



The Impact and Evaluation of Major Sporting Events (Sport in the Global Society)

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The aim of politicians is to attract new investment to their city or region in order to develop infrastructure such as telecommunications, transportation, housing or even sport and entertainment facilities. Sporting events are also intended to achieve intangible ends such as a better image, more know-how, stronger networks, emotional commitment and additional cultural benefits and enhanced identity. All these so called 'event structures' can improve sites in a city/region by strengthening certain location factors. They may improve general living conditions in the longer term and also boost the income of citizens by attracting new businesses, tourists, conventions or new events. Finally they may foster economic growth at the city, regional or national level.

This collection is of particular interest for anyone who intends to enter a bidding process for a major sporting event. It offers the host of an event a good introduction to the potential ways to generate economic benefits and will enhance understanding of the economics behind major sporting events.

This book was previously published as a special issue of *European Sport Management Quarterly*

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