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Altri autori (Persone)	McCulloughBrian P KellisonTimothy B
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Nota di contenuto	Section 1: Foundations of Sport and Environmental Sustainability -- 1. An introduction to environmental sustainability and sport -- 2. Robustness of the sport and environment sustainability literature and where to go from here -- 3. Economics, sport, and the environment: Incentives and intersections -- 4. Ethical foundations for sustainability in sport -- 5. Climate change and the future of international events: A case of the Olympic and Paralympic Games -- 6. Sport-environmental sustainability (sport-ES) education -- Section 2: Management and Marketing -- 7. Organizational capacity and sport, the environment, and sustainability: Making the case for capacity building -- 8. The Olympics: Institutionalization and standardization of sustainability -- 9. Environmental sustainability rhetoric in sport -- 10. Marketing sustainability through sport: The importance of target market insights

-- 11. Using sustainability to attract new partnerships -- 12. Sponsors as meso level actors in sport: Understanding individual decisions as foundational to sustainability in food and drink -- 13. Corporate social responsibility campaigns and sports sponsorship: Employee responses -- 14. Vancouver, green capital: The green business branding strategy of the host city of an Olympic Games -- Section 3: Facilities and Operations -- 15. Assessing the environmental impact of economic activity surrounding major sport events -- 16. Environmental certifications of sport facilities and events -- 17. Resident input and mega event legacies: Environmental concerns -- 18. Third-party assurance of sustainability reporting: The case of the London 2012 Olympic and Paralympic Games -- 19. Implementing environmental sustainability in athletic training operations -- Section 4: Event Management -- 20. Sport venue sustainability: The role of local context and stakeholder engagement -- 21. Sustainable behaviors and the tailgater -- 22. Tailgating and air quality -- 23. STOKe certified: Initiating sustainability certification in surf tourism -- Section 5: Sociocultural Approaches -- 24. Sustainability, greenwashing, and the light green approach to sport environmentalism -- 25. Sport participation to create a deeper environmental identity with pro-environmental behaviors -- 26. Sport and interspecies equity-based sustainability -- 27. Water and sports facilities: Usage, issues, and solutions -- 28. Physical activity, self-organized sport, and sustainable urban development -- Section 6: Law and Governance -- 29. Going green: Environmental review, design, and operation of sports facilities -- 30. A little green: The European Union's efforts to promote environmental sustainability in sport -- 31. Environmental sustainability and governance in the 2012 London Games -- 32. Law and norms in sustainability developments in the major American sports leagues -- 33. Steady-state economics and stadiums: Using the date of ecological maturity to conceptualize and govern sport facility construction -- 34. Epilogue: A pragmatic perspective on the future of sustainability in sport -- Index.

Sommario/riassunto

The natural environment is a central issue in both academic and wider societal discourse. The global sport industry is not immune from this discussion and has to confront its responsibility to reduce its impact on the natural environment. This book goes further than any other in surveying both the challenges and the opportunities presented to the sports industry as it engages with the sustainability agenda, exploring the various ways in which sport scholars can integrate sustainability into their research. With a multidisciplinary sweep, including management, sociology, law, events, and ethics, this is a ground-breaking book in the study of sport. Drawing on cutting-edge research, it includes over thirty chapters covering all the most important themes in contemporary sport studies such as: climate change, sustainability, and corporate social responsibility; ethics, governance, and the law; event management, tourism, and pollution; marketing, branding, and consumer behavior; the Olympics, urban development, and mega-event legacies. With contributions from world-leading researchers and practitioners from around the globe, this is the most comprehensive book ever published on sport and the environment.
