

## Managing Major Sports Events Theory And Practice

The hosting of major sporting events can be a key tool in the development of cities and countries around the world. If carried out effectively these events can not only bring prestige to an area but can leave the local population with a legacy of improved infrastructure and facilities. *Managing Major Sports Events: Theory and Practice* is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy. The book draws closely on the authors' personal practical experiences of day-to-day management during the 2010 Winter Olympics in Vancouver, now widely regarded as the gold standard of Olympic organisation. Drawing on the latest research from across multiple disciplines, it covers every key area in the event management process, including: Bidding, leadership and planning Venue implementation Communications (e.g., media, marketing and sponsorship, technology) Functional area considerations (e.g., sport, protocol, security and risk management) Games-time considerations Ceremonies Legacy and sustainability. Each chapter contains a unique combination of theory, practical decision-making exercises and case studies of major sports events from around the world, helping students and practitioners alike to understand and prepare for the reality of executing major events on an international scale. A companion website includes self-test quizzes and flashcards for students, links to 110 useful websites, 173 summary slides, plus 45 essay questions and extended decision-making exercises for lecturers. *Managing Major Sports Events: Theory and Practice* is an essential textbook for any course on sports event management or international sports management and an invaluable resource for all sport management researchers and professionals.

This innovative and timely volume moves beyond existing operational and pragmatic approaches to events studies by exploring sports events as social, cultural, political and mediated phenomena. As the study of this area is developing there is now a need for critical and theoretically informed debate regarding conceptualisation, significance and roles. This edited collection explores the core themes of consumption, media technologies, representation, identities and culture to offer new insight into how sports events contribute to generation of individual and shared meaning over personal, community and national identities as well as the associated issues of conflict, resistance and power. Chapters promote a critical (re)evaluation of emerging empirical research from a diverse range of sports events and locations from the international to local level. A multi-disciplinary approach is taken with contributions from areas including sports studies, media studies, sociology, cultural studies, communications, politics, tourism and gender studies. Written by leading academics in the area, this thorough exploration of the contested relationship between sports events, society and culture will be of interest to students, academics and researchers in Events, Sport, Tourism and Sociology.

Sports marketing has become a cornerstone of successful sports management and business, driving growth in sport organisations and widening fan-bases. Showcasing the latest thinking and research in sports marketing from around the world, the *Routledge Handbook of Sports Marketing* goes further than any other book in exploring the full range of this exciting discipline. Featuring contributions from world-leading scholars and practitioners from across the globe, the book examines theories, concepts, issues and best practice across six thematic sections—brands, sponsorship, ambush marketing, fans and spectators, media, and ethics and development—and examines key topics such as: consumer behaviour marketing communications strategic marketing international marketing experiential marketing and marketing and digital media Comprehensive and authoritative, the *Routledge Handbook of Sports Marketing* is an essential reference for any student or researcher working in sport marketing, sport management, sport business, sports administration or sport development, and

for all practitioners looking to develop their professional knowledge.

Contemporary sport business is international. From global sport competitions and events, sponsorship deals and broadcasting rights to labour markets and lucrative flows of tourists, anybody working in sport business today has to have an international perspective. This book offers the broadest and most in-depth guide to the key themes in international sport business today, covering every core area from strategy and marketing to finance, media and the law. Including authors from more than twenty countries spanning the Americas, Europe, Asia, Africa and Australia, this handbook addresses the most important issues in the world of sport business from a uniquely global perspective. Each chapter examines a particular cross-section of business and sport, encompassing all levels from grassroots to professional and elite. Divided into seven major subject areas, it offers insights from experts on: International Sport Business Strategy Sport Marketing Sport Economics and Finance International Sport Law Sport Media and Communication Sport Tourism Sport Development. The Routledge Handbook of International Sport Business is an essential resource for any course on sport business, sport management or international business.

Many books exist on various aspects of event management, reflecting growing academic and professional interest, but there has not been a book written on Event Studies until now. As the event management field expands, there is a growth in demand for advanced texts, particularly with a multidisciplinary research and theoretical orientation. Event Studies is the first text to embrace this new direction in the field of event management providing:

- \* Students and practitioners with an explanation of why planned events are important from a social/cultural, economic and environmental perspective.
- \* Readers with an understanding of how various disciplines and other professional fields view planned events, and the contributions they make to understanding events.
- \* Research students with a detailed evaluation of research issues and challenges, and of methodologies and theories applicable to event studies. The bibliography is extensive and numerous research examples are provided.
- \* Professionals with a tool to expand their knowledge well beyond the art and science of producing events to include the philosophical and scientific foundations of event studies. For the event management student, and for professionals, Event Studies provides the necessary body of knowledge and theoretical /methodological underpinnings on the subject of planned events.

\* The only comprehensive text on event studies, which includes theoretical and methodological discussion

- \* Provides a detailed overview of published research, an evaluation of research themes pertinent to events, disciplinary perspectives, and identification of research questions
- \* Provides a framework for understanding and creating knowledge about special events

The SAGE Handbook of Sport Management draws together the best current research on the major topics relevant to the field of sports management, including leadership, gender, diversity, development, policy, tourism, and media. Edited by two of the most respected figures in the field, the handbook includes contributions from leading sport management academics from Australia, Canada, New Zealand, USA, the UK and Europe.

This book is the first academic contribution that deals with international taxation of income sources from sports events. Using an interdisciplinary approach, with in-depth analysis of both sports law and international tax law, it is notably the first academic work to conduct a thorough analysis in the fields of international taxation of eSports, sports betting as well as illegal/unlawful income sources that may be obtained in relation to a sporting event, such as kickback payments. After describing the general methodologies of income tax and VAT from an international standpoint, defining key terms such as 'eSports' and 'bidding procedure', the book examines in detail the taxation of the services that are rendered and the goods that are sold, thereby the income obtained, in relation to an international sports event from both income tax and VAT perspectives. Also analysed are government funding in the sports sector, along with its taxation modalities, as well as specific tax exemption regulations enacted for the

purposes of mega sporting events. Highlighting the absence of an acceptable level of certainty in the field of taxation of international sports events, the work makes pertinent suggestions as to the future of international sporting event taxation law. With international appeal, this comprehensive book constitutes essential reading for tax and sports law scholars.

The hosting of sports events, be they large international events or smaller niche interest events, has huge and long-lasting impacts on the local environment, economy and industry. *Strategic Sports Event Management: An international approach* provides students and event managers in the industry with an insight into the strategic management of sports events of all scales and nature. The framework offers a planning process that can be used to firstly understand the importance of a strategic approach, and secondly how to implement strategies that can achieve successful sports events over the short and long-term. Using international case studies such as the Sydney olympics 2000, Boardsurfing events in the UK, US and Australia, Manchester Commonwealth Games 2002, Salt Lake City Winter Olympics 2002 and Athen Olympics 2004, this text looks at: The organisations involved such as the IOC, FIFA and IAAF, and their interactions with charities, the media and promoters. The planning process; short term and long term benefits, and evaluations. Operational strategies including IT, communications, equipments and personnel. Combining theory and real-life case studies, this book is an essential read for students, teachers and practioners of event management in a sporting context.

What role can strategic thinking play in contemporary sport management? It can be the difference between leading or languishing – it's that important! Covering sport at all levels, from community-based sport to elite sport, this is the first textbook to focus on strategic management in a sport context. The book introduces the fundamentals of strategic planning, environmental analyses, strategic direction and leadership, strategy formulation and selection, implementation, strategic control, and change management. Designed to encourage students to develop a strategic mindset, as well as critical thinking and problem-solving skills, the book unpacks key concepts such as leadership, governance, organizational change, and the multiple layers of strategy in sport. Full of real-world case studies from diverse, international sport business environments, and useful pedagogical features such as review questions and guides to online resources, this is an essential text for any sport management course and an invaluable resource for sport development, recreation management, or events management courses.

As the role of sport in society becomes ever more prominent and as sports organisations become increasingly influential members of the global community, so it has become more important than ever for sport to consider its wider social responsibilities. *The Routledge Handbook of Sport and Corporate Social Responsibility* is the first book to offer a comprehensive survey of theories and concepts of CSR as applied to sport, and the social, ethical and environmental aspects of sport business and management. It offers an overview of perspectives and approaches to CSR in sport, examines the unique features of the sport industry in relation to CSR, explores the tools, models, common pitfalls and examples of best practice on which managers can draw, and discusses how CSR and corporate citizenship can be integrated into the sport management curriculum. The book covers every key issue and functional area, including implementation, strategic benefits, communication and corporate image, stakeholder engagement, and the measurement and evaluation of CSR policies and practices, and includes detailed international case studies, from the NBA and the Olympic Games to Japanese soccer. *The Routledge Handbook of Sport and Corporate Social Responsibility* is important reading for any student, researcher, manager or

policy maker with an interest in sport business, management, ethics or development. The first summer Youth Olympic Games (YOG) were held in Singapore in 2010 and the first winter Youth Olympic Games in Innsbruck in 2012. The IOC hopes that the YOG will encourage young people to be more active and that they will bring the Olympic movement closer to its original founding values. This is the first book to be published on the Youth Olympic Games. It critically examines the origins of the Games and the motives of the Games organisers, as well as the organisation and management of the Games and their wider impact and significance. The first part of the book discusses the relationship between the YOG and the ideology of Olympism, in the context of broader developments in youth sport competitions. The second part investigates a wide range of managerial aspects including the bidding process, finance, the prominent role of young people on the organising committees and as volunteers, the role of media and sponsors, and the distinctive competition structure. The final part of the book assesses the current and likely future impact of the YOG on the host cities and countries, the IOC and on national youth sport policies. The Youth Olympic Games is essential reading for any researcher, advanced student or policy maker with an interest in Olympic Studies, sports development, sport policy, youth sport or event management.

This handbook provides a critical assessment of contemporary issues that define the contours of the Paralympic Movement generally and the Paralympic Games more specifically. It addresses conceptualisations of disability sport, explores the structure of the Paralympic Movement and considers key political strategic and governance issues which have shaped its development. The Palgrave Handbook of Paralympic Studies is written by a range of international authors, a number of whom are senior strategists as well as academics, and explores legacy themes through case studies of recent Paralympic games. Written in the wake of the 2016 Rio Paralympic Games, it provides an assessment of contemporary challenges faced by the International Paralympic Committee and other key stakeholders in the Paralympic Movement. Its critical assessment of approaches to branding, classification, social inclusion and technological advances makes this handbook a valuable resource for undergraduate study across a range of sport and disability related programmes, as well as a point of reference for researchers and policy makers.

Running a successful sporting event--whether it's a local event, state championship, or international competition--requires the knowledge and skills to plan, organize, promote, lead, and communicate effectively. *Managing Sport Events, Second Edition With Web Resource*, will prepare readers to manage events with ease, guiding them through the entire process, from event conception to postevent evaluation. Merging research findings with best practices, *Managing Sport Events, Second Edition*, presents the key principles of event management to prepare students to enter the field with the skills needed to immediately engage in event production and evaluation. With updated references throughout, the second edition emphasizes practical application by offering plenty of contemporary examples and learning opportunities for students: New industry profiles at the beginning of each chapter showcase professionals putting theory into practice. Added sections address emerging trends and topics, such as sustainability and event security. Examples show how new technologies can be utilized for event management and event presentation. Scenarios highlighting recreational and community events better represent smaller-scale events such as a local 5K run or a

youth basketball tournament Case studies and learning activities at the end of each chapter allow students to put theory into practice A new web resource offers mini case studies with multiple-choice questions that provide immediate feedback to help students gauge their comprehension Managing Sport Events, Second Edition, leads students through the reality of what it takes to conduct a successful event. Starting with event conception and development, the text then addresses key planning areas, including staffing, budgeting, marketing, promotion, sponsorship, and legal and risk management. It then moves into key operational areas such as services, logistics, and on-site management, and it concludes the process with postevent duties and considerations. Managing Sport Events, Second Edition, integrates the traditional business segments of sport management with the unique requirements of event management. This guide is an essential resource for current and future professionals working in parks and recreation, tourism and hospitality, and sports at all levels--youth, high school, college, amateur, minor league, professional, and international competition.

As the event management field expands, there has been an emergence of a distinctive 'events' policy field of study and a need for more advanced texts that look at this subject with a multidisciplinary research and theoretical orientation. Events Policy: From Theory to Strategy is the first text to embrace this new direction in the field of events management. Its main aim is to locate the phenomena of events (and festivity) within a theoretical and strategic framework and, in doing so, demonstrate the links between the development of events in policy-making and the theoretical exploration of the role of events as policy. Building on a strong coherent framework, the book explores the conceptual terrain in which events and festivities are located, evaluates the range of theoretical perspectives pertinent to the study of events policy, appraises the socio-economic and socio-cultural implications of event-led policies internationally and draws together the main theoretical and event policy issues for the future. It utilizes a good range of international cases, from Dubai, Singapore, New Orleans and Glasgow, to help demonstrate the relationships between theory and strategy, and includes useful features to help students understand the subject and deepen their knowledge of the events policy terrain. This groundbreaking volume will be essential reading for students, researchers and academics of events and other related disciplines.

Managing Major Sports Events Theory and Practice Routledge

Sport Facility and Event Management focuses on the major components of both facility and event management: planning, financing, marketing, implementation, and evaluation. It integrates timely theoretical foundations with real world practicality and application to provide the reader with a strong foundation in facility and event management. The authors focus on a broad range of facilities and events to demonstrate the diversity of the industry, which encompass recreation, leisure, health and fitness, in addition to the more commonly discussed sport facilities and events. The text's robust pedagogy includes chapter learning objectives, industry expert spotlights, vignettes, case studies, discussion questions, and tip points, as well as actual examples from the industries covered throughout the book.

This book explores the global developments in sport leadership and practice. Drawing on the vast and ever-growing leadership literature, the book examines advances in leadership theory and practice in the context of the challenges faced

by those working in global sport management positions. It explores the various dimensions of leadership, with a particular focus on the development of leadership theory. It also looks at the operational and contextual elements of leadership in a global sport environment and finally reflects on the status quo, and explores future challenges and research opportunities for leadership and global sport management.

Festival and Event Tourism Impacts provides a comprehensive review and analysis of the multi-faceted impacts that festival and events have on a host community, whether positive or negative, and offers recommendations for communities for the successful management of this kind of tourism. Opening chapters define festival and event tourism impact concepts utilized in the field and their evolution throughout the years, followed by an exploration of the current issues facing communities. The second part discusses sustainability and environmental issues that affect destinations and communities as a result of festival and event impacts. Subsequent chapters outline further impacts and finally address cutting-edge event tourism development and impact management strategies and considerations such as innovative management approaches, sustainability, and social responsibility, for example, and identify future trends and issues within a multidisciplinary global perspective. A variety of geographical locations are exemplified throughout as well as a range of diverse event types including the Formula One Grand Prix in Monaco, Pope Francis' visit to Mauritius in 2019, and the 29th Summer Universiade in Taiwan, among many others. Drawing on the knowledge and expertise of highly regarded academics from around the world, this will be of great interest to all upper-level students and researchers in Tourism, Hospitality, Events, and related fields.

Elite youth sport competitions have increased significantly in number in recent years, with the Youth Olympic Games representing the high point of this phenomenon. This book examines the global context within which elite youth sport has emerged and continues to grow. It explores elite youth sport policy across fifteen countries, in Europe, the Americas, Africa and Asia, addressing the questions of how youth talent development is organised and why elite youth sport has become so popular. Taking a comparative global perspective, the book analyses the growth in more systematic approaches to young athlete development and the increasing emphasis on early talent identification. It discusses the attitude of stakeholders (such as NGBs, governments and sponsors) towards elite youth sport, while also considering how young elite athletes' interests are protected and how the growth in elite youth sport affects a sport's development strategy. Written by a team of internationally renowned researchers, *Elite Youth Sport Policy and Management: A comparative analysis* is fascinating reading for all students, scholars, managers, policy-makers and coaches with an interest in youth sport, elite sport development, talent identification and sports policy.

This book provides events management students with an accessible and

essential introduction to project management. Written by both academics and industry experts, Events Project Management offers a unique blend of theory and practice to encourage and contextualise project management requirements within events settings. Key questions include: What is project management? How does it connect to events management? What is effective project management within the events sector? How does academic theory connect to practice? The book is coherently structured into 12 chapters covering crucial event management topics such as stakeholders, supply chain management, project management tools and techniques, and financial and legal issues. Guides, templates, case study examples, industry tips and activity tasks are integrated in the text and online to show practice and aid knowledge. Written in an engaging style, this text offers the reader a thorough understanding of how to successfully project manage an event from the creative idea to the concrete product. It is essential reading for all events management students.

Managing Major Sports Events: Theory and Practice is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy and sustainability. Now in a fully-revised and updated new edition, the book draws on the latest research from across multiple disciplines; explores real-world situations, and emphasises practical problem-solving skills. It covers every key area in the event management process, including:

- Bidding, leadership, and planning
- Marketing and human resource management
- Venues and ceremonies
- Communications and technology (including social media)
- Functional area considerations (including sport, protocol, and event services)
- Security and risk management
- Games-time considerations
- Event wrap-up and evaluation
- Legacy and sustainability

This revised edition includes expanded coverage of cutting-edge topics such as digital media, culture, human resources, the volunteer workforce, readiness, security, and managing Games-time. Each chapter combines theory, practical decision-making exercises and case studies of major sports events from around the world, helping students and practitioners alike to understand and prepare for the reality of executing major events on an international scale. Also new to this edition is an 'Outlook, Trends and Innovations' section in each chapter, plus 'tips' by leading events professionals. Managing Major Sports Events: Theory and Practice is an essential textbook for any course on sports event management or international sports management, and an invaluable resource for all sport management researchers, practitioners and policy-makers. Online resources include PowerPoint slides, multiple choice questions, essay questions and decision-making exercises.

Sport volunteering is becoming an increasingly popular motive for international travel. Many tourism organisations now advertise sport volunteering projects, with colleges and universities also offering students the opportunity to participate in similar projects abroad. This is the first book to bring together diverse and interdisciplinary insights into the development of the contemporary sport

volunteering phenomenon. It addresses conceptual uncertainties and challenges emerging from the growing international sport volunteering market, and offers insight into its future directions, impact and sustainability. Drawing on both quantitative and qualitative methodologies, Part I examines volunteering in the context of international sporting events, while Part II evaluates volunteering initiatives related to sport development. Including case studies from Australia, Cameroon, Namibia, Norway, Russia, the UK, the US and Zambia, this substantial volume provides a truly international perspective on the changing roles of sport volunteering. Showcasing the latest research from across the globe, International Sports Volunteering is a valuable resource for any course on sport studies, sport event management, sport development, sport tourism, sport geography, the sociology of sport or leisure studies.

Theory is an essential element in the development of any academic discipline and sport management is no exception. This is the first book to trace the intellectual contours of theory in sport management, and to explain, critique and celebrate the importance of sport management theory in academic research, teaching and learning, and in the development of professional practice. Written by a world-class team of international sport management scholars, each of whom has taken a leading role in developing a particular theory or framework for understanding sport management, the book covers the full span of contemporary issues, debates, themes and functional approaches, from corporate social responsibility and diversity to strategy, marketing and finance. Every chapter explores a key theoretical approach, including an overview of that theory, a discussion of the process of theory development and of how the theory has been employed in research, practice or teaching, and outlines directions for future research in that area. Each chapter includes cases and examples, as well as short illustrative commentaries from people who have used that particular theory in their work, and attempts to highlight the theory-practice links, or gaps, in that area. For a fully-rounded understanding of what sport management is and how it should be studied, taught and practiced, a thorough grounding in theory is essential. The Routledge Handbook of Theory in Sport Management is therefore important reading for all advanced students, researchers, instructors, managers and practitioners working in this exciting field.

The Routledge Handbook of Sport Governance is a comprehensive and authoritative survey of the wide range of issues shaping sport governance. It considers the evolution of the sport industry from a largely amateur, volunteer-driven sector into the globalised business that it is today and examines how professionalisation has fundamentally shifted the governance landscape for sport organisations and all those working within sport. Written by a team of leading sport management scholars from around the world, the book is organised around five key themes:

- Part I: Overview of sport governance
- Part II: Environmental context and policy perspectives
- Part III: Ownership structures and governance models: Implications for sport governance
- Part IV: Board roles in the

governance process • Part V: Future sport governance challenges Each chapter reviews the most recent research available and, in some cases, presents new data to support previously published studies. As sport governance is a relatively young field, each chapter maps future research needs to provide direction for sport governance scholars. A special feature of the handbook is a series of nine shorter research chapters in Part IV examining board roles in the governance process, tying theory to the day-to-day practical aspects of running a sport organisation. With broader and deeper coverage of the key issues in contemporary sport governance than any other book, this handbook is essential reading for students, researchers and practitioners in sport business and management.

Contemporary sport is both a sophisticated and complex international business and a mass participatory practice run largely by volunteers and community organizations. This authoritative and comprehensive introduction to the theory and practice of sports management helps to explain the modern commercial environment that shapes sport at all levels and gives clear and sensible guidance on best practice in sports management, from elite sport to the local level. The book is divided into three sections. The first examines the global context for contemporary sports management. The second explores the key functional areas of management, from organization and strategy to finance and marketing, and explains how successful managerial techniques can be applied in a sporting context. The final section surveys a wide range of important issues in contemporary sports management, from corporate social responsibility to the use of information and communication technologies. Together, these sections provide a complete package of theory, applied practical skills and a state-of-the-art review of modern sport business. With useful features included throughout, such as chapter summaries and definitions of key terms, and with each chapter supported with real-world data and examples, this book is essential reading for all students of sport management and sport business.

Running a successful sporting event—whether it's a local event, state championship, or international competition—requires the knowledge and skills to plan, organize, promote, lead, and communicate effectively. *Managing Sport Events, Second Edition With Web Resource*, will prepare readers to manage events with ease, guiding them through the entire process, from event conception to postevent evaluation. Merging research findings with best practices, *Managing Sport Events, Second Edition*, presents the key principles of event management to prepare students to enter the field with the skills needed to immediately engage in event production and evaluation. With updated references throughout, the second edition emphasizes practical application by offering plenty of contemporary examples and learning opportunities for students: New industry profiles at the beginning of each chapter showcase professionals putting theory into practice Added sections address emerging trends and topics, such as sustainability and event security Examples show how new technologies can be

utilized for event management and event presentation Scenarios highlighting recreational and community events better represent smaller-scale events such as a local 5K run or a youth basketball tournament Case studies and learning activities at the end of each chapter allow students to put theory into practice A new web resource offers mini case studies with multiple-choice questions that provide immediate feedback to help students gauge their comprehension Managing Sport Events, Second Edition, leads students through the reality of what it takes to conduct a successful event. Starting with event conception and development, the text then addresses key planning areas, including staffing, budgeting, marketing, promotion, sponsorship, and legal and risk management. It then moves into key operational areas such as services, logistics, and on-site management, and it concludes the process with postevent duties and considerations. Managing Sport Events, Second Edition, integrates the traditional business segments of sport management with the unique requirements of event management. This guide is an essential resource for current and future professionals working in parks and recreation, tourism and hospitality, and sports at all levels—youth, high school, college, amateur, minor league, professional, and international competition.

"An accessible and different guide for students and practitioners alike... I'm sure that it will become a standard reference text for sports management" - Peter Taylor, Sport Industry Research Centre, Sheffield Hallam University "A must have introductory reference guide for graduate and undergraduate sport management students" - Paul M. Pedersen, Indiana University "Provides students, practitioners and researchers in the field of sport management with a valuable compilation of sensitizing concepts, definitions and interesting references" - Michel van Slobbe, European Sport Management Quarterly Sharp, clear and relevant this book meets the needs of those studying and researching within the growing discipline of sport management. The intelligently cross-referenced entries provide a concise overview of the key concepts in the field guiding you through the important debates, sources and research methods in the management and delivery of sport. The book introduces readers to the concepts at the centre of their studies; it suggests relevant further reading and thoughts for future research and applies academic theory to business and organizational problems in a real-world context. Written for students, academics and practitioners the entries are designed to meet study needs and include: Clear definitions Comprehensive examples Practical applications Effective research methods.

This book provides a critical examination of the origins and development of stakeholder theory within sport management research and expands the existing literature by providing insights on stakeholding in sport from various perspectives, such as governance, communication, and marketing. Examining cases from around the world and from a wide range of different sporting contexts, each chapter reflects on key insights derived from stakeholder theory before offering

an analysis of the limitations of the theory and the ways in which it might be fruitfully extended or developed. It offers suggestions on how the literature on stakeholding in sport can be advanced in order to provide knowledge relevant not only to sport studies, but also to organization theory more broadly, and points to future avenues of inquiry in order to extend the reach of stakeholder theory and other inter-organizational perspectives in sport management research.

Stakeholder Analysis and Sport Organisations is fascinating reading for any advanced student, researcher, policy maker or practitioner with an interest in sport management, sport governance, sport development or organisational theory.

This book analyzes the place and role of sport within public diplomacy, including theoretical conceptualizations of the category of sports diplomacy as a sub-category of public diplomacy and empirical research of selected examples of the use of sport within public diplomacy. The empirical part of the book refers to three approaches to sports diplomacy and concerns the utilization of sport by states in order to shape relations with other states, the role of sport in building the international image of a state and the diplomatic subjectivity of international sports organizations. In reference to the first two approaches, the book uses comparative case study in order to make observations and generalizations concerning sports diplomacy. Apart from that, the book includes a detailed study of the diplomatic subjectivity of the International Olympic Committee.

The use of sporting and other mega-events to bring about transformation of socially deprived areas of major cities is becoming an increasingly important part of the *raison d'être* for hosting such events, especially given the immense costs involved and the current economic climate. The tax-paying public increasingly has to be persuaded of the benefits, beyond the event itself, to spend the nation's resources in this way. This edited book, written by international experts, critically explores these multiple facets of the Mega Event legacy looking at the various economic, environmental and social impacts and benefits in multiple continents. It considers topics such as volunteering, participation, economics, sponsorship, ethics and technology in relation to legacy. This timely book provides a further understanding of the legacy discourse, as well as the potential pitfalls connected to legacy in relation to mega events. Filling a gap in the literature on legacy research, *Legacies and Mega Events* will be of interest to events, sports, tourism, urban development students, researchers and academics.

*Managing Major Sports Events: Theory and Practice* is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy and sustainability. Now in a fully revised and updated new edition, the book draws on the latest research from across multiple disciplines, explores real-world situations, and emphasises practical problem-solving skills. It covers every key area in the event management process, including:

- Bidding, leadership, and planning;
- Marketing

and human resource management; • Venues and ceremonies; • Communications and technology (including social media); • Functional area considerations (including sport, protocol, and event services); • Security and risk management; • Games-time considerations; • Event wrap-up and evaluation; • Legacy and sustainability. This revised edition includes expanded coverage of cutting-edge topics such as digital media, culture, human resources, the volunteer workforce, readiness, security, and managing Games-time. Each chapter combines theory, practical decision-making exercises, and case studies of major sports events from around the world, helping students and practitioners alike to understand and prepare for the reality of executing major events on an international scale. Also new to this edition is an "Outlook, Trends, and Innovations" section in each chapter, plus "tips" from leading events professionals. *Managing Major Sports Events: Theory and Practice* is an essential textbook for any course on sports event management or international sports management, and an invaluable resource for all sport management researchers, practitioners and policymakers. Online resources include PowerPoint slides, multiple choice questions, essay questions, stories, and decision-making exercises.

Although there is significant research on large events that take place within athletics, small-scale events are largely ignored, in part due to the lack of press that they generate. However, these events require planning and preparation in the same way that larger sporting events do. This disparity between the effort that goes into the event and the attention the event draws allows for a gap in strategy or information available to those planning smaller scale athletic events. *Principles and Practices of Small-Scale Sport Event Management* is a cutting-edge reference publication that examines the successful organization and planning of small-scale sporting events. Featuring a wide range of topics such as community engagement, event planning, and sports management, this book is ideal for event planners, sports managers, marketers, academicians, practitioners, industry professionals, researchers, event organizers/coordinators, and students.

*The Handbook of the London 2012 Olympic and Paralympic Games* is the first authoritative and comprehensive account of the world's greatest sporting and cultural event. It tells the complete story of the 2012 Games from inception, through the successful bidding process and the planning and preparation phase, to delivery, the post-Games period and legacy. Written by a world-class team of international Olympic scholars, the book offers critical analysis of the social, cultural, political, historical, economic and sporting context of the Games. From the political, commercial and structural complexities of organising an event on such a scale, to the sporting action that holds the attention of the world, this book illuminates the key aspects of the 2012 Games, helping us to better understand the vital role that sport and culture play in contemporary global society. The book is divided into two volumes: *Volume Two - Celebrating the Games*, examines the

period of competition and immediately afterwards, covering key topics such as: London welcomes the world - hospitality and the look of the games Experiencing the games -spectators, tourists, volunteers, shoppers, viewers Media and communications Running the games Creating Olympic celebrities Protesting the games Commerce, retail and consumption Documenting London 2012 in films and books The legacy of the 2012 Games for London, the UK and the Olympic Movement Richly illustrated with the personal accounts of key stakeholders, from sports administrators and politicians to athletes and spectators, and including essential data and evocative visual material, this book is essential reading for anybody with a personal or professional interest in the Olympic and Paralympic Games, global culture or the development of sport.

Lausanne, the Swiss city IOC (International Olympic Committee) President Juan Antonio Samaranch honored with the title "Olympic capital" in 1994, is now the administrative capital of world sport. The past century has presented Olympism with many challenges and that continues to be the case today; the issues may have changed, but they are no less numerous. Controversies over phony amateurism, the two Chinas and the creation of a modern Olympia have been resolved, only to be replaced by questions of governance, compliance, strategy, responsible management, the size of the Games, the scarcity of bids and new forms of doping and corruption. All these themes are examined in the articles that make up this book published about 100 years after the establishment of the IOC's headquarters in Lausanne. This book was originally published as a special edition of Sport in Society.

This handbook offers an important and timely contribution to the interdisciplinary field of Olympic studies. It brings together for the first time in a single volume a complete analysis of current and future economic, commercial, socio-political, cultural and governance challenges facing both the Olympic and Paralympic Games, their athletes and institutions. The book presents new research and broad surveys exploring pressing debates, challenges and possible solutions surrounding the modern Olympic and Paralympic Games, across diverse socioeconomic and political contexts. Featuring chapters written by leading scholars, athletes and administrators from a range of disciplines and backgrounds, the handbook is divided into four main areas: athletes, business, governance and socio-cultural issues within the Olympic and Paralympic Games. Examining key themes, theories and new emerging issues within the field, the book offers expert insights into every major topic related to the Olympic and Paralympic Games, including doping, integrity, athletes' rights, culture, nationality, sponsorship, branding, governance, sports policy and law, marketing, social media, technology, e-sports, politics, ethics, international relations, legacy and impact. The only up-to-date handbook to reflect the true breadth and depth of this international field of research, the Routledge Handbook of the Olympic and Paralympic Games is a landmark publication for all students and scholars of sport studies, as well as those working in sport business, media, event

management and administration, economics, marketing, management, politics, Olympic studies and cultural studies. It is also an important resource for sport management practitioners and sports officials.

Digital sport marketing is a new, dynamic and rapidly evolving area that is having a profound impact on contemporary sport business. This is the only textbook to introduce core principles and best practice in digital sports marketing, focusing on key issues, emerging topics and practical techniques. The book surveys the new international digital landscape in sport business and explains how to apply digital marketing across key areas from fan engagement and public relations to strategic communication and branding. Every chapter includes discussion of key concepts, an in-depth case study, and an in-depth conversation with a leading industry practitioner that demonstrates how digital marketing works in the real world. Full of useful features, this is an essential textbook for any sport marketing, sport management, sport business or sport development course.

Theory and Practice in Hospitality and Tourism Research includes 111 contributions from the 2nd International Hospitality and Tourism Conference 2014 (Penang, Malaysia, 2-4 September 2014), and covers a comprehensive range of topics, including:- Hospitality management- Hospitality & tourism marketing- Tourism management- Technology & innova

From the Olympic Games to community-level competitions, sports events can be complex and pose a particular set of managerial challenges. The Routledge Handbook of Sports Event Management surveys the management of sports events around the world of every size and scale, from small to mega-events, including one-off and recurring events, and single-sport and multi-sport events. The book adopts a unique stakeholder perspective, structured around the groups and individuals who have an interest in and co-create sports events, including organising committees, promoters, sport organisations, spectators, community groups, sponsors, host governments, the media and NGOs. Each chapter addresses a specific stakeholder, defines that stakeholder and its relationships with sports events, describes the managerial requirements for a successful event, assesses current research and directions for future research, and outlines the normative dimensions of stakeholder engagement (such as sustainability and legacy). No other book takes such a broad view of sports event management, surveying key theory, current research, best practice, and moral and ethical considerations in one volume. With contributions from leading sport and event scholars from around the world, the Routledge Handbook of Sports Event Management is essential reading for any advanced student, researcher or professional with an interest in sport management, sport development, sport policy or events.

The hosting of sports events – whether large international events, or smaller niche events – can have a significant and long-lasting impact on the local environment, economy and society. Strategic Sports Event Management provides students and event managers with an insight into the strategic

management of sports events of all scales and types, from international mega-events to school sports. Combining a unique conceptual framework with a practical, step-by-step guide to planning, organising, managing and evaluating events, the book explains the importance of adopting a strategic approach, showing how to implement strategies that lead to successful outcomes over the short and long-term. This fully revised and updated third edition uses international case studies in every chapter, from the NBA and NFL to Formula One and the English Premier League, offering real-world insight into both larger and smaller events. In addition, woven throughout the book are a series of in-depth studies of the London Olympic Games, the ultimate sporting event and an important point of reference for all practising and aspiring event managers. The book covers every key aspect of the sports event management process, including sports organizations, such as the IOC, FIFA and IAAF, and their interactions with event partners, the media and promoters short-term and long-term benefits of the planning process event impact and legacy operational functions including finance, ticketing, transport, venues, IT, human resources, and security marketing and communications, including social networking and new media the bidding process research and evaluation. Strategic Sports Event Management is the leading sports event management textbook and is now accompanied by a companion website containing a range of additional teaching and learning features. The book is important reading for all students of sport management or event management, and all practising event managers looking to develop their professional skills..

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