarski, 2020a). On the other hand, however, the process of mechanisation and digitalisation has also brought along major problems, such as increased physical inactivity and lack of exercise in the work routine, but also in everyday life as a whole as well as increased obesity (Zarotis & Tokarski, 2020a). In addition, there is psychosocial stress partly because of emotional impoverishment at work or increased pressure to perform and in part due to an overstimulated environment. The predominant sitting in nearly all situations of life today turns out as one of the largest health endangerments per se. The large amount of sitting is not compensated for by sufficient exercise. "The richer a country is, the lazier its people are" is the conclusion of a global study published by the World Health Organization in 2018 (Die Welt, 2018, p. 1). This complex of an increasingly inactive lifestyle, environmental conditions that inhibit movement, and psychosocial stress prepares the ground for the development of today's diseases of civilization. These include musculoskeletal disorders, mental disorders, diabetes, hypertension, lipid metabolism disorders, and cardiovascular diseases (Zarotis & Tokarski, 2020a). Since these diseases of civilization depend to a large extent on individual lifestyles, they can also be influenced subjectively so that the risk of any disease can be drastically reduced with the help of a healthy lifestyle. The general realization that responsibility for health and illness lies with the individual has increased the demand for health and health-promoting activities. Health centers have been founded everywhere, and the media are overflowing with health recipes. Therefore, strategies for increasing health awareness and prevention can be found

everywhere. Nothing seems to be easier to sell than anything related to health. Products and services promising health to have been booming for years. The fact that the idea of health is gaining ever greater approval and that health is thereby presented as the highest good in society has its origins, not least in the fact that material and performance-oriented values, which form the necessary basis of health attainment, continue to play an essential role. Only good material security and care create a good basis for increased health awareness, as all recent studies show (DAK-Gesundheit, 2018). As a result of an improved level of education, more and more people are acquiring basic medical knowledge in order to take their health into their own hands, if necessary. However, the extent to which increased health awareness actually leads to increased health competency must currently be regarded as questionable. A representative study conducted by the Charité Hospital in Berlin together with the pharmaceutical company Pfizer shows that a quarter of Germans have large gaps in their health knowledge, and more than half have only moderate health know-how (Cappel & Kappler, 2020). The results indicate that significantly more needs to be done to educate the population about health in order to achieve an adequate level of knowledge. Health is mobilized and manifested in different social fields - an insight that has not necessarily been widely shared to date. Thus, health becomes a plural institution that manifests itself in very different ways depending on the area of life in elements such as nutrition, sexuality, housing, age, consumption, lifestyle, and the body, producing different qualities that, in turn, structure individuals' actions, evaluations, and justifications (Cappel & Kappler, 2020). This means that individuals - depending on the situation and area of life - mobilize and realize their health in very different ways (Dodier, 2011) and thus also address different levels. In this context, it is imperative to address something that is sometimes ridiculed but sometimes also heavily criticized: "Today, many people no longer believe in dear God, but in health," is how the physician Manfred Luetz (2019) expresses this attitude towards life. Health is the highest good, is the motto of these people. With such a lived fitness, religion would go along the longing for eternal life, which one would like to have today, however, in this world, according to Luetz, even those who live preventively and healthily will eventually die, because death is inevitable. So, it only remains to say: health is important, but there are also other things that are of high importance. People are called upon to weigh things carefully at this point. It is not only the increasing life expectancy and the resulting rise in the number of age-related and care-intensive to chronically multimorbid diseases that will present society with major challenges in the coming years and decades. In addition, there are further disease patterns, some of which are new and require intensive treatment, which is caused by stress, malnutrition, and a passive lifestyle and manifest themselves as burnout syndromes, overweight and obesity, and cardiovascular diseases (Zarotis & Tokarski, 2020a). The aim must therefore be both to ensure comprehensive, high-quality care and to offer health-related services, thereby guaranteeing an improved quality of life. However, it is also important to promote the active, proactive maintenance of people's health, which is becoming increasingly important against this background. Such targeted health promotion can reduce the risk of disease, detect illnesses earlier and make better use of health resources (Zarotis & Tokarski, 2020a). Health prevention will thus become an important field of action in the coming decades. In this context, national and international efforts are being made to promote targeted programs of physical activity more strongly as a preventive and rehabilitative measure. Especially widespread diseases can best be treated with exercise and training.

"In this context, the personalisation of physical training requires a deeper understanding of the physiological and biological mechanisms that can be induced by the different training stimuli. This can then be used not only to derive individualized training programs but also to identify parameters that can be used in the control of physical training" (Schumann & Bloch, 2020, p. 29).

The hitherto rather hesitant cooperation and dovetailing of medicine and exercise science can and will thus receive a powerful boost. A person's lifestyle contributes significantly to his or her health, but so do structural factors that manifest themselves in the individual's living situation: social class, economic endowment, and level of education are the most obvious (Tokarski, Tosounidis, Zarotis, 2023). The task of health promotion is to develop and strengthen the knowledge, empowerment, and personal responsibility of each individual - regardless of which class he or she belongs to - in every phase of life, but also to create the structural conditions for this. The earlier in the life course health promotion measures are implemented and supported, the sooner risk factors can be influenced, and the sooner the probability of illness can be reduced. The success of these measures often becomes apparent in the medium to long term. If children and adolescents are motivated to lead a health-conscious lifestyle and if their living conditions support this, this may only lead to positive results decades later (Tokarski, Tosounidis, Zarotis, 2023). From a political point of view, preventive health care in the 21st century must, therefore, increasingly focus on creating a social environment that promotes individual and collective positive health behaviour and thus generates healthy lifestyles.

B. Prevention

Health promotion and prevention, therefore, require a long-term strategic approach, which is characterized by the concept and instruments of prevention. The following prevention measures are distinguished according to the WHO (WHO Ottawa Charter, 1986):

- 1) Primary prevention starts as early as possible and aims to prevent the development of risk behaviours or symptoms.
- 2) Secondary prevention aims to detect observed risks or symptoms as early as possible.
- 3) Tertiary prevention refers to the alleviation and rehabilitation after an illness has occurred.

Generalizing from this, it follows that prevention is about preventing the undesirable by promoting resources. The corresponding formula is prevention is a component of health promotion. As far as the procedure is concerned, prevention is firstly a special form of counselling with regard to future problems in the form of intervention. In this sense, preventive counselling pursues different objectives depending on the system in which it is applied: in medicine, for example, it is about preventing illness; in the legal system, it is about preventing the exclusion of individuals from measures; in the political system, it is about promoting health for all, etc. The importance attributed to the information within counselling depends on the knowledge (health competency) as well as the interests of the individuals (health awareness) and the characteristics of the situation (area of life). How much communication using which structures and media is required during the counselling depends on this. Counselling, as the big magic word, is very common and is carried out by a large variety of institutions, organizations, and facilities. The big question, however, is and remains how a person puts preventive counselling into practice in concrete terms and whether he or she needs further assistance to do so. Furthermore, it must be clarified whether public or private health services are suitable for preventive measures.

Health centers predominantly offer public services, and fitness studios usually offer private services; however, mixed offers are increasingly possible here. Prevention is aimed both at individuals and at social groups or systems (such as families and organizations). In short, prevention refers to enabling individuals to develop their health potential. The higher the level of health knowledge, the higher the level of control competence. Prevention is thus a combination of individual as well as educational, organisational, economic, and political measures to improve the health of individuals by changing attitudes, behaviours, social circumstances, and environmental factors (WHO, 1986). The available prevention measures are diverse. The framework for this is defined by the German Prevention Act (Act to Strengthen Health Promotion and Prevention of June 18, 2015), which specifically addresses where people live, learn and work in their living environments (settings). To this end, health targets, prevention strategies, and framework recommendations are developed at various prevention conferences and prevention forums. The instruments range from early detection examinations and vaccination protection, information events and counselling, measures against smoking and excessive alcohol consumption, check-ups for pregnant women, children, and people in need of care, nutrition education, and calls for more exercise and sports (BMG, 2015). Many sports and exercise therapy services are recognized under the Prevention Act in conjunction with Section 20 of the German Social Code, Book V (prevention and health promotion), and are, therefore, billable. In addition to acute care and outpatient and inpatient rehabilitation in the area of so-called disease management programs, these include patient training in the areas of back pain, osteoporosis, and obesity, as well as functional training, prevention in nursing care, and also preventive measures in the areas of musculoskeletal, cardiovascular system, relaxation methods, fall prevention and strengthening or endurance on the equipment. In order to be able to bill for these services, additional qualifications and specialisations (further training, certification, licensing) are required at various levels.

The call for more exercise and sport, in particular, is one of the central points of the German Prevention Act. With its strategy paper 2016 to 2025, the World Health Organization postulates that exercise and sport are the most important factors for health and well-being (WHO, 2016). It, therefore, aims to increase the level of physical activity and sport in Europe among all citizens and to reduce the level of passive sitting, create stimulating environments for physical activity and sport, and remove barriers to physical activity and sport (WHO, 2016). "Physical activity and mass sport – the medicine of the 21st century" (Somplatzki, 2015, p. 41) – this is the slogan that needs concrete implementation. There is sufficient evidence that exercise and sports have positive effects on health and well-being (WHO, 2016). This extends to living longer, but at least to a better quality of life in old age. Prevention through exercise and sport, therefore, needs to be more widely recognized at all levels: among politicians, employers, and employees, among families, teachers, and caregivers, and among younger and older people. Modern fitness sports can play an important and central role in this context for the future. Fitness facilities are ideal places for prevention in this regard.

C. Fitness Sport versus Fitness Training

The term fitness sport is used very arbitrarily in both theoretical and practical terms and has almost become an all-purpose term. As already mentioned, fitness sports can be seen both as a sport in their own

right and as a supplement to other sports, and thus not only encompasses their own specific types of sport and exercise (such as strength, endurance, and coordination) but has also established itself as a kind of supplier for sport in general. The better term is, therefore, fitness training because it points directly to the components of such training. Fitness training is understood in the literature as a tool for maintaining and/or improving health and physical performance. For Zarotis (1999, p. 34), "fitness is quality of life, self-realisation, and performance in the physical, psychological, spiritual, and social sense." Fitness ultimately refers to what is meant as the physical part of wellness and is consistent with the mental as well as spiritual elements of wellness (Tokarski, 2003, p. 160).

There are very different views and schools regarding the design of fitness training. In principle, every actual or even self-proclaimed fitness guru has his own view with his own programs and training plans. Training frequency, training duration, and training content play decisive roles (Boes, 2007, p. 167) and are combined to different extents in each case. Most experts in all programs largely agree on the design of fitness training in terms of the minimum amount of training (twice a week, better three times), effective load times depending on the type of sport, warm-up training, and load intensity (measured by heart rate), and accompanying nutrition plans (which in turn can vary greatly). Basically, a distinction is made between different types of fitness training: aerobic endurance training, strength, and flexibility training are among the classics of fitness sports; EMS training with stimulation current and virtual training, on the other hand, are recent achievements. According to Boes (2007, p. 169), fitness sports should be divided into four types: 1. aerobics (body shaping, fat burner, step aerobics), 2. aqua fitness (aqua jogging), 3. fitness training (own-zone, workout) and 4. relaxation techniques (autogenic training, Feldenkrais training, progressive muscle relaxation, qi gong, tai chi, yoga). An analysis of the European situation based on the actual offers and resulting activities by Deloitte and EuropeActive (2017) shows a slightly different classification of fitness sports. Again, four types are distinguished, namely 1. cardio training (treadmill, cycling, rowing machine, elliptical or cross trainer, stepper), 2. strength training (free and cable weightlifting, weight training on plate and stack weights), 3. functional training (mats, bodyweight training, medicine ball, and weight bags, gymnastic/resistance bands), 4. classes (pilates, zumba, yoga, spinning, crossfit, running groups).

D. Fitness Market

The Deloitte Sports Business Group has been involved in consulting and analysing the national and international sports and fitness industry for more than 20 years. In this context, Deloitte regularly publishes studies on developments in the industry, cooperating closely with fitness associations. These regular reports are considered reliable barometers for the fitness industry and provide both information and analysis with regard to developments and upcoming trends. The data and figures presented below refer to these reports, particularly the 2017 and 2020 national reports (Deloitte Sport Business Group, 2017, 2020). Fitness centers, with or without a club character, are the foundation of the fitness industry; the two terms are often used interchangeably. In 2017, more than 10.1 million people were members of one of nearly 9,000 gyms; in 2020, 11.66 million were members of nearly 9,700 gyms and clubs. They provided a total net revenue of 5.5 billion euros in 2019 (Deloitte Sport Business Group, 2020; KStA, 2020a). In the 5-year period from 2012 to 2016, the fitness market already recorded a membership increase of 2.2 million and an increase in the number of fitness studios of more than 1.1 thousand. This positive development is generally attributed by experts to the stable economic conditions, the increased health awareness of the population, and the broad range of services offered by the studios (Deloitte Sport Business Group, 2017, p. 24). The average membership fee per month is about 44 euros, with studio chains generally being 10 euros cheaper and individual studios about 8.50 euros more expensive (Deloitte Sport Business Group, 2017, p. 33). Studio membership in Germany generally fell by 6% in the first half of 2020 due to the Covid-19 pandemic. The industry had expected a larger decline. 40% of members returned immediately after the first wave of the pandemic when the gyms reopened (Deloitte Sport Business Group, 2017). Basically, a distinction can be made between full-service and special-interest providers and further between individual and chain fitness centers based on the different business models and forms of operation (Deloitte Sport Business Group, 2018, p. 28). A distinction between gyms and fitness clubs, as is sometimes made, can be considered invalid, as these terms are generally used synonymously and, at most, say something regarding the scope of care provided by trainers. Due to the nature of the contractual commitment, membership in a fitness studio is virtually always a membership in a private fitness club. Fitness companies with at least five or more studios are referred to as chain businesses; they have been the main drivers of market growth in recent years. These include both large facilities of more than 200 square meters and so-called micro studios with less than 200 square meters and special interest offerings. This market development is explained on the one hand by the economic advantages of a chain business - in terms of organization or brand management - and on the other hand by the increasingly important franchise concepts, which account for the important role of chain businesses (Deloitte Sport Business Group, 2018, p. 35, 2020, p. 4). In addition, the discount segment in the fitness market has also emerged as a growth driver with entry prices of 10 to 25 euros. Experts assume that the typical terms of 12- and 24-month contracts that have been widespread in Germany to date will be

supplemented by contracts with shorter terms, as is already common in other European countries (Deloitte Sport Business Group, 2018, p. 39). In addition to traditional (stationary) fitness facilities, online fitness studios offering digital fitness services are increasingly establishing themselves: existing fitness formats are supplemented by digital formats or purely digital offers are made. Fitness content can be accessed via smartphone, tablet, and smart tv, for example, in the form of training videos and fitness clips "on demand" for a fee, with the offerings designed to make it as easy as possible to carry out the programs (Deloitte Sport Business Group, 2018, p. 48). The digitalisation of the fitness industry is more than just a trend. The industry expects hype in this area by 2022 or 2023 at the latest. It is expected that digital technologies will not replace fitness studios but flank them (KStA, 2020b). In this context, reference should be made to developments already underway in robot projects with regard to fitness training, which are being carried out by the German Sport University in Cologne, among others. So-called robotic trainers, which were originally developed for rehabilitation and therapy purposes, work with assistance systems such as leg press, rowing function, knee extension, as well as walking and running training: The robotic assistance systems actively apply force and become interactive training partners for humans. Officially, a robotic trainer is called a "robotic system for strength and muscle training" (Fitness Management, 2019). This heralds the era of the so-called "robogym."

E. Fitness Trends

One of the most striking features of the fitness market is the permanent development and renewal of fitness sports and their framework conditions - and thus of sports in general. Last but not least, this also sets lifestyle standards that influence value schemes and health behaviour: Health, body behaviour, and prevention. In this context, Deloitte Sport Business Group (2018) identifies a whole range of trends and developments in the fitness industry that will influence and push forward the market in the future. These are, in particular, the development of more special-interest concepts, more flexible memberships in studios as part of new offerings, more fitness apps, more home gyms, and more continuous communication as part of increasing digitalisation, as well as increased offers in the area of preventive health as part of the German government's Prevention Act passed in 2015, e.g., as part of company health management and company health promotion. The latest trends are presented annually at the two most important German fitness trade shows, ISPO in Munich and FIBO in Cologne. In summary, the forecast is for a move away from traditional exercise machines towards more specialized and diverse equipment; more group training; more accompanying nutrition programs; increased use of wearables, trackers, gadgets, and apps; expansion of EMS and HIT training; more bodyweight training, yoga, personal training and functional fitness training; and recruitment of new groups in the areas of seniors, at-risk groups and workplace health promotion (Deloitte Sport Business Group, 2020; Fitbook, 2019; ISPO, 2018). The ACSM – American College of Sports Medicine identifies wearables as the top trend in advancing digitalisation; other trends include high-intensity interval training (HIT) and group training (KStA, 2020a). Yet, digitalisation is not only found in training (technology-based concepts, fitness aggregators) itself but also in equipment and its networking, check-in, lockers, etc. In addition, there is a trend toward eventing fitness in the form of so-called fitness competitions with different participating cities, etc. In the field of marketing communication, influencers are increasingly found to further drive fitness. In this context, it is also becoming important to focus on so-called "soft skills," such as increased communication and additional specific performance of customer services that accompany the trend towards digitalisation (Moustakas *et al.*, 2020). The Covid-19 pandemic has clearly accelerated such developments. Training platforms – which also existed before – have taken off enormously: Peloton (for spinning), Zwift (for cycling and running), and Mirror (for self-monitored fitness training) are some of them, using wearables to provide data for tailored and optimised workouts. Apps, such as those from Freeletics, support this. The development of new hybrid sports goes hand in hand with this (Becker, 2020). Good and effective fitness training is also the result of the work of qualified and experienced fitness professionals. Especially in the medium and premium segment, fitness-specific qualifications and experience are considered absolutely necessary to successfully conduct personal training, nutrition coaching, and small group training (Deloitte Sport Business Group, 2018, p. 61). Employee and quality management, therefore, have important roles to play in the future. Qualified education, training, and continuing education are becoming increasingly important for working with and on people. Many relevant institutions are available for this purpose in Germany, but also throughout Europe. Universities, academies, and training centers in the field of health and fitness offer an almost impossible-to-overlook selection of educational courses. Currently, 16 universities in Germany have specific fitness degrees at the bachelor's and master's levels, and the trend is increasing. Basically, there are two directions in which to study: one is in the direction of operation and management of fitness facilities, and the other is in the direction of fitness/health training and prevention. In general, however, almost all sports science courses offered by universities can be considered for work in fitness facilities. In addition, there are a variety of practical training professions, such as sports and fitness merchant, sports and fitness trainer, personal trainer, and fitness specialist, for which the training, as well as advanced training, are offered by specific academies.

F. Pros and Cons of Fitness Sports

Fitness studios and clubs are generally market-oriented, commercial providers of sports services that operate according to business rules. Due to their corporate structure, they are able to adapt relatively easily and flexibly to new sports needs or trends and put them into practice at short notice. In addition, they fulfil important functions of stress reduction, self-awareness, maintenance of performance and health, and lifestyle development. They make it easier, especially for newcomers, to get started in sports. Individual support in protective anonymity can be used as long as one wants or needs it. And: Fitness studios can be used whenever one has time, even if one is alone. Fitness studios continue to offer a useful supplement to endurance training and many other sports through targeted muscle training. They offer an economical form of training on qualified equipment with low time expenditure but high training efficiency, whereby the trainee can adjust the exercise in each case to his or her personal performance level (Palm, 1988; Zarotis, 1999). Further aspects which speak for the attractiveness of commercial providers, and which lie on the personal experience level are certainly to have the possibility of attractive self-expression, demonstrating enjoyment and lifestyle, and receiving specified services in the area of new body ideals (health, fitness, body shaping) as well as additional services (sauna, solarium, bar) (Rittner, 1989; Zarotis, 1999). Furthermore, an exclusive club atmosphere often has a high incentive value. In their search for the sport that is right for them, people are often no longer interested in traditional formal ties and obligations. Obtaining information about commercial sports providers is comparatively easy. Without much effort, price and advertising information is available with a mouse click. The clearly defined exchange transaction of money and service accommodates the general tendency for customers to use services. People pay for services and demand something in return (Zarotis, 1999). For many users of commercial sports facilities, it is precisely membership for a limited period of time that is attractive in order to retain the greatest possible flexibility and thus be able to pursue other interests more quickly. Of course, criticism of fitness sports and fitness studios and clubs can be heard time and again, focusing primarily on the monotony of the forms of exercise, creeping errors in training, and, under certain circumstances, health impairments and complaints if expert and intensive support is lacking, the sometimes-high membership fees and admission fees. Critics say that the flexibility of the members is crucially limited by membership conditions, like long contract duration with automatic extension and long notice period. Furthermore, they argue that the offer in fitness sports primarily consists of purpose incentives in the form of excitement and stimulation (doing something for fitness, health, and body) and situational incentives, which determine the value of the situational event during the exercise (such as having fun and feeling good) often come up short (Zarotis, 1999). Despite such criticisms, however, the positive aspects of fitness sports and the associated developments in fitness studios outweigh the negative ones overall. Relaxation in a pleasant atmosphere and being active in a stimulating environment clearly promote stress reduction, self-awareness, and the rediscovery and restoration of one's own body and performance. In terms of wellness, fitness sports promote physical, social, and emotional components that can lead to a balancing of body, mind, and spirit. Thus, fitness sports can contribute to the comprehensive health of the person and thus make an important contribution to health prevention. As one of the more recent European studies shows, fitness sports providers and fitness sports consumers bring their interests into impressive harmony in this respect: weight reduction, improving physical performance, improving energy balance, improving appearance, living healthily, and sleeping better, among others, are the primary reasons for visiting a gym (Deloitte & EuropeActive, 2017, p. 113).

IV. CONCLUSION

The demands of life in modern industrial societies and their effects on health are the reason why more and more people are concerned about their physical well-being and are seeking offers aimed at better health. Health itself is often portrayed in society as a threatened good that is difficult to achieve. People, therefore, try to influence their living conditions in such a way that the risk factors responsible for diseases are reduced or minimized through appropriate measures. Health is a constantly changing process. It is often associated with well-being and the absence of physical ailments. Health aims at optimal well-being, and to achieve this, a balance must be established between all human functions and factors. Each person determines his or her health individually and strongly influences it through his or her subjective perception and assessment, as well as through his or her specific social environment. The term "prevention," on the other hand, refers to all necessary measures to prevent disease and achieve optimal physical, cognitive, and psychosocial performance. However, the primary goal of prevention is to change the behaviour of individuals and to alter the conditions under which individuals are exposed to potential risks. The correlation of the terms "health" and "prevention" therefore reveals the following: health is a creative process that anyone can undertake to achieve optimal well-being. Prevention offers help and support to enable people to achieve the desired outcome. It is at this intersection that physical activity and sports interventions come into play, underpinning their importance in the social and socio-economic system (Zarotis & Tokarski, 2020b).

Modern fitness sports can play an important and central role in this context for the future. Fitness facilities represent ideal places of prevention for this purpose. One of the most striking features of the fitness market is the permanent development and renewal of fitness sport and its framework conditions – and thus also of sport in general. Last but not least, this also sets lifestyle standards that influence value schemes and health behaviour: health, body behaviour, and prevention.

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