

Understanding the Active Economy and Emerging Research on the Value of Sports, Recreation, and Wellness

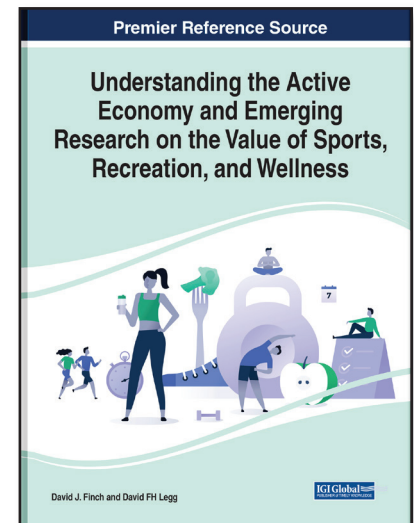
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Description:

The active economy incorporates several disciplines that include sport performance, sport business, recreation, tourism, physical activity, urban planning, leisure, and health and wellness, among others. From an academic and policy perspective, these disciplines are typically viewed as distinct, with only limited spillover, and consequently, limited research explores the interaction between them. However, each individual sector can be studied as interdependent rather than autonomous. By viewing the various sectors as part of a complex active ecosystem, policymakers and practitioners are better positioned to shape broad opportunities while maximizing the community value of sports, recreation, and wellness.

Understanding the Active Economy and Emerging Research on the Value of Sports, Recreation, and Wellness provides a new view on the fields of sport, recreation, and health and wellness by exploring the interaction between these traditional separate disciplines. It includes sub-groups of the active economy such as health and wellness, active apparel and accessories, active equipment and sports betting but also ties in sub-groups from the ancillary sector such as tourism, design and infrastructure, media and content, and professional services. This book is intended for professionals, educators, and researchers working in the fields of sports, recreation, and health and wellness, as well as economists, executives, managers, practitioners, stakeholders, researchers, academicians, and students interested in how sports, recreation, and wellness operate in the active economy.



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Design and Infrastructure
Health and Wellness
Media and Content
Professional Services

Recreation
Sports
Sports Betting
Sports Merchandise
Tourism

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
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