



SOCIAL RESPONSABILITY AND CHALLENGES OF SPORT MANAGEMENT IN THE 21ST CENTURY. ECOLOGY, SUSTAINABILITY, CULTURAL CONTROVERSIES AND SHARING ECONOMY IN SPORT

Abstract – The article reviews the literature on the social challenges of modern sport. Particular attention was focused on the links between sport and ecology and the problems of sport promotion among children, women and the elderly. The problem of abuse of children and animals in traditional sporting events was also presented. The article ends with a presentation of the phenomenon of sharing economy in relation to sport and Olympic Games.

Keywords: Sport management; Sport ecology; Sport and culture; Sustainability in sport; Sharing economy in sport; Olympic Games; Shared Olympic legacy; Children abuse in sport; Animals abuse in sport.

RESPONSABILIDADE SOCIAL E DESAFIOS DA GESTÃO DO ESPORTE NO SÉCULO XXI. ECOLOGIA, SUSTENTABILIDADE, CONTROVÉRSIAS CULTURAIS E ECONOMIA COMPARTILHADA NO ESPORTE

Resumo - O artigo revisa a literatura sobre os desafios sociais do esporte moderno. Particular atenção foi voltada para as relações entre esporte e ecologia e os problemas de promoção do esporte entre crianças, mulheres e idosos. O problema do abuso de crianças e animais em eventos esportivos tradicionais também foi apresentado. O artigo termina com uma apresentação do fenômeno do compartilhamento da economia em relação ao esporte e aos Jogos Olímpicos.

Palavras-chave: Gestão de esporte; Ecologia do esporte; Esporte e cultura; Sustentabilidade no esporte; Economia compartilhada no esporte; Jogos Olímpicos; Legado Olímpico compartilhado; Abuso de crianças no esporte; Abuso de animais no esporte.

RESPONSABILIDAD SOCIAL Y DESAFÍOS DE LA GESTIÓN DEPORTIVA EN EL SIGLO XXI. ECOLOGÍA, SOSTENIBILIDAD, CONTROVERSIA CULTURAL Y ECONOMÍA COMPARTIDA EN EL DEPORTE

Resumen - El artículo revisa la literatura sobre los desafíos sociales del deporte moderno. Se prestó especial atención a la relación entre el deporte y la ecología y los problemas de promoción deportiva entre niños, mujeres y ancianos. También se presentó el problema del abuso infantil y animal en los eventos deportivos tradicionales. El artículo termina con una presentación del fenómeno de compartir la economía en relación con el deporte y los Juegos Olímpicos.

Palabras-clave: Gestión deportiva; Ecología del deporte; Deporte y cultura; Sostenibilidad en el deporte; Economía compartida en el deporte; Juegos Olímpicos; Legado olímpico compartido; Abuso de niños en el deporte; Maltrato animal en el deporte.

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Introduction

The social responsibility of modern sport has been increasing for the last several decades. Increasingly, issues such as care for the environment or its importance for sustainable development and maintaining the balance of the ecosystem, not only natural but also human, are included in its area. Although the links between Olympism and concern for the socio-natural environment and significance for sustainable economy are increasingly strong, there are also many challenges facing leisure sport. Sustainability in sport should not only be about fauna, air quality, water status, waste management or the production of pro-ecological sports equipment and environmentally-friendly sports infrastructure but must also take into account the welfare of animals.

Sport and Ecology – Historical Perspective and Future Challenges

Researchers identified Olympic Games in Lillehammer (Norway/1994) as the potential origin of the modern green Olympic movement^{1,2}. The organizing committee initiated more than 20 sustainability projects to ensure that the Games were environmentally friendly. The 1994 Olympics established a long-term legacy and were widely regarded as the first ‘Green Games’³. In 1996 the Olympic Charter was amended to include the mission of sustainable development and respect for the environment. Further developments from the IOC included the adoption of Agenda 21 for the Olympic Movement in 1999, which, like the United Nation’s Agenda 21 on sustainable development, outlined several principles on sustainable development that all organizations that are involved in the process of hosting the Olympic Games must recognize. The 2002 Winter Olympics in Salt Lake City were the first to have gone through the bidding, planning, and execution process with the new policies on environmental protection^{1,4}. Although environment and sustainability currently play a significant role in the Olympic movement, there is still a lot of work ahead of the organizers of smaller-scale sporting events. Sustainability in sport should not only be about fauna, air quality, water status, waste management or the production of pro-ecological sports equipment and environmentally-friendly sports infrastructure, but must also take into account the welfare of animals. Especially the sport and tourism industry developing in culturally different areas creates an opportunity to abuse animals during various sporting events. An example would be horse races that require demanding trainings from animals or famous Palio di Siena (traditional horse race full

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of dangerous accidents for animals) in Italy. Another example could be causing injuries camel wrestling in Turkey, camel races in Qatar or camel polo in Mongolia. Camel wrestling is a longstanding tradition upheld mostly in the Aegean Sea region and is as important as bullfighting in Spain. Everyday sport organizers face new challenges too. In some cultures, the connections between sport and ecology have been evident for years, but there are also those where much remains to be done. Norway is an example of a country where sport has developed in contact with nature and respect for the natural environment. Despite the fact that the concept of physical culture in Norway is practically unknown, it is replaced by a culture of well-being, of which individual training, sport, recreation and activity in nature are an integral part. According to Witoszek⁵, physical culture, sport, tourism and recreation are part of pedagogy so it is obvious that physical culture can shape nature-friendly attitudes. Children should be educated that active recreation in nature is important. The emphasis on development, not only physical, but psychophysical, holistic is important both for the man himself, his body and soul, but also for all nature. That is why it is so important that this development takes place in contact with nature*. The Norwegians even developed a tradition of *Friluftsliv* (life in open air). It is a tradition of living close to nature, and even directly in it. It is rest and recreation in the fresh air, spending time in close proximity to nature.

Promotion of sustainable sport

1. Sport and children. Thai boxing – sport or child abuse?

Local sports events constitute important part of local heritage and sport culture (and sometimes tourist product). According to Joseph⁶, sport-related travel is a powerful resource that permits people to connect to their nation, region, or cultural heritage. But sporting events are not prepared only for their heirs, but also for other types of tourists. Unfortunately, some of heritage sporting events (attractive for observers/tourists) are dangerous for children. Few years ago, the death of a 13-year-old boy who was knocked out during a kickboxing match in Thailand has sparked debate over whether to ban

*More about the philosophy of deep ecology, ecomodernism and physical activity of Norwegians in: Kowalczyk M. An Interview with Nina Witoszek: Deep ecology, ecomodernism and norwegian understanding of nature in the context of physical culture [Interview]. *Folia Turistica*. 2018; 49: 343-357.

matches involving children. Kickboxing is one of the most popular sports in Thailand and its boosters oppose regulating it. The trainers are asking: If you don't allow younger players to learn their way up, how can they be strong and experienced enough to fight? Even events inscribed on the UNESCO List of Intangible Cultural Heritage arouse controversy such as camel polo, a team game played mostly in Mongolia. Tournaments are held by the Mongolian Camel Federation founded in 2002. The federation promotes the game through competitions among which the Naadam festival, a traditional sporting event yearly organized during one of the main bank holidays of Mongolia. Ecologists claim, though, that camel polo may cause harm to the animals involved because they may be hit when players score goals. An even worse case is the participation of children in sporting competitions involving camels in the Middle East, which leads to serious injuries caused by the lack of observance of basic health and safety regulations (witness badly fitted caps). For years, thousands of minors from Pakistan and Bangladesh were sold by poor families to traffickers, who sent them to the United Arab Emirates and Saudi Arabia where camel polo is extremely popular. Camel owners preferred to hire young children as their allegedly drove the animals run faster. According to children's rights activists, many boys fell down during high-speed races and suffered long-term injuries. Some children were trampled to death. The use of child jockeys was banned in 2005. Before that, approximately 3,000 children had been forced to work in this way. Asian children sold into slavery as camel racers received compensation from the United Arab Emirates for the injuries they had suffered. Nevertheless, some of them are still struggling with the indignity and the abuse they have experienced.

2. Sport and women in culturally remote areas

The situation of women in sport depends on many socio-cultural factors. For example, in Muslim countries exist many opportunities of Muslim women to participate in sport and the barriers they face in competitive sport as well as in sport for all. Although there has been an increase of female athletes from Islamic countries in the last decades, Muslim women are still a small minority among the competitors in international sports events such as the Olympic Games. In many Islamic countries, numerous girls and women do not have access to physical activities and physical education. The situation of women and women's sport is different depending on

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countries, cultures, social backgrounds and religious orientations. Usually not Islam per se, but traditions, environments and socio-economic conditions may prevent girls and women to participate in competitive sport, and sport for all⁷. In the matter of sport event tourism, a number of potential social, cultural and political challenges and issues is associated with non-secular Islamic nations staging major international sporting events. There is some evidence to suggest that international sports events rights holders, e.g. FIFA, are willing to make such changes to accommodate Islamic beliefs and values in relation to matters such as public shows of faith, worship, respect of the Islamic calendar and important dates, dress codes and the public consumption of alcohol, in order to ensure international sporting events can be hosted and staged within non-secular Islamic countries. It is important that individuals and organizations involved in major international sports events become more culturally aware, thus ensuring they can anticipate challenges brought about by local traditions, customs, beliefs and lifestyles of host communities⁸. The challenge is to choose a good place for mega sporting events. Critics of the recent athletics world championships in Doha emphasized that the city's residents were not interested in this discipline and the stadium stands were empty. In addition, exhausting runs were organized at night when the temperature and humidity were lower, and yet not all athletes felt well and managed to complete the distance. Supporters of Western sport, however, emphasize that the globalization of sport does not take place immediately and such small steps can also cause socio-cultural changes and encourage representatives of different cultures to sport.

3. Sport and elderly people

The world's population is ageing now very fast. The number of older adults (65+) in Europe, from 2006 to 2016, represents 19,2% of total population[†]. Statistical projections indicate that, by 2050, 17% of the world's population (1.6 billion people) will be 65 years and above⁹. People are living longer, but not healthier. Older age is associated with greater risk of functional loss and disability¹⁰, associated with greater

[†]More in: Eurostat – Population age structure by major age groups, 2006 and 2016 (% of the total population), 2016, ec.europa.eu/eurostat/statisticsexplained/index.php?title=File:Population_age_structure_by_major_age_groups,_2006_and_2016_(%25_of_the_total_population).png.

public health care expenditure¹¹. Scientific research considers physical activity and structured exercise essential interventions for healthy ageing and to decrease the risk of several age-related chronic conditions such as cardiovascular disease, diabetes, cancer, hypertension, obesity, depression and osteoporosis, balance problems and difficulty walking¹²⁻¹⁴. Older adults should accumulate at least 150 minutes of moderate-intensity aerobic physical activity throughout the week or do at least 75 minutes of vigorous-intensity aerobic physical activity throughout the week or an equivalent combination of moderate- and vigorous-intensity activity¹⁵. Nevertheless, fewer than half of older adults invited to join physical activity interventions take up the opportunity¹⁶. Physical inactivity doesn't only concern physical health but also social engagement. Sedentary behavior in elderly is highly related to loneliness¹⁷. Loneliness is strongly related to functional decline, and death in adults older than 60¹⁸. Therefore, physically active lifestyle and social involvement look to be determinant for healthy ageing. Considered the need of being not only physically but also socially active, it's necessary to underline the difference between physical activity and sport. Physical activity is considered as any body movement that requires energy expenditure¹⁵. Sport includes all forms of competitive physical activity or games which, through casual or organized participation, aim to use, maintain or improve physical ability and skills while providing enjoyment to participants, and in some cases, entertainment for spectators¹⁹. It's safe to say that not necessarily the needs of social interaction and enjoyment can be found in physical activity, but they can be easily found in sports, as per definition. Older adults reinforce their social identity through participating in sport, use sport to differentiate themselves from non-active older adults or use sport as a mechanism to transform their identity from an ageing older adult to a competitive athlete²⁰. Considering, for example, the sport of martial arts, always more older adults enjoy the practice and join them²¹. However, sport, as a form of physical activity, has not been widely explored as a physical activity opportunity for older adults²⁰. It's necessary that more research focuses on the role and importance of sport for healthy ageing and not only on general physical activity.

Shared legacy? – Olympic Legacy in the Light of Sharing Economy

The sharing economy has attracted a great deal of attention in recent years. Sharing economy is about sharing available and unused resources with others in exchange for getting some benefits from them²². It has always been a practice in interpersonal relations (for example, hitchhiking in exchange for reimbursement of part of the fuel costs). Although the phenomenon is not new, it rather belonged to the sphere of social relations rather than economics. Nobody placed it in the mainstream economics either. At its beginning was the idea of making the best use of available sources, called resource optimization. Students who cannot afford a hotel on vacation, briefly rent a room from someone who has just left, and his apartment is empty. The neighbors going to work in the same direction try to travel in one car. The benefits are both financial and ecological. In addition, traffic jams are reduced. Technology and mobile Internet has enabled the dynamic development of new services. Everyone already knows names like Airbnb or Uber. Currently, however, we are dealing with violent protests by taxi drivers in major European cities or lobbying of hotel companies that are trying to block the activity of platforms intermediating in the so-called short-term rents and often gain in this allies of municipal authorities. Experts are increasingly discussing not only the pros but cons of sharing economy, which is becoming a huge branch of the economy from a marginal phenomenon. Due to the fact that the sharing economy plays a large role in sectors such as transport or tourism, the question arises what is the significance of this phenomenon for the world of sport, and especially for the organization of major sporting events. Without a doubt sport is like every business in the world and it needs to move with the times, adapt and use technology to remain relevant. According to Zimbalist²³, only two Olympics have proved profitable: Los Angeles and Barcelona. The consequence of all this is that it's becoming harder to find countries interested in hosting such mega-events, especially in the developed world. Because of the huge sacrifices involved, the trend is for these events to migrate to developing countries. Cracow will host the European Games in 2023. It is worth adding, however, that no other country has submitted an application. It is worth considering what the pros and cons of sharing economy would be when organizing major sporting events. In order to prevent the phenomenon called white elephants connected with abandoned stadiums, it would be worth organizing large events to include several cities

and even countries that could complement each other in terms of sports infrastructure. This would save a lot of money. In turn joint investment would also mean shared legacy. Several organizers would certainly find it more difficult to build a coherent image in the eyes of the world, as is the case when the organizer is one. European Football Championships 2020 will be held in many European countries. This is an unique chance for smaller countries to be a host of football feast.

In the similar vein, as in the aforementioned European Football Championships 2020 event, many reforms have been adopted regarding the most sizeable sporting mega-event – the Olympic Games. In response to a declining number of cities interested in staging the Olympics, the International Olympic Committee implemented the Olympic Agenda 2020 – a strategic roadmap for the Olympic Movement and Olympic Games. This document includes 40 recommendations which considerably reshapes key areas within the Olympic Movement, mostly concerning the Olympic Games bidding, organization and legacy planning. One of the most notable changes is a resignation from the concept of ‘compact Games’ to more ‘decentralized Games’. It means that some competitions could be organized outside the host city or even, in exceptional cases, outside the host country²⁴. Not only this would allow to reduce a risk of white elephants in the aftermath of hosting the Olympics but also create an opportunity for multiple cities or regions to benefit from staging this event and feel special Olympic atmosphere. This rule will maximize the usage of existing and temporary venues and lower potential costs. Greenwell²⁵ goes even further describing an idea to ‘hold the Olympics in Multiple Cities at Once’. Making references to mentioned work by Andrew Zimbalist²³, in online article potential solutions were presented how to keep the Olympics alive, but in an economically viable manner. First idea is to spread the Olympic competitions across countries around the globe, preferably according to the most popular sports disciplines in a particular country, for instance volleyball in Brazil or swimming to Australia²⁵. In another interview, A. Zimbalist²³ suggested to establish a permanent host – a city with appropriate ready-to-use venues, infrastructure and facilities²⁶. But it would be rather against the Olympic idea to give a chance for other countries to bid for the Olympics. Nevertheless, these examples of public debates manifest the necessity of reforms and the Olympic Agenda 2020 implementation is aimed to resolve existing problems of the Olympic Movement and its flagship Olympic Games.

Sharing economy, due to its universal resonance, could also find its utility in sports industry, especially in sport mega-event organization and legacy planning. These aspects are mostly prevalent in the Olympic Games therefore this most hallmark and biggest sports spectacle will serve as a basis for further analysis as well as produce some examples of sharing economy activities present in previous editions of the Olympic Games. For the 2016 Summer Olympic Games in Rio de Janeiro Airbnb was nominated to be the Official Alternative Accommodation Provider. In just three weeks (August 3-23), Rio hosts opened their homes to more than 85.000 Airbnb guest arrivals from all over the world, half of which were Brazilians who came to Rio in order to watch the Games live²⁷. The Airbnb offer proved to be much more affordable as the average price per guest per night was US\$ 55. This new form of accommodation for the Olympics brought also a very positive economic impact on hosts' income, aggregated at US\$ 30 million while total economic activity (host income plus guest expenditure) amounted to US\$ 100 million²⁷. For many cariocas, home sharing became a substantial additional, or in some cases, entire source of income²⁸. Undoubtedly, the Airbnb success during Rio Olympics has significantly contributed to its dynamic growth in the number of listings and today Brazil has become one of the most popular markets for Airbnb²⁸. This trend of home sharing marketplace prevailed also during the 2018 Winter Olympic Games in PyeongChang. The Airbnb company summarized that as of 26 February 2018, there were 15.000 guest arrivals on Airbnb to Gangwon Province during the Winter Olympics – a 500% increase comparing to the same period in 2017. In terms of economic impact, hosts earned over KRW 2.4 billion (USD 2.3 million) during the Winter Olympics where the typical host made around KRW 1.200.000.00 (USD 1.100)²⁹. These examples of economic activities within sharing economy model, unequivocally demonstrate positive economic impacts and a plausible potential for further expansion during future editions of the Olympic Games.

Summary

As highlighted in the article, there is a need to transfer pro-ecological practices used during mega sporting events to the organization of non-mega sporting events and management of leisure sport. Moreover, we still meet with the practices of abuse of animals and children in the sport and tourism industry. The challenges of modern sport

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are also the inclusion of women and aging societies in physical culture to prevent loneliness and social exclusion, especially in culturally remote areas. More and more specialists are paying attention to the concept of sustainable sport, and it will be so if the effects of its organization are more often positive. One of the opportunities to create a positive legacy of the Olympic Games may be to apply the idea of sharing economy in modern sport.

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Malchrowicz-Moško E, Jastrząbek J, Contiero D, Tsordia C, Rosina D. Social responsibility and challenges of sport management in the 21st century: Ecology, sustainability, cultural controversies and sharing economy in sport. *Olimpianos – Journal of Olympic Studies*. 2019; 3: 1-11.

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