

The history and evolution of fitness

La historia y evolución del fitness

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ABSTRACT

Mankind has always maintained the mentality of vitality since its existence. Fitness was used to survive through hunting and gathering required by living conditions in ancient times, the movement arising from competition during the cold war period was seen as a propaganda tool in certain periods, and today as a mass sport that prioritizes muscle, beauty and aesthetics used commercially. In the modern world, fitness, which is done with external appearance and aesthetic concerns, has a very old history. This article will highlight historical events and influential individuals who shaped the history of fitness, from primitive man to the founding of the modern fitness movement. For this reason, the history of fitness in the research; In societies, body culture, primitive people and fitness, before and after the industrial revolution, between certain years (1920-1990), were gathered under the titles of today's fitness. As a result, fitness, which developed as a result of physical culture in the 20th century, has a large market in the world.

KEYWORDS

Fitness culture; Fitness clubs history; Fitness history; Fitness Revolution; Historical Transformations of Fitness

RESUMEN

Desde su existencia, la humanidad siempre ha mantenido la mentalidad de vitalidad. En la antigüedad, las condiciones de vida exigían que el fitness se utilizara para sobrevivir a través de la caza y la recolección, durante la guerra fría se vio como una herramienta de propaganda, y hoy en día como un deporte de masas usado comercialmente que prioriza la musculatura, la belleza y la estética. En el mundo moderno, el fitness, que se realiza con fines estéticos, tiene una historia muy antigua. Este artículo muestra los acontecimientos históricos y las personas influyentes que dieron forma a la historia del fitness, desde el hombre primitivo hasta la fundación del movimiento moderno del fitness. Por esta razón, el trabajo se estructura en la cultura corporal en las sociedades, los pueblos primitivos la revolución agrícola y el fitness, antes y después de la revolución industrial (1920-1990), y el fitness actual. En definitiva, el fitness que se desarrolló como resultado de la cultura física en el siglo XX, tiene un gran mercado global.

PALABRAS CLAVE

Cultura del fitness; Historia de los clubs de fitness; Historia del fitness; Revolución del fitness; Transformaciones históricas del fitness

1. INTRODUCTION

Primitive nomadic lifestyles required the constant task of hunting and foraging for survival (Anderson, 1985). The only way to do this was to have a strong and durable body. When the ancient works of art are examined, it is seen that the human body is depicted as strong and muscular in drawings and sculptures. The bodies in the depictions show that being muscular and fit was an important factor in that period as well.

Apart from what was necessary for hunting and gathering, regular physical activity was also an essential component of life. This Paleolithic model of livelihood-seeking and celebration, which required high levels of fitness and consisted of various forms of physical activity, defined human life (Dalleck & Kravitz, 2002; Eaton et al., 1988).

Body structures shaped according to the living conditions in prehistoric times, where body power was at the forefront, is a value that is tried to be reached in the modern age (Sporzade, 2020). When the historical development of fitness is evaluated, it can be said that it is done in order to achieve certain goals (Shephard, 2018).

For example, primitive man hunting and gathering (Anderson, 1985), II. During World War II and the Cold War, fitness emerged from international military competition and was accepted as the basis of excellence (Shephard, 2015). However, today, fitness has become a sector that has a large-scale place in the economy of every country and continues its existence as chain enterprises with hundreds of thousands of members. Today, a sector expressed in billions of dollars has completed its history of fitness from primitive people to the establishment of the modern fitness movement with certain events (Dalleck & Kravitz, 2002).

Hunting and gathering culture (Anderson, 1985), realizing the importance of exercise and physical education have made it compulsory to develop the history of fitness (Karolides & Karolides, 1993), sometimes a magazine, a movie or video shot, and sometimes a figure of fitness like Jane Fonda characters contributed. Objects that contribute to the development of social fitness (physical, social, emotional, spiritual, environmental, intellectual, changes in the understanding of health) are mostly accepted (Andreasson & Johansson, 2014)

While every year the traditional sports industry continues to lose members in the world and Turkey, fitness increases its popularity day by day. According to the European Health & Fitness Market 2020 report, fitness in Europe is one of the fastest growing (+3.8%) markets in Europe, with 64.8 million members, despite COVID-19 (EuropeActive & Deloitte, 2020). According to a report by EuropeActive & Deloitte (2020), the fitness sector in Europe grew by 1.2 % compared with the previous year and had a total turnover of 28,2 billion Euros. The growth rate in membership to fitness centers rose by 3.8 % compared with the previous year, and the total number of members reached 64.8 million in parallel with this growth. According to a report by IHRSA (2020), Fitness industry revenue totaled US\$96.7 billion in 2019, as more than 184 million members belonged to nearly 210,000 health and fitness facilities. The U.S. leads all markets in memberships (64.2 million), facilities (41,370), and revenue (US\$35 billion). Germany ranks second in membership at 11.7 million, while Brazil ranks second in number of health clubs with 29,525 facilities. Germany and the U.K. were tied for second in industry revenue as each market generated roughly US \$6.2 billion in 2019.

For this reason, the word fitness emerges as a concept that is always considered and valued. In the past, fitness, which came to the fore with elements such as military competition, having a strong and enduring body, and the struggle to survive, is now considered a part of healthy life. It also emerges as a commercial area where millions of people (in Europe, America, the World) enrol in sports centres for fitness training (Stern, 2008).

Firstly, fitness, which was seen as an element of struggle for life and survival, was used as a part of physical education or as a propaganda tool after the industrial revolution. But contemporary fitness culture is largely established within the core system of ideas developed within bodybuilding. Today, it has become a sector that feeds on the understanding of aesthetics. Businesses operating on a global scale, different exercise programs, magazines for fitness, wearable technologies, and additional food sources have become a part of fitness

How can historical transformations be handled in fitness culture? How has body culture developed in societies? How has the relationship of primitive man, agricultural revolution and fitness culture been shaped? How did it get started in fitness commercialization? What are today's fitness trends?

Thanks to whom has it gained the feature of being a growing sector every year? What are the stages of fitness, where body building, weight-lifting and other applications are used together, on the way to becoming a sector that offers different service options to men, women, children, and the elderly today? What are the reasons that cause people to go to fitness centres to interact with someone?

Answers to the mentioned questions were sought with the study. In addition, the historical development of the modern gym and fitness culture was mentioned, and an analytical approach was developed that can enable the understanding of this billion-dollar concept that has emerged today. The scarcity of documents on the history of fitness had an effect in terms of contributing to the body of literature.

The purpose of this article is to explain the historical development of fitness culture and modern gym. And presenting an analytically developed approach to understanding the emergence of the billion-dollar fitness industry today. The article should be seen mainly as a literature review based on various studies explaining the historical development of fitness centers and fitness.

2. STAGES OF THE HISTORICAL DEVELOPMENT OF FITNESS

2.1. The Concept of Fitness

Fitness, which has been seen as a lifestyle rather than exercise, meets the concepts of physical exercise and physical condition today (Dalleck & Kravitz, 2002). Even before people wanted to have a healthy, beautiful, and aesthetic body, they admired strong people for centuries. Centuries ago, although people did not have the machines, weights, and gyms we have today, they regularly did

physical activity in order to fulfil various tasks (such as surviving, hunting, gathering food) with high vitality. This high level of fitness, which was developed by primitive people for survival and nourishment, can now be achieved through fitness exercises (Andreasson & Johansson, 2014).

Fitness was first used in the scientific literature by Charles Darwin (1809-1882). In the sources, the use of the term here as "adaptation success" is included. Fitness, which means physical condition, is a term used for the whole of exercises performed for vitality and physical condition in daily life (Shephard, 2018).

According to the Seslisözlük, fitness has been associated with many contexts. Fitness is a word used to mean being in shape, vitality, readiness to do sports, ability, physical condition, being in practice, convenience, health, and form (Sesli Sözlük, 2021). According to the Cambridge Dictionary, fitness is equal to vitality, form, and health (Cambridgedictionary, 2021). As can be understood from these definitions, fitness is used in many ways. Bodybuilding, sometimes associated with fitness, is not an equivalent concept (Lange & Baschta, 2013). While the concept of fitness is considered in the context of condition, bodybuilding is seen as developing only a certain muscle group. As a result, fitness is a state of physical condition, health, and well-being, and more specifically, the ability to perform various forms of sports, occupations, and daily activities (Tremblay et al., 2010).

Before the industrial revolution, fitness was defined as the capacity to perform daily activities without being overly tired. However, with automatization and changes in lifestyles, it is now considered as the ability of the body about functioning efficiently and effectively in work and leisure activities, being healthy, resisting diseases, and encountering emergencies (Corbin & Pangrazi, 2000).

In this article, "fitness" is used to mean physical fitness. Because fitness meets the concepts of physical exercise and physical fitness today. Because the exercise you do in fitness clubs, with or without equipment, is done to improve your physical fitness. For this reason, the concept of "fitness" should not be understood as just a tool exercise.

2.2. Body Cultures in Societies

The importance of physical development in early Eastern civilizations is shown in many tomb drawings. Even in primitive societies, physical culture was important, and dance and similar activities were often performed. The earliest records of planned exercise, around 2500 BC, have been found in ancient Chinese sources (MacAuley, 1994).

Throughout history, civilizations have valued certain sports or a teaching for their desire to have a solid, strong, and aesthetic body (Zeigler, 1975). Exercises patterned on the movements of animals in Chinese civilization, Yoga practiced in the Indian Subcontinent, and sports such as Kung Fu are examples of the fact that fitness has been practiced since ancient times.

The works carried out with the desire to have a stronger, healthier, more beautiful and aesthetic body by Apollo and Adonis in the Athenian period, gladiators in the Roman period, and the Turks in the period of the Ottomans and Huns, actually represent the birth of fitness. In earlier times, fitness is based on the saying "Run for your life". At that time, it can be said that fitness was done for the purposes of avoiding threats, seizing survival opportunities, and meeting needs (Dalleck & Kravitz, 2002).

In order to survive in a compelling environment filled with natural obstacles and enemies, the first man had to know not only how to run, but also to walk, balance, jump, climb, lift, carry, throw and catch, and fight. All these actions reflect the body culture of people before Christ (BC) (Caldwell, 2016).

At the same time, reliefs, frescoes, various items, tools and equipment in tombs, and other remains and finds of Egyptian art, dating back to 3500 BC, were found in Egypt. From these pictures, it is possible to get an idea about the body structure of the Egyptians with their high shoulders, wide chests, narrow and tight hips, long legs, and therefore, it is possible to determine that they have a body culture that has been processed for thousands of years. These paintings in the tomb chambers revive the body culture in Egypt (Alpman, 1972).

The Greeks were also among the civilizations that emphasized the importance of physical well-being, vitality, a healthy and active lifestyle. The area where sports are practiced in Greece is gymnasium. Gymnasium was the area where young people were physically and mentally trained and participated in sports activities in Ancient Greece (Behringer, 2012). Its main purpose was to create a personality harmonious with mind and body (Kennell, 1995). In other words, the origins of fitness training are based on gymnasiums.

Plato, a contemporary of Hippocrates, is remembered to by the words " A healthy mind in a healthy body" (Mens Sana in Corpore Sano), which defines the physical and mental health of the Greek ideal (MacAuley, 1994). All these situations show that the origin of the desire to have a strong and aesthetic body especially in Ancient Greece goes back to the past (Tekin & Tekin, 2014). The desire of people to compete their body culture against each other was related to the desire to gain glory (Kırısits, 2016).

At the same time, Zorhane (Zürhane), which has been institutionalized in the Central Asia and Iran geography, appears as the institutions where physical and sports education with and without tools is performed (Tunçkol & Güven, 2007). These institutions, where a wide variety of body strengthening exercises are applied in a discipline, can be seen as the foundation of fitness enterprises, even if they are far from the current meaning of fitness.

The history of fitness dates to 11th century India where hand weights made of stone and wood called farhan (horseshoe) were used. There is also evidence that Indians built some form of the first gymnasiums during this period. It has been proven with historical stones and frescoes that the Assyrian king Banipal worked with iron weights and strengthened his body. These habits, which have survived from 11th century India to the present, were practiced not for muscles and appearance, but for being strong. There is evidence that different weights and sizes similar to club were used in Iran in the same period (Tunçkol & Güven, 2007). All this information is evidence that the human body is given great importance in all cultures around the world (Kırısits, 2016). The origins of the details perceived as beautiful in the human body in modern society can also be found in ancient times.

2.3. Primitive man, agricultural revolution and fitness

Sport expresses a structure that has existed since the first nomadic lifestyles and has been very effective on social life in the past as it is today, although the examination of the concept of sport in this period is limited (Özen, 2013). While the first nomadic lifestyles were constantly hunting and sporting for food (Anderson, 1985), the transition of society from hunting to agriculture started to alleviate some of the difficulties of life and simultaneously reduced daily physical activity of humans (Dalleck & Kravitz, 2002). Despite this, physical activities have not lost their importance for all societies, especially in wars and have had an important place in building civilization (Garnsey, 1999).

2.4. Early civilizations and fitness

Every civilization has given importance to sports depending on its geography, culture and similar elements (Shephard, 2018). For example, Confucius, the theorist of teachings accepted as the official religion in Chinese history, encouraged participation in regular physical activity (Matthews, 1969). In other words, physical activity formed the basis of a religious teaching. The jinn society accepted on the basis of religion that inactivity is associated with certain diseases. A sport like Kung Fu that keeps the body fit and has gained different styles has been developed (MacAuley, 1994; Wang, 2012).

In the historical process, certain physical activities have become inseparable from societies. For example, in Turks, sports performed on horses and horses (such as javelin and archery) have an important place in physical activity culture (Öztek, 2005). In addition, there is an activity that is identified with societies that can be associated with today's modern fitness, and which is thought to bring the body, mind and spirit together and provide personal development. For example, Yoga is associated with India. Today's modern society defines Yoga as a series of exercises in physical posture and breathing patterns (Garfinkel & Schumacher, 2000; Wuest & Bucher, 1995).

Although most societies give importance to fitness, it did not have as high a level of fitness as Greece. Greece has been a country where physical perfection represents idealism (Mandell, 1984). The appreciation of the importance of health and wellness in society in Greece is unprecedented in history. The Greeks believed that the development of the body was as important as the development of the mind (Green, 1989). In addition to the open sports areas that can be described as sports centers, indoor facilities for gymnastics were built, and sports such as running and jumping were performed in these facilities. The exercises in the palaestra and gym were supervised by payotrib, which is similar to the modern fitness trainer. In other words, Ancient Greece went down in history as the pioneer of facility management in today's modern societies (Beck, 1963).

2.5. After the Industrial Revolution

The industrial revolution created new social, economic, and cultural trends that changed the way people live, work and, of course, move. People who have become more sedentary with working life have adopted a new style that will lead to limited physical exercise. The mental and physical health ideas, which can be evaluated thanks to the quality of life that started after the industrial revolution, enabled the development of fitness. Modern sports centres were first opened in this period (Stern, 2011).

Scot Archibald MacLaren opened a well-equipped gym at Oxford University in 1858, which is known as the beginning of this movement.



Figure 1. University of Oxford gymnasium.

This picture is taken from <https://www.artofmanliness.com/health-fitness/fitness/the-history-of-physical-fitness/>.

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In the period after that, Georges Hébert emerged as a pioneering physical educator who developed a physical education system known as "la méthode naturelle" or hebertism in the French army, combining the training of various physical capacities with courage and ethical training (Hébert, 1936). Hébert published a book called "Physical Education or Complete Training by the Natural Method", leading to the establishment of sports and fitness awareness in people. The first commercial gymnasium is typically given to the French gymnast and vaudeville master Hippolyte Triat. He opened his first club in Brussels and then added the second in Paris in the late 1840s. At the end of the 19th century, another gym was founded by Eugen Sandow, an enterprising music hall manager. As a result, in industrial societies, fitness (physical condition) has become a product demanded by people who want to have perfect bodies while it was considered in the struggle for survival in ancient times, (Andreasson & Johansson, 2014).

2.6. 1920s: A period of recession

The benefits of physical education programs did not last long due to the laws that followed the First World War. The economic crisis has affected sports, in particular fitness development. In spite of all these, fitness as a fashionable sport comes out in the 1920s (Stern, 2011). Contemporary fitness culture is largely established with the basic idea system developed in the context of bodybuilding (Andreasson & Johansson, 2014).

Because people always imagine a body with broad shoulders that they see in old sculptures, with all the muscle groups are clean-cut (Kırısits, 2016). Naked body culture, which settled in societies after the 1920s, along with the concept of vacation, the tendency to exhibit the ideal body, activities

such as sunbathing, steam bath, sauna, aesthetic shaping of the body, etc., increased the demand for fitness even more (Andreasson & Johansson, 2014). Fitness magazines, which have started to become a trend, have started to create a mass that perceives the women in the magazines as women with the ideal appearance. In order to understand the developments in the fitness culture until modern gyms, it is necessary to question what the perfect body images stem from (Hersey, 1998).

2.7. 1930-1940s: A period of propaganda

In the 1930-1940s, the body image, which was physically, spiritually and mentally healthy, was used as a propaganda tool. This was most clearly seen in the 1936 Berlin Olympics. Many films that were released before and after the Olympics are an indication that the sport was used as a propaganda tool (Kanin, 2019). While Leni Riefenstahl's films are shown as the best films to explain body culture, these films have also been used as propaganda tools. *Olympia (Fest der Völker / Fest der Schönheit, 1938)*, which consists of two parts and carries the body culture to the stage, is one of the famous films of Leni Riefenstahl (Riefenstahl, 1938).

Especially the 1936 Berlin Olympics were referred to as Hitler's games (Hart-Davis, 1986). During the 1930s and 1940s, fitness and sports were seen as an instrument to regain the health of the people and ensure political and military power.

During this period, Jack LaLanne opened one of the country's first gyms in Oakland, California when he was 21 years old. Jack LaLanne is also known as the first entrepreneur to market fitness professionally (Porter, 2000). Later, the number of these fitness centers increased. LaLanne designed and developed the first leg machines, pulley machines for cable and weight selection mechanisms that are now standard in the fitness industry. He invented the original model of the machine that later became the Smith machine (Goldstein, 2011). Jack LaLanne was a sports man who supported his customers' overall health improvement with a fitness center during this period.

2.8. 1950-1960s: The naissance of exercise equipment

The 1950s were the period when the first economic breakthroughs took place in fitness without relying on a racist idea. During this period, the number of bodybuilding enterprises increased. Body structures that shaped according to living conditions in prehistoric times, when body power was at the forefront, appear in the modern age as a value that is tried to be reached. One of the iconic names in America on this subject is Steve Reeves (D'Amelio, 2014).

Steve Reeves was the star of Italian sword and sandal films in the mid-1950s. He played muscular hero characters such as Hercules, Goliath, and Sandokan (Wyke, 1997). Steve Reeves was named Hercules after these films (Williams, 2020).

The development that can be considered as a turning point in the history of fitness is the emergence of the exercise bike invented in 1968 by a person named Keene P. Dimick. The lifecycle exercise bike, which Dimick invented to improve his own physique, spread all over the world in a short time and made history as an important development in terms of fitness (Fitness, 2014). This bike, which started to be used in many sports clubs in a short time, has become an essential part of fitness enterprises.

In addition, Dr Kenneth Cooper, who coined the word aerobics in the US, conducted extensive research on aerobic and physical development. Dr Kenneth Cooper's contribution to fitness is that he created a theme in the field of regular exercise and fitness with his books and put forward many suggestions which are still used today, such as 10,000 steps a day (Fitness, 2014).

Additionally, Jane Fonda (born in 1937) has taken her place in fitness history as the mother of aerobics. Fonda, who became famous for her sexual appeal in the 1968 movie 'Barbarella', created a style consisting of aerobics, rhythmic gymnastics, dance, and a certain strength. This style, which emerged before many revolutionary innovations, was marketed in the media under the name of aerobics programs (Lloyd, 1996). This innovation spread quickly, as Hollywood stars began releasing their own fitness videos. Along with this innovation, books, nutrition consultancy, clothing collections, fitness equipment and ancillary equipment were also put on the market. As a result, training and training methods have been tried to be brought perfection. In addition to providing a variety of machines for each muscle group within fitness training, nutritional supplements that can be used for reinforcement in training have also been put on the market. The importance of media and advertising, which undoubtedly contributed to the growth of fitness in this period, cannot be denied.

2.9. 1970s: Commercialization of the body

The history of gym culture means the global story of a sporter's development. The 1970s symbolize the birth of a new business sector. When we examine a very short historical period from the 1970s to the present, we see that there is a significant increase in the number of commercial fitness centres, private sports clubs, chain fitness centres, international sports magazines, professional trainers, etc. (Stern, 2011). After this period, an accelerated commercialization started in the fitness field. Films have caused the concepts of muscle, strength, and beauty to be settled in the society (Andreasson & Johansson, 2014). "Pumping Iron" (1977), shot in a semi-documentary style by

Arnold Schwarzenegger in 1976, turned an obscure male bodybuilding sport into a phenomenon in one night. Arnold Schwarzenegger began to be known as the phenomenon of fitness sports with this movie (Schwarzenegger, 2012). Arnold Schwarzenegger, who got 5 consecutive Mr. Olympia championships, discussed in detail the preparations made by amateur and professional fitness athletes for the 1975 Mr. Olympia in the Pumping Iron documentary. In a different movie, "Barbarella", Jane Fonda began to be referred to as the mother of "aerobics". In the documentary, he successfully presented short cuts from the lives of Mr. Universe and Mr. Olympia champions for bodybuilding enthusiasts. Franco Columbu swinging up the parked car and popping the hot water bag with his mouth are some of the images of the fitness shown in the documentary (Klein, 1985).



Figure 2. Pumping Iron

This picture is taken from https://en.wikipedia.org/wiki/Pumping_Iron. There is no copyright due to attribution.

As a result, the public display of fitness sports and the emergence of fitness athletes through the phenomenon Arnold Schwarzenegger can be shown as the biggest reasons for the growth and commercialization of this sport (Andreasson & Johansson, 2014).

2.10. 1980-1990s: Women's integration to fitness

Public display helped to establish fitness, muscle, strength and beauty phenomena for women as well. In this context, Pumping Iron II: The Women (1985) is a semi-documentary style "a new definition of the female form" film that changes the world perspective in the context of fitness. It is about the 1983 Caesars Palace World Cup Championship preparation of four women (Rachel McLish, Bev Francis, Carla Dunlap, Lori Bowen) who devote their lives to the understanding of perfect female form (Butler, 1984). The Pumping Iron and Pumping Iron II: The Women movies have increased the demand for exercise programs. In order to meet this demand, many health and sports clubs have emerged. Fitness has come to be seen as an economically growing and profitable

industry (Deane Mantia, 2000). Olivia Newton-John highlighted the exercises performed in health clubs with the "Let's Get Physical" video she prepared in 1982 (Jones et al., 2017).

During this period, fitness programs that appeal to women more became widespread in fitness centers. The prevalence of fitness programs for women has enabled women to participate in fitness more (Andreasson & Johansson, 2014). However, this does not mean that gender discrimination in sports is eliminated. In parallel with the developments in women's participation in fitness, fitness recommendations with aerobic content have increased, especially with Jane Fonda.

In the first years of women's participation in fitness, especially in countries such as America, black women were not in fitness programs, but later on, fitness became a trend for women (Lau, 2011). Jane Fonda's aerobics concept was exported to different countries. In the 1980s, Arnold Schwarzenegger and Jane Fonda were equally important drivers of strength training and aerobics classes, respectively.

2.11. Today's Fitness

Today, fitness has become a very common mass sport (Andreasson & Johansson, 2014). The fitness industry continues to grow despite the coronavirus (COVID-19). The COVID-19 pandemic has contributed to the digital development of the fitness industry (EuropeActive & Deloitte, 2020).

According to the report of the European Health & Fitness Market 2020, the number of members reached 64.8 million members, increasing by 3.5% compared to the previous year. The 30 fitness chain businesses with the most members have 26.5% of the market share. The number of fitness centres in Europe is 64,644 (EuropeActive & Deloitte, 2020).

Today, fitness is on its way to becoming a sector where new technologies will spread, digital applications will exist and many training techniques will emerge from different perspectives (Sevilmiş & Şirin, 2019). The fitness industry will take shape in the 21st century on new concepts where digitalization and smartphones will play a more important role.

Dozens of magazines related to fitness (training, management, new trends) are published. There are hundreds of books related to educational programs. Fitness has a wide range of service offerings such as aerobics, stretching, step-aerobics, spinning, aerobic box, kickbox, aqua-fitness, power walking, chi ball, power yoga, latin aerobics, latinfit, rebound-training, gymfit, gymnastics, coordination training or bodybuilding which has long been known.

In contemporary western societies, body ornaments have been replaced by "fit body" as a strong symbol of status and character for both men and women. Fitness gyms and wellness centres have become very popular as places where such a body is built. The fitness culture, which generally

corresponds to the disciplinary expertise in sports and physical activity studies, has added different features to itself from several disciplines (Wing, 2014). Many elements, such as group workouts, have become an element of fitness centres, for example. Fitness training in the gym has turned into a structure that has become a quick solution for body and soul in the face of urban life and commercial relations. Wearable fitness technology has become an element used by health and fitness clubs (Pizzo et al., 2020), even wearable technologies have taken their place in the fitness trends of 2021. Today, as a result of the pandemic, fitness centers have offered special online solutions to their members in both boutique sports studios and branded halls. In other words, technological innovations started to become trains in fitness rooms (Barbosa et al., 2021).

Table 1. Top 10 worldwide fitness trends from 2018 to 2021

Rank	2018	2019	2020	2021
1	High Intensity Interval Training	Wearable Technology	Wearable Technology	Online Training
2	Group Training	Group Training	High Intensity Interval Training	Wearable Technology
3	Wearable Technology	High Intensity Interval Training	Group Training	Body Weight Training
4	Body Weight Training	Fitness Programs for Older Adults	Training with Free Weights	Outdoor Activities
5	Strength Training	Body Weight Training	Personal Training	High Intensity Interval Training
6	Educated, Certified and Experienced Fitness Professionals	Employing Certified Fitness Professionals	Exercise is Medicine	Virtual Training
7	Yoga	Yoga	Body Weight Training	Exercise is Medicine
8	Personal Training	Personal Training	Fitness Programs for Older Adults	Strength Training With Free Weights
9	Fitness Programs for Older Adults	Functional Fitness Training	Health/Wellness Coaching.	Fitness Programs for Older Adults
10	Functional Fitness	Exercise is Medicine	Employing Certified Fitness Professionals.	Personal Training

The worldwide COVID-19 pandemic has changed everything, especially the fitness industry (Batakoulis, 2019; Kercher et al., 2021). During this period, health clubs closed or, at best, restructured their services. Due to the pandemic, potential new trends such as online training and

virtual training were included in the fitness trends. Online training has become the most important trend in the fitness industry in 2021.

2.12. Europe Fitness Market and Private Business Models Fitness Centres

The fitness industry is a diverse and diverse industry with many business opportunities and therefore marketing. All reports show that the number of fitness products and services has increased and its market share has grown. This situation has led to the implementation of different business models in the field of fitness (Pedragosa, 2021).

The implementation of this development may differ from country to country. Depending on factors such as the socio-cultural structure of a country and the economic power of the country, each country has different development characteristics (Toledano, 2020).

However, fitness centers that have a professional management approach in every country in Europe are in the position of implementers of new management styles or innovations (Thukral & Ratten, 2020).

So how do fitness businesses in Europe compete in the global economy? First of all, the fitness industry has changed its business models and marketing methods. With this change in the fitness industry, many globalized fitness clubs have started to operate in different markets (Algar, 2021). Increasingly motivated and interested in exercise, fitness members began to look for a more engaging atmosphere, gadgets, and other alternatives.

All these results in growth in fitness industries such as European (UK, Spain, Portugal, Greece, Lithuania, Turkey and Italy), North-South American and Asia-Pacific (India, Australia, Japan and China) caused (EuropeActive & Deloitte, 2020). Special Business Models in Fitness Centers are the most important factor in realizing this growth. Low-cost fitness centers are one of the private business models. This model is built on organizations' strategies to remain competitive (Valcarce-Torrente et al., 2021). Differences between specific business models are based on variation in the number of services offered. As a result, today fitness centers offer fitness services in fitness centers such as Low-Cost, Concession, Medium, Premium.

3. DISCUSSION

This article will highlight the historical events that helped shape the history of fitness, beginning with primitive man and leading to the foundation of the modern fitness movement. The development of contemporary fitness culture and industry is the result of complex historical processes.

The history of fitness, which started from the periods when the only way to survive was to have a strong and durable body and which is now carried out in masses to have an attractive, aesthetic, and beautiful physique. This article first focused on how body culture is shaped in societies. Throughout history, until 1900s, many civilizations (Egyptians, Greeks, Turks, Persians, Chinese) have valued certain sports or a teaching for their desire to have a solid, strong, and aesthetic body. In the light of the information from these civilizations, it can be said that fitness was done for the purposes of avoiding threats, seizing survival opportunities, and meeting needs (Dalleck & Kravitz, 2002). The transition of societies from hunting to agriculture has simultaneously reduced the daily physical activity of societies. Despite this, bodily activities had an important place in wars and in establishing civilization.

Leisure time that emerged after the industrial revolution and the mental and physical health ideas that developed along with it allowed the development of fitness. The opening of modern sports centers was first realized in this period. The opening of the first gym of Oxford University is known as the beginning of this movement. In the following period, fitness experienced stagnation in certain periods (1920s). It was used as a means of propaganda in certain periods (1930-1940s).

With the opening of gyms, the fitness movement began to be marketed. The entry of fitness equipment into the fitness industry has carried the marketing of fitness to different dimensions. In the 1950s/1960s, fitness achieved its economic breakthrough, and the number of bodybuilding businesses increased. Films were shot, magazines were published for the development of the industry, and fitness became a trend that spread all over the world in a short time. Today, fitness has emerged as a very common mass sport in which different management models are applied and innovative tools are used.

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