

The Routledge Handbook of Sport and Legacy: Unlocking the Enduring Power of Sports

Lasting Effects of Major Sporting Events

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What used to be called sports events have today developed into "Mega Sports Events" and in line with this development, new approaches for research within the field of sports sciences, widely understood, have appeared. The Olympic Games and the Football World Cup have shown that, as more and more sports events aim for the stars, it has been called "mega-events" and frequently megalomania. The result of the public contest between organizing states or countries, of ever changing elite's preferences in grandeur and why they are doing, the event is question. But needless to say, there is more to it than simple competition between events. Large-scale sports events – and not only the largest – have significant impact for the organizers, both in the long and the short run, even though they last only for a week or two. In addition, the largest events are extremely expensive to organize, but in return bring global media exposure with effects and a value that cannot be achieved in any other way.

Professor Holger Preuss is one of these new sports scientists, who focus on the organization around large sports events rather than on different aspects of the practicing of sports or the competition itself. What are the deliberations behind the decision to bid for a large sports event? What should the revenue be in order to justify substantial public investments. When resources are scarce and social and other needs acute? The title of Professor Preuss's article reads: Investments in a sports event has to bring positive effects for the city/country/population, effects that last much longer than the event itself. Such effects can, among other things, be short term financial profit re-invested for long term benefits; investments in infrastructure that last long after the competitions and contribute to enhancement of local productivity; effects of new housing for the city/country as a tourist destination, not only for sports tourists. Holger Preuss explains how these positive effects are achieved – while the negative ones are not – in his well written and solidly argued article, which also offers a substantial list of references (literature on these issues).

1. Introduction

Major sporting events are extremely expensive to host. The fact that they last only two to four weeks justifies the claim of public authorities to create long lasting effects from the investments into an event. Recent Major sporting events such as the Football Euro in Ger-

Routledge Handbook of Sport and Legacy: Meeting the Challenge of Major Sports Events (Routledge



International Handbooks) by David Goldblatt

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Sports have the power to captivate billions worldwide, transcending boundaries of culture, race, and language. Beyond the excitement and entertainment they provide, sporting events also leave a lasting legacy that can shape societies, economies, and environments for generations to come. The Routledge Handbook of Sport and Legacy offers an authoritative and comprehensive exploration of this fascinating topic.

In-Depth Analysis from Global Experts

Edited by Professor John Horne and Dr. Sarah Lewis, the handbook brings together renowned scholars and practitioners from around the globe to provide a multidisciplinary perspective on sport legacies. This diverse team of experts delves into the complexities of mega-events, city planning, economic impact, and social and environmental sustainability.

Comprehensive Coverage of Key Issues

The Routledge Handbook of Sport and Legacy covers a wide range of themes, including:

- The historical evolution of sport legacies

- The role of major sporting events in urban regeneration
- The economic impact of sports events on host communities
- The social and environmental sustainability of sporting events
- The future of sport legacies in an increasingly globalized world

Case Studies of Landmark Events

The handbook also features in-depth case studies of landmark sporting events, such as the London 2012 Olympics, the FIFA World Cup, and the Rugby World Cup. These case studies provide real-world examples of the challenges and opportunities associated with sport legacies.

Essential Resource for Researchers and Professionals

The Routledge Handbook of Sport and Legacy is an indispensable resource for researchers, students, event managers, and policymakers who are interested in the enduring impact of sports. It provides a wealth of knowledge and insights that can help shape the planning and management of future sporting events in a way that maximizes their positive legacies.

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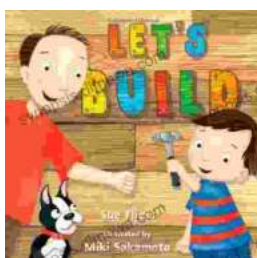
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