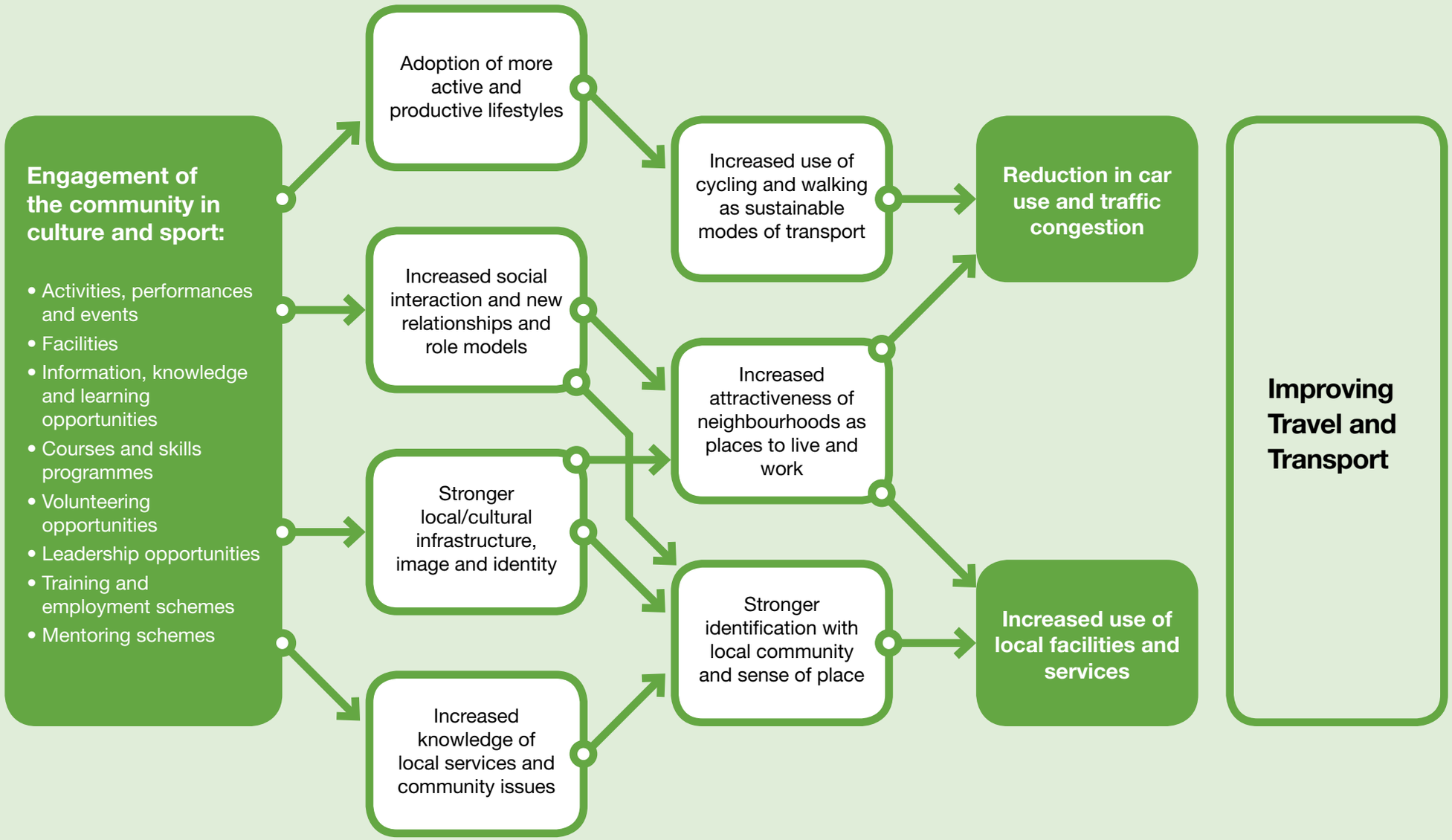The Relationship between Culture, Sport and Improving Travel and Transport Outcomes