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Parallels and divergences: A comparative analysis of martial arts and western sports ethics

enhancing experiences while supporting the UN Sustainable Development Goals

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Correspondence: Eleni Anoyrkatie.anoyrkati@coventry.ac.uk*Exercise and Quality of Life* 2024, **16(3)**: A4**Background**

Sustainable sports tourism combines recreational activities with environmental stewardship and socio-economic benefits, making it a vital contributor to global development. Recognized by the UN 2030 Agenda as an essential enabler of sustainable development, sport promotes tolerance, respect, empowerment, and inclusion while advancing health, education, and peace. The International Olympic Committee (IOC) and other organizations have launched sustainability-focused initiatives to guide sports tourism on a responsible path. Europe, with a significant 38.01% revenue share in 2022, exemplifies the economic potential of sports tourism, driven by a growing number of athletes, events, and international visitors. However, this growth often comes at a cost, such as environmental degradation, urban congestion, and social inequities.

Materials and methods

Unplanned expansion of sports tourism in recent decades has tested the carrying capacities of many destinations, leading to issues like deforestation, overcrowding, noise pollution, and ecosystem disruption. Effective management of these challenges requires adopting sustainability principles to balance growth with preservation. This includes fostering local community involvement, respecting environmental limits, and developing long-term strategies for equitable and inclusive benefits.

Results

This presentation delves into the dual nature of sports tourism-its potential to stimulate regional economies, create jobs, and strengthen community bonds, alongside its environmental and social risks. Strategies discussed include promoting eco-friendly practices, leveraging existing infrastructure, and integrating sustainable policies into planning.

Conclusions

DEPART project serves as a case study, showcasing efforts to build on regional competitive advantages and avoid fragmentation. When adopting integrated approaches, sustainable sports tourism can transform destinations into resilient hubs,