INTERNATIONAL HANDBOOK ON THE ECONOMICS OF MEGA SPORTING EVENTS

Edited by Wolfgang Maennig, Department of Economics, University of Hamburg, Germany and Andrew Zimbalist, Robert A. Woods Professor of Economics, Smith College, US

‘[T]he Handbook covers the various economic aspects of large sporting events and has rightly earned its “handbook” title. Given its multi-author, chapter format, it is easy to dip in and out of without reading everything in one go. It should appeal to economists, researchers, policy makers and potential bidders.’

– IPKat

From the Olympics to the World Cup, mega sporting events are a source of enjoyment for tens of thousands of people, but can also be a source of intense debate and controversy. This insightful Handbook addresses a number of central questions, including: How are host cities selected and under what economic conditions? How are these events organized, and how is local resistance overcome? Based on historical and empirical experience, what are the pitfalls for the organizers of these events? What are the potential economic benefits, including any international image effects? How can the costs be minimized and the benefits maximized for host cities and countries? How do these mega events impact the challenges of globalization and what is their environmental legacy?

Compiled and edited by two internationally renowned sports economists, the expert contributions elaborate on the specific mechanisms of the bid processes, analyze the determining factors of winning bids, and illustrate how to construct future bid campaigns. Underpinned by case studies from four continents and by theoretical considerations, the reasons for seemingly systemic cost overruns are explored and analysed, as are the effects on national and regional employment and income, property values, non-traditional economic variables (such as psychological and marketing benefits) and urban branding and transformation. The Handbook also reflects on important elements of design of the games in order to better plan, prepare and allocate resources – including, for example, sustainability issues and the use of campaigns to secure positive perceptions.

This book provides an up-to-date analysis of the financing and economic impact of mega sporting events, as well as a full discussion of how host cities can maximize the benefits from their experience. As such, it will prove a fascinating read for academics, students, researchers and policymakers with an interest in economics and public sector economics generally, and more specifically, in the economics of sport.


2012 640 pp Hardback 978 0 85793 026 2 $280.00
December 2013 Paperback 978 1 78100 546 0 $65.00 • Elgaronline 978 0 85793 027 9

ELGAR ORIGINAL REFERENCE
PART I: INTRODUCTION
1. Introduction: The Economics of Mega Sporting Events
   Wolfgang Maennig and Andrew Zimbalist
2. What is a Mega Sporting Event?
   Wolfgang Maennig and Andrew Zimbalist

PART II: BIDDING FOR MEGA EVENTS
3. Mega Sporting Event Bidding, Mechanism Design and Rent Extraction
   Brad R. Humphreys and Henry van Egteren
4. The Winner’s Curse: Why is the Cost of Mega Sporting Events so Often Underestimated?
   Wladimir Andreff
5. Determinants of Successful Bidding for Mega Events: The Case of the Olympic Winter Games
   Arne Feddersen and Wolfgang Maennig
6. An Analysis of the Political Economy for Bidding for the Summer Olympic Games: Lessons from the Chicago 2016 Bid
   Robert A. Baade and Allen R. Sanderson
7. Support For and Resistance Against Large Stadiums: The Role of Lifestyle and Other Socio-economic Factors
   Gabriel M. Ahlfeldt, Wolfgang Maennig and Michaela Ölschläger

PART III: DESIGN OF MEGA EVENTS
8. Can Mega Events Deliver Sustainability? The Case of the 2010 FIFA World Cup in South Africa
   Anton Cartwright
9. Stakeholder Perceptions of Short-term Marketing Tactics During the Olympics
   Rick Burton, Norm O’Reilly and Benoit Séguin
10. Mega Events and Local Politics
    Matthew J. Burbank, Greg Andranovich and Charles H. Heying
11. Estimating Match and World Cup Winning Probabilities
    Ruud H. Koning and Ian G. McHale
12. Doping and Anti-doping Measures
    Nicolas Eber
13. Explaining and Forecasting National Team Medals Totals at the Summer Olympic Games
    David Forrest, Adams Ceballos, Ramón Flores, Ian G. McHale, Ismael Sanz and J.D. Tena

PART IV: GENERAL STUDIES OF ECONOMIC IMPACT AND METHODOLOGY
14. The Econometric Analysis of Willingness to Pay for Intangibles with Experience Good Character
    Bernd Süssmuth
15. Economic Impact of Sports Events
    Philip K. Porter and Daniel M. Chin
16. The Economic Impact, Costs and Benefits of the FIFA World Cup and the Olympic Games: Who Wins, Who Loses?
    Stefan Kesenne
17. Outlook, Progress and Challenges of Stadium Evaluation
    Gabriel M. Ahlfeldt and Georgios Kavetsos
18. The BRICs: National and Urban Legacy Agendas
    Richard Tomlinson and Orli Bass
19. Can Mega Events and Sports Institutional Development: The Impact of the World Cup on Football Academies in Africa
    Jeroen Schokkaert, Johan F.M. Swinnen and Thijs Vandemoortele
20. Economic Impact of Organizing Large Sporting Events
    Elmer Sterken

PART V: CASE STUDIES: ECONOMIC IMPACT OF MEGA EVENTS
21. Tour de France: A Taxpayer Bargain Among Mega Sporting Events?
    Judith Grant Long
22. Labor Market Effects of the World Cup: A Sectoral Analysis
    Robert Baumann, Bryan Engelhardt and Victor A. Matheson
23. Not-So-Mega Events
    Dennis Coates
24. Reflections on Developing the 2010 FIFA World Cup™ Research Agenda
    Kamilla Swart and Urmilla Bob
25. The Economic Impact of the Golf Majors
    Stephen Shmanske
    Yingzhi Guo, Chun Zhou and Yuansi Hou
27. The 2010 FIFA World Cup High-frequency Data Economics: Effects on International Tourism and Awareness for South Africa
    Stan du Plessis and Wolfgang Maennig
28. For a Monsoon Wedding: Delhi and the Commonwealth Games
    Nalin Mehta and the Commonwealth Games
29. The Case of Brazil 2014/2016
    Luiz Martins de Melo
30. The Employment Effects of London 2012: An Assessment in Mid-2011
    Dan Brown and Stefan Szymanski

PART VI: CONCLUSION
31. Future Challenges: Maximizing the Benefits and Minimizing the Costs
    Wolfgang Maennig and Andrew Zimbalist

Index