

Session: **Sport tourism and environment**
Abstract nr: **EASM-0181**

Environmental Awareness and The Action of Consumption in Sports

R. Grilo¹, M. Mascarenhas¹

¹*Faculdade de Motricidade Humana, Sport Science, Lisboa, Portugal*

Environmental Awareness and the action of consumption in sports

R. Martins¹, M. Mascarenhas²

¹Faculdade de Motricidade Humana, rute.grila@gmail.com

²Faculdade de Motricidade Humana, margaridab@fmh.utl.pt

Keywords: *Environmental Awareness, Sustainable Consumption, Sport.*

Abstract

The environmental awareness led to the concept of Sustainable Consumption, based on three major issues, economic development, environment preservation and social equity (BONITO et al, 2007). Currently, this concept is among every economic policies of the development governments. In this perspective, Mota Jr (2009) states that the concept of sustainable development goes to the so called "Ecological Modernization", a concept that is at the forefront and that it is restructuring the political economy of capitalism with the inclusion of environmental concerns, called by many authors the ecocapitalism. Within the ecocapitalism comes main activity of the society, consumption, and with it comes the actual care for the ecological values and sustainable development (PORTILHO, 2005 and MOTA Jr., 2009). However the environmental awareness not always have the consequent action, given

the so called attitude-behavior gap (YOUNG et al, 2009 and JACKSON, 2005). Along with the need of information, that a great number of studies shows that is an insufficient tool to lead the environmental awareness to a real action for the environment (MONOSTORY et al, 2008 and LEIRE et al 2004), is variables like education level (YOUNG et al, 2009), gender, area of residence and sport practice (TUOHINO, 2002).

Paiva (2008) adds that the individual's awareness of the own body through activities in nature can lead not only to understand and promote interest in issues of preservation but also to change their ways, realizing that its individual action is significant. In this context, sports manage a growing

industry of services and products that also follows the guidelines provided by the society, in leisure time.

So, the aim of this paper is to identify the differences among nature sports (surf) and urban sports (fitness) in the development of an environmental awareness and the consequent action that in this study is the sustainable consumption.

To realize this research a questionnaire was applied to 466 individuals, 210 from surf and 256 from fitness. A database has been created, using de PASW software, statistical program and the gathered data was treated according to the exploratory character of the study, through the descriptive parameters and adquate statistical graphics and tabulations. To confirm the significant differences the t-studente was applied, and to identify the relation between some variables the chi-square was applied. The analysis model is formed by three dimensions endorsing the general environmental awareness, the sustainable consumption and the sports ecological attitude/behaviour. Each one encloses characterization variables (age, gender, education level, type of practice, surf and fitness) and dependet variables organized by alternative choices given for each pre-defined dimension.

The results showed significant differences between the chosen sports in matters of the motivation for practice, where the surfers have more interest for enjoying the nature; and the influence of sport in changing environmental attitudes, where the fitness individuals are more ceptical to the refered influence. This facts conduct the conclusions to the importance of the proximity with the nature to better understand it and change attitudes. Still this study is an important contribute not also to identify and classify Portuguese sport population within the related aspects already mentioned, but to point out characteristics needed for the green market area and sustainable consumption.

References:

BONITO, J.,CID, M., MATOS, G.(2007), *O Significado de alguns Rótulos alegadamente «Ecológicos» presentes em Produtos Comercializáveis em Portugal: um Estudo com Alunos*

Universitários, Educa??o, Temas e Problemas - Revista do Centro de Investiga??o em Educa??o e Psicologia Universidade de Évora, nº3, ano2, Universidade de Évora.

PAIVA, P. (2008), *Desporto de Aventura na Natureza: uma revis?o conceptual*, Monografia da Faculdade de Desporto, Universidade do Porto.

TUOHINO, A.(2002),*Environmental awareness and environmentally friendly behaviour - case Sulkava Rowing Event*, [consultado em Fevereiro 2010] in www.matkailu.org/jarvimatkailu/pdf/anja_ATLASsoutu.pdf

YOUNG, W., HWANG, K., McDONALD, S., OATES, C. (2009), *Sustainable Consumption: Green Consumer Behavior when Purchasing Products*, Sustainable Development, 18, pag. 20-31.

PORTILHO, F. (2005), *Consumo Sustentável: limites e possibilidades de ambientalização e politização das práticas de consumo*, edição temática, cadernos EBAPE, in www.ebape.fgv.br

MONOSTORY, K., HORICH B. (2008), *Environmental awareness – attitude or action*, Review of Sociology, volume 14, nº2, pg. 5-31, Budapest, Hungary.

MOTA Jr., V. (2009), *Educação Ambiental, Política, Cidadania e Consumo*, Interações, nº11, pg. 214-229, in <http://www.eses.pt/interaccoes>

JACKSON, T. (2005), *Motivating Sustainable Consumption: a review of evidence on consumer behavior and behavioral change*, SDRN, Janeiro 2005, in www.sd-research.org.uk/researchreviews/documents/MotivatingSCfinal.pdf

LEIRE, C., THIDELL, A. (2004), *On Nordic Consumers' perceptions, understanding and use of product related environmental information*, International Institute for Industrial Environmental Economics, Lund University, Sweden, presented no International Workshop for Sustainable Consumption, Leeds, in homepages.see.leeds.ac.uk/~leekh/leeds04/4.2Leire_Thidell.pdf