Name	Patrick Q. Collins
Email	collins@azabu-u.ac.jp
Country	JAPAN
Symposium	3 SYMPOSIUM ON SPACE PHILOSOPHY AND OUTREACH
Theme	3.2 Tourism, Living, Sport, Art and Culture in Space, a Scifi futurologist-presentist narration
Abstract Title	On To The Lunar Olympics !
Abstract Code	SRIC3-SPO-3.2-02.014
Co-Authors	Makoto Arai

Abstract

In recent years, several countries have announced plans for constructing and operating a lunar base, and have started to realise them. These projects give space agencies scope to perform their traditional role of developing new technologies for use in space. The know-how needed for development of permanent lunar settlements includes lunar surface habitation, materials prospecting, materials processing, and construction. Once these technologies are developed they will be available for companies to use for commercial purposes. One activity that could attract commercial investment once lunar construction techniques are developed, is the development of sports events in lunar gravity. Sports on Earth are a major industry, with large numbers of participants, and employing large numbers of people in various roles world-wide, including sports facility construction and operation, sports science and training, dedicated sports media, and others. As an example, the Olympic Games nowadays involve multi-billion-dollar budgets. In lunar gravity both existing sports and new sports, such as bird-like flying, will be of great interest to large numbers of people, as participants, spectators and managers. They are also likely to be entertaining to watch, due to their novelty, so that broadcasting of sports events and games to audiences on Earth could become very popular. The paper considers the feasibility and timeline leading to the first Lunar Olympics during the 2040s. In order to realize such a special event for which many people will have high expectations, companies which have not so far been related to the space industry will also participate, bringing new ways of thinking about space activities, and stimulating numerous technological innovations. In this way, we advocate the importance of \"space marketing\" to promote space development to the general public by setting exciting and popular goals that will become people\'s dreams, and also enable them to be achieved.

A short bio

Patrick Collins is Chairman of the Society for Space Tourism of Japan (SSTJ) and Emeritus Professor of Azabu University, where he taught economics for 19 years. Earlier he was a Guest Researcher at the Research Center for Advanced Science and Technology of Tokyo University (RCAST), the National Space Development Agency (NASDA), the National Aerospace Laboratory (NAL) and the Institute for Space and Astronautical Science (ISAS) in Japan. Before that he was Senior Lecturer at Imperial College in London, where he earned his PhD on the economics of solar power satellites, while also working as a part-time researcher at ESTEC. He is a Vice-President of Space Renaissance International. The focus of Dr. Collins's research for the past 40 years has been how to stimulate growth of commercial space activities, the two most important opportunities being tourism and solar power satellites, including their use as snow melting satellites (SMS), about which he has written some 200 papers.