Applying the Concept of Sustainable Development in Sport Management Courses

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Sustainable development (SD) is a concept that has two roles: 1-analytical, where operations in the sport industry can be evaluated based on their impacts on the society and people, on the environment and the economy; 2-normative, SD can be used as a set of standards where sport organizations can follow to act sustainably with positive outcomes on the society, environment, and economy. By incorporating SD in the lectures and class-activities (how SD can be implemented through sport), it will optimize student’s pedagogy, and students could apply SD processes and use their knowledge in their jobs in the prospected sport-organization.