

Mega Event Infrastructure Development And Sustainability

The edited volume explains why sport mega events can be discussed from the viewpoint of politics and power, and what this discussion can add to the existing scholarship on political regimes, international norms, national identities, and cultural narratives. The book collects case studies written by insiders from different countries of post-Soviet Eurasia that have recently hosted— or intend to host in the future —sporting events of a global scale. Contributing authors discuss cultural, political, and economic strategies of host governments, examining them from the vantage point of an increasing shift of the global sport industry to non-Western countries. Mega-events often draw domestic lines of cultural and social exclusion within host's polities. It is these ruptures and gaps this volume explores, contributing to a better understanding of the intricate interconnections between global institutions and national identities.

Collection of selected, peer reviewed papers from the 2013 International Conference on Civil, Architecture and Building Materials, (3rd CEABM2013), May 24-26, 2013, Jinan, China. The 475 papers are grouped as follows: Chapter 1: Sustainable City and Regional Development; Chapter 2: Renewable Energy and Building Energy Saving Technology; Chapter 3: Indoor Environment; Chapter 4: City Ecological Environment; Chapter 5: Water Purification and Wastewater Treatment; Chapter 6: Air Environment Control and Architectural Environment Improvement Techniques; Chapter 7: Environmental Engineering and Environmental Protection; Chapter 8: Bridge Engineering; Chapter 9: Road and Railway Engineering; Chapter 10: Transportation Planning, Construction and Logistics Engineering; Chapter 11: Traffic Control and Information Technology.

Olympic Cities provides the first full overview of the changing relationship between cities and the Olympic events since 1896. With eighteen specially commissioned and original essays written by a team of distinguished international authors, it explores the historical experience of staging the Olympics from the point of view of the host city. A thought-provoking analysis of the relationship between Olympic festivals and urban spectacle it: provides overviews of the urban impact of the four component Olympic festivals — the Summer Games, Winter Games, Cultural Olympiads and the Paralympics comprises systematic surveys of four key aspects of activity involved in staging the Olympics — finance, place promotion, managing spectacle and urban regeneration consists of nine chronologically arranged portraits of host cities, from 1936 to 2012, with particular emphasis on the first four Summer Olympic games of the twenty-first century. As controversy over the growing size and expense of the Olympics continues unabated, this book's incisive and timely assessment of the Games' development and the complex agendas that host cities attach to the event will be essential reading not only for urban and sports historians, urban geographers, planners and all concerned with understanding the relationship between cities and culture, but for anyone with an interest in the staging of mega-events.

This article presents a case study of the 2014 FIFA World Cup in Brazil and the 2016 Olympic Games in Rio de Janeiro to explore infrastructure development and physical legacies connected to the planning, bidding, and staging of mega-sporting events.

This is a multi-disciplinary contribution to the burgeoning literature on and around mega-events in general and sports mega-events in particular. The volume is not specifically about mega-events or their management, but rather how such events act as a lens through which a number of important and critical questions about the decisions to host, the host nation, its society and the politics of culture, sport and leisure more broadly can be dealt with. In doing so this book seeks to build on, and out from initial work on (sports) mega events by acknowledging the major shift towards 'emerging' states awarded such events since 2006 and incorporating the latest advances in research that have taken place in recent years. For example, debates about what constitutes a 'mega-event', what is meant by a 'legacy', what is 'soft power' and so on are dealt with from a team of leading academics from a variety of academic disciplines. This book was previously published as a special issue of Leisure Studies.

What are the social, political and economic consequences of staging sport mega events such as the Olympics and the World Cup? Capitalism, Sport Mega Events and the Global South presents a new approach to sport mega events and related issues, exploring elements that are not present or are not developed in the existing literature. This book explores the socioeconomic impact of these events on host countries in the Global South. Drawing on a thorough case study of the 2014 FIFA World Cup in Brazil, it examines how the residents of Porto Alegre perceived how they were affected and considers the relationship between sport mega events and the wider social sphere of global capitalism. Supported by original socioeconomic research conducted in the area, this is fascinating reading for all students and scholars interested in sport mega events, sport tourism, international development, sport geography and the sociology of sport.

This analysis explores the social history and politics of mega-events from the late 19th century to the present. Through case studies of events such as the 1851 Crystal Palace Expo, the 1936 Berlin Olympics and the 1992 Barcelona Olympics, Maurice Roche investigates the impact Expos and Olympics have had on national identities, on the marking of public time and space, and on visions of national citizenship and international society in modern times. Historical chapters deal with the production of Expos by power elites, their impacts on mass culture, and the political uses and abuses of international sport and Olympic events. Chapters also deal with the impact of Olympics on cities, the growth of Olympics as media events and the current crisis of the Olympic movement in world politics and culture.

Tourism has become increasingly shaped by neoliberal policies, yet the consequences of this neoliberalisation are relatively under-explored. This book provides a wide-ranging inquiry into the particular manifestations of different variants of neoliberalism, highlighting its uneven geographical development and the changing dynamics of neoliberal policies in order to explain and evaluate the effects of neoliberal processes on tourism. Covering a variety of different aspects of neoliberalism and tourism, the chapters investigate how different types of tourism are used as part of more general neoliberalisation agendas, how neoliberalism differs according to the geographic context, the importance of discourse in

shaping neoliberal practices and the different approaches of putting the neoliberal ideology into practice. Aiming to initiate debates about the connections between neoliberalism and tourism and advance further research avenues, this book makes a timely contribution which discusses the relationships between markets, nation-states and societies from a social science perspective. Neoliberalism is considered as a political-economic ideology, as variants of the global neoliberal project, as discourse and practices through which neoliberalism is enacted.

This book explores the fascinating phenomenon of place event marketing in the Asia Pacific region. It examines procedures in the promotion and branding of places that use events to shape their identities. It considers how events are used in forming a branded image of a place and disseminate information about it. This innovative book offers theoretical insights of the opportunities and challenges related to place event marketing. With contributions from leading thinkers in the field, chapters also draw on empirical examples to showcase a variety of events across the Asia Pacific, such as MICE, sporting events, festivals, and religious and cultural celebrations. The book explores the importance of such events for the socio-economic development of urban regions. Today, the Asia Pacific is one of the world's fastest developing regions and its rising economic power is accompanied by the growing importance of the tourism and event sector. The book is a unique study relating to a very exceptional region of the world. The role of events in tourism development and the rise of the region's soft power is presented through carefully selected examples of cities from different countries. The book concludes with commentary on the future directions for research in this area. Written in an accessible style, this book will be of great interest to students, scholars, and practitioners working in events studies, urban studies, tourism, place branding and promotion, business and management studies, geography, sociology, and sport and leisure studies.

These proceedings present a selection of papers presented at the 3rd International Conference on Materials Mechanics and Management 2017 (IMMM 2017), which was jointly organized by the Departments of Civil Engineering, Mechanical Engineering and Architecture of College of Engineering Trivandrum. Developments in the fields of materials, mechanics and management have paved the way for overall improvements in all aspects of human life. The quest for meeting the requirements of the rapidly increasing population has led to revolutionary construction and production technologies aiming at optimum management and use of natural resources. The objective of this conference was to bring together experts from academic institutions, industries, research organizations and professionals for sharing of knowledge, expertise and experience in the emerging trends related to Civil Engineering, Mechanical Engineering and Architecture. IMMM 2017 provided opportunities for young researchers to actively engage in research discussions, new research interests, research ethics and professional development.

Events Feasibility and Development: From Strategy to Operations describes the latest tools and techniques used for the strategic growth of the event industry around the world. It illustrates how events and festivals are assets to countries, companies and their people. This book answers two fundamental questions faced by all events planners and organizers: "how do I justify this event to the client?" and "why are we spending money on this event?" This book is supported by video presentations for teaching and training. Events Feasibility and Development: From Strategy to Operations unpicks core issues such as: Developing a viable events program for the company or region Forecasting models and return on investment Operational integrity and its feasibility Integrating all the management processes to ensure best practice International case studies and examples are used throughout with practical insights and supporting theory. Case studies include: crowd number forecasting, planning a torch relay around the world, getting the most out of volunteers, and examples are drawn from around the world, from Scotland to Saudi Arabia to Sydney.

This book examines complex challenges in managing major strategic economic and social infrastructure projects. It is divided into four primary themes: value-based approach to infrastructure systems appraisal, enabling planning and execution, financing and contracting strategies for infrastructure systems and digitising major infrastructure delivery. Within these four themes, the chapters of the book cover: the value and benefits of infrastructure projects planning for resilient major infrastructure projects sustainable major infrastructure development and management, including during mega events improving infrastructure project financing stakeholder engagement and multi-partner collaborations delivering major infrastructure projects effectively and efficiently whole-life-cycle performance, operations and maintenance relationship risks on major infrastructure projects public-private partnerships, design thinking principles, and innovation and technology. By drawing on insights from their research, the editors and contributors bring a fresh perspective to the transformation of major strategic infrastructure projects. This text is designed to help policymakers and investors select and prioritise their infrastructure needs beyond the constraining logic of political cycles. It offers a practical set of recommendations for governments on attracting private capital for infrastructure projects while creating clear social and economic value for their citizens. Through theoretical underpinning, empirical data and in-depth informative global case studies, the book presents an essential resource for students, researchers, practitioners and policymakers interested in all aspects of strategic infrastructure planning, project management, construction management, engineering and business management. Mega-events represent an important moment in the life of a city, providing a useful lens through which we may analyse their cultural, social, political and economic development. In the wake of the International Olympic Committee's (IOC's) concerns about 'gigantism' and wider public concerns about rising costs, it was imperative in the C21st to demonstrate the long term benefits that arose for the city and nations from hosting premier sporting events. 'London 2012' was the first to integrate the concept of legacy from the moment a bid to host the Olympic and Paralympic Games was being considered. London proposed an ambitious programme of urban renewal for East London. Subsequent host city bids have adopted the 'legacy narrative' and, as this book demonstrates, aligned this to major schemes of urban development and renewal. Bringing together scholars, practitioners and policy makers, this book focuses upon the legacies sought by cities that host major sports events. It analyses how governments, the IOC and others define and measure 'legacy'. It also focuses upon the challenges and opportunities facing future host cities of mega-events, looking at their aspirations and the intended impact upon their domestic and international development. It questions what the global shift in geographical location of mega-events means for sports development and the business of sport, what the attractions are for cities seeking to harness the hosting of a mega-event, and whether there may be longer term consequences for the bidding and hosting major sporting events in the wake of the widespread social unrest that accompanied the preparations in Brazil for hosting the FIFA World Cup (2014) and the summer Olympics (2016) and in Turkey, where there was significant opposition to bid for the 2020 summer Olympiad.

This publication helps non-IP specialists understand the connection between IP, tourism and culture. Through multiple case studies, it illustrates how existing and potential IP tools, in particular branding and copyright, can add value to tourism services and products. It explains how to include IP in tourism policies, product development and destination branding, and shows how different IP rights can be leveraged for fundraising purposes.

As London sought to use the Olympics to achieve an ambitious programme of urban renewal in the relatively socially deprived East London it attracted global attention and sparked debate. This book provides an in-depth study of the transformation of East London as a result of the 2012 Summer Olympic and Paralympic Games. Government and event organisers use legacies of urban renewal to justify hosting the world's leading sports mega-event, this book examines and evaluates those legacies. The London Olympics and Urban Development: the mega-event city is composed of new research, conducted by academics and policy makers. It combines case study analysis with conceptual insight into the role of a sports mega-events in transforming the city. It critically assesses the narrative of legacy as a framework for

legitimizing urban changes and examines the use of this framework as a means of evaluating the outcomes achieved. This book is about that process of renewal, with a focus on the period following the 2012 Games and the diverse social, political and cultural implications of London's use of the narrative of legacy.

This four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership; governance; communication; business law and ethics; and human resources practices; all in the sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament. Together, these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today, providing an invaluable print or online resource for student researchers.

This book provides a holistic analysis of South Korea's strategic use of mega-events in its modern development. It examines the Summer Olympics (1988), the World Expo (1993), the FIFA World Cup (2002), and the Winter Olympics (2018) over the past 30 years of the country's rapid growth, and across varying stages of economic and political development. It explains how mega-events helped to secure South Korea's position on the international stage, boost nationalism, propel economic growth in export-oriented national companies, and build cities that accommodate – as well as represent – South Korea's progress. It thereby highlights the broader implications for today's global phenomenon of increasing reliance on mega-events as a catalyst for development, while the criticism that mega-events do more harm than good proliferates. The book is ideal for academics, policymakers, and those with an interest in mega-events and their role in the development of non-western countries.

The Routledge Handbook of Events explores and critically evaluates the debates and controversies associated with this rapidly expanding discipline. It brings together leading specialists from range of disciplinary backgrounds and geographical regions, to provide state-of-the-art theoretical reflection and empirical research on the evolution of the subject. It is the first major study to examine what events is as a discipline in the twenty-first century, its significance in contemporary society and growth as a mainstream subject area. The book is divided in to five inter-related sections. Section one evaluates the evolution of events as a discipline and defines what events studies is. Section two critically reviews the relationship between events and other disciplines such as tourism and sport. Section three focuses on the management of events, section four evaluates the impacts of events from varying political, social and environmental perspectives and section five examines the future direction of growth in event-related education and research. It offers the reader a comprehensive synthesis of this field, conveying the latest thinking and research. The text will provide an invaluable resource for all those with an interest in Events Studies, encouraging dialogue across disciplinary boundaries and areas of study.

This book provides an overview of innovative and new directions being chartered in South African tourism geographies. Within the context of global change the volume explores different facets and different geographies of tourism. Key themes under scrutiny include the sharing economy, the changing accommodation service sector, touring poverty, tourism and innovation, tourism and climate change, threats to sustainability, inclusive tourism and a number of studies which challenge the present-mindedness of much tourism geographical scholarship. The 18 chapters range across urban and rural landscapes in South Africa with sectoral studies which include adventure tourism, coastal tourism, cruise tourism, nature-based tourism, sports tourism and wine tourism. Finally, the volume raises a number of policy and planning issues in the global South in particular relating to sustainability, local economic development and poverty reduction. Outlining the impact of tourism expansion in South Africa and suggesting future research directions, this stimulating book is a valuable resource for geographers as well as researchers and students in the field of tourism studies.

This book focuses upon the legacies sought by cities that host major sports events. It analyses how governments, the IOC and others define and measure 'legacy'. It also focuses upon the challenges and opportunities facing future host cities of mega-events and questions what the global shift in geographical location of mega-events means for sports development and the business of sport and what are the attractions for cities seeking to harness the hosting of a mega-event, and whether there may be longer term consequences for the bidding and hosting major sporting events.

Cities are now home to 55% of the world's population, and that number is rising. Urban populations across the world will continue to grow, including in megacities with populations over ten million. In 2016 there were 31 megacities globally, according to the United Nations' World Cities Report, with 24 of those cities located in the Global South. That number is expected to rise to 41 by 2030, with all ten new megacities in the Global South where the processes of urbanization are intrinsically distinct from those in the Global North. The Routledge Handbook of Planning Megacities in the Global South provides rigorous comparative analyses, discussing the challenges, processes, best practices, and initiatives of urbanization in Middle America, South America, the Middle East, Africa, South Asia, East Asia, and Southeast Asia. This book is indispensable reading for students and scholars of urban planning, and its significance as a resource will only continue to grow as urbanization reshapes the global population.

This important new book from one of the world's leading sociologists of sport weaves together social theory, history and political economy to provide a highly original analysis of the complex relationship between sport and modernity. Incorporating a powerful set of theoretical insights from traditions and thinkers ranging from classical Marxism and the Frankfurt School to Foucault and Bourdieu, Gruneau analyzes the emergence of "sport" as a distinctive field of practice in western societies. Examining subjects including the legacy of Greek and Roman antiquity, representations of sport in nineteenth-century England, Nazism, and modern "mega-events" such as the Olympics and the World Cup, he seeks to show how sport developed into an arena which articulated competing understandings of the kinds of people, bodies and practices best suited to the modern western world. This book thereby explores with brio and sophistication how the ever-changing economic, social, and political relations of modernity have been produced and reproduced, and sometimes also opposed and escaped, through sport, from the Enlightenment to the rise of neoliberalism, as well as examining how the study of exercise, athletics, the body, and the spectacle of sport can deepen our understanding of the nature of modernity. It will be essential reading for students and scholars of the sociology and history of sport, sociology of culture, cultural history, and cultural studies.

This volume explores sporting mega-events, their social, political, and cultural characters, the value systems that they inscribe and draw on, the claims they make on us and the claims the organisers make for them, the spatial and ethical relationships they create, and the responses of civil societies to them.

The Wiley Blackwell Companion to Tourism presents a collection of readings that represent an essential and authoritative reference on the state-of-the-art of the interdisciplinary field of tourism studies. Presents a comprehensive and critical overview of tourism studies across the social sciences Introduces emerging topics and reassesses key themes in tourism studies in the light of recent developments Includes 50 newly commissioned essays by leading experts in the social sciences from around the world Contains cutting-edge perspectives on topics that include tourism's role in globalization, sustainable tourism, and the state's role in tourism development Sets an agenda for future tourism research and includes a wealth of bibliographic references

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.

In 2012, over four billion people tuned in to watch the London Summer Olympics. As the single largest mega-event in the world, the Olympics has the power to captivate the global imagination. Long before athletes vie for a gold medal, however, competition between cities eager to host the Games kicks off with a rigorous bid process. The lengthy and expensive endeavor to host the Olympics is as high-stakes as any sporting event. Rather than encouraging cities to refrain from bidding, *Bidding for Development* takes a policy approach that challenges stakeholders to bid responsibly and strategically in pursuit of concrete outcomes. Every bid city has the potential to accelerate long-term transportation development through a strategic and robust planning process. This book concentrates on the phenomenon of repeat Olympic bids and the opportunities that may come from bidding, particularly for those cities that never win the Games. In this context, *Bidding for Development* explores the intersection between transportation infrastructure development, the Olympic bid process, and the resulting legacies experienced by bid losers. The findings address the central question: how can participating in the Olympic bid process accelerate transportation development regardless of the bid result? In response, this book presents a Bid Framework outlining how and when cities may use the bid to unite resources, align transportation priorities, and empower leaders to achieve urban development objectives in preparation for the Olympic bid. The Bid Framework is then applied to two case studies, Manchester and Istanbul, to examine each bid loser's effectiveness in using the bid process to catalyze transportation development. Concurrently, the book takes into consideration how the International Olympic Committee's evolving bid regulations and requirements relate to urban development and positive social legacy. *Bidding for Development* delivers actionable recommendations for all Olympic stakeholders to improve the value of the bid process and transportation benefits beyond the Games.

Managing Sport Mega-Events explores global developments in the management of sport mega-events. Sport mega-events such as the Olympic Games and the Football World Cup have been examined from a number of academic perspectives including history, sociology, politics, urban planning and economics. What is lacking, however, is a book which identifies and evaluates the current issues and complexities faced by those charged with the responsibility of managing these sport mega-events. This book fills the gap. The book addresses three broad but interconnected themes. First, strategic matters are explored focusing on the rise of sport mega-events, the management of stakeholders and governance issues. Second, how organisers can best ensure the sustainable management of sport mega-events is considered. Third, operational matters and related issues are examined including media management, broadcast management, venue management, risk management, marketing and sponsorship management. The book draws on leading international sport management scholars, each of whom has expertise in the organisation of sport mega-events. It makes a valuable contribution to the existing literature.

Global sports events are rarely far from the public eye. Such mega-events are about much more than the sporting competitions themselves. They entail global exposure and intense struggles by different stakeholders. This is the first book to examine sports mega-events from a mobilities perspective. It analyses the 'mobile construction' of global sports mega-events and the role this plays in managing labour, imaginaries, policies and legacies. In particular, the book focuses on the tension between the various mobilities and immobilities that are implied in the process of constructing a mega-event. It seeks to uncover the ways in which an event is a series of fluid interactions that occur sequentially and simultaneously at multiple scales in diverse spheres of interaction. Contributions explore the dynamics through which mega-events occur, revealing the textures and nuance of the complex systems that sustain them, and the ways that events ramify throughout the international system.

This book examines the power relations that emerge from the convergence of the universe in which the sporting spectacle is produced and the universe in which a city is produced. The book adopts Bourdieu's concept of field to explore the interests and disputes involved in the production of sports mega-events across different times and spaces, and the role of host cities in these processes. It aims to identify the bases that give these spectacles the power to produce disruptions in the social fabric of the host cities and countries and to enable the production of authoritarian forms of exercising power. By observing the historical constitution of the field of production of sport spectacle as an autonomous field, this book explores how sport mega-events create both an arena and a context for radical expressions of authoritarianism of neoliberal planning models. The book will be of interest to students, scholars, and professionals in architecture and urban studies, urban planning, municipal governance, sport and leisure studies as well as those interested in the relationship between state and capital in the production of urban space.

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*

Analyses of contemporary tourism planning and policymaking practice at local to global scales is lacking and there is an urgent need for research that informs theory and practice. Illustrated with a set of cohesive, theoretically-informed, international case studies constructed through storytelling, this volume expands readers' knowledge about how tourism planning and policymaking takes place. Challenging traditional notions of tourism planning and policy processes, this book also provides critical insights into how theoretical concepts and frameworks are applied in tourism planning and policy making practice at different spatial scales. The book engages readers in the intellectual, political, moral and ethical issues that often surround tourism policymaking and planning, highlighting the great value of reflective learning grounded in the social sciences and revealing the complexity of tourism planning and policy.

This book examines the urban legacy of the 2014 football World Cup in Brazil across the seven cities that hosted matches. The authors, all experts and natives of South America, analyse the context and impacts of hosting the World Cup for each of the host cities. The chapters use a range of background data and local knowledge and understanding to critically assess what benefits or disadvantages came along with bidding for and hosting World Cup final games, and importantly considers who the beneficiaries where and are. It further provides detailed empirical evidence that highlights a growing trend in sporting mega events: the overestimation of benefits and an underestimation of costs involved in hosting. The book adds to the critical literature that provides a counterweight to governments' aspirations to use mega events for the purposes of development and/or globalization, irrespective of the views of their citizens.

The call for sport organizations and organizers to take up social responsibilities is reflected in a wide variety of sport-related practices. This book critically examines sport-related social interventions in different cultural settings, such as promoting local community-building by sport. Social constructions of peace, integration and managing diversity are studied from the perspective of sport and play, and the power position of global sport organizations with corporate features is discussed from the perspectives of good governance, legal issues and fair trade. Referring to Foucault's concept of biopolitics, this book contributes to the discussion on the rising power position and the social responsibilities of sports and sport organizations. It is a valuable contribution to the understanding of interconnections between sport and society for students in sociology, policy and politics of sport, for sport leaders, and for policy and decision-makers in sport.

This proceedings book features selected papers from the 9th National Scientific and Practical Conference "Digital Economy: Complexity and Variety Vs. Rationality," which took place on April 17–18, 2019, in Vladimir (Russian Federation). It presents the latest research in the field of the digital economy, discussing its role in the creation of advantages for the state, entrepreneurship, and society, as well as the emergence of new economic risks. The chapters address the following topics: the importance of economy's digital modernization, tools for the formation of the digital economy in Russia, specific features and perspectives of digital modernization of the regional economy, an overview of the social consequences of transition to the digital economy, financial components of the digital economy, legal challenges regarding the digital reality for society and state, and the main challenges and threats to the profession of jurisprudence in the context of the digitization of the economy. Intended for representatives of the academic community and researchers interested in the formation of the digital economy and digital society as well as undergraduates, postgraduates, and masters of economic specialties, the book is also a valuable resource for companies that use or wishing to implement digital technologies into their economic practices; and public and government employees involved with monitoring, control, and regulation of the digital economy.

This book provides a management perspective on the full historical, contemporary, and geographic landscape of hospitality and tourism (H&T) in Africa. In so doing, it critically assesses and challenges the applicability of Western theories within the African context and draws attention to the insights offered by African management concepts. A variety of key topics are examined, including, for example, H&T management practices and management innovation in Africa, the drivers of and variation in uptake of Western management practices, policies and strategies to promote the development of H&T organizations, the influence of management practices on the competitiveness of African countries as tourism destinations, and areas for improvement of H&T organizations in Africa in the digital age. The approach is multidisciplinary. Both local and global perspectives are presented by authors from Africa, Europe, North America, and Asia, with inclusion of intra- and inter-country comparisons. This book will be essential reading for scholars, students, businesses, and policy makers with an interest in H&T in Africa.

In recent years, mega-events as Olympics, international exhibitions and especially the World Cup have put into action all kinds of capitals, reconfigured territorial scales of power and produced a discourse about competitiveness, urbanism and global cities that proclaims convergence between public and private interests.

The spectacle of major cultural and sporting events can preoccupy modern societies. This book is concerned with contemporary mega-events, like the Olympics and Expos. Using a sociological perspective Roche argues that mega-events reflect the major social changes which now influence our societies, particularly in the West, and that these amount to a new 'second phase' of the modernization process. Changes are particularly visible in the media, urban and global locational aspects of mega-events. Thus he suggests that contemporary mega-events, both in their achievements and their vulnerabilities, reflect, in the media sphere, the rise of the internet; in the urban sphere, de-industrialisation and the growing ecological crisis; and in the global sphere, the relative decline of the West and the rise of China and other 'emerging' countries.

The UEFA European Football Championship 2008™ (EURO 2008) was the largest sports event ever organized in Switzerland. The host nations Austria and Switzerland emphasized the sustainability of the event. Through their analysis the authors argue that well-known principles of sustainability and policy were not uniformly implemented for the EURO 2008. Nonetheless, this book shows how, in Switzerland, a legacy was created through the implementation of corporate governance and social responsibility policies by UEFA, the Swiss Government and the Swiss Football Association. This book offers an unprecedented resource for sports practitioners and researchers. It provides a wealth of data based on the study of existing scholarly literature, key strategic

and conceptual documents as well as exclusive interviews with high-level executives involved in the organization of EURO 2008. Olympic Event Organization is the first text to address a number of important questions in contemporary mega-event management: Which organizations are involved in the Olympic Movement and in what capacity? What are the interorganizational flows of authority and finance between them? How is work grouped, in what unit sizes, how specialized and formalized are work processes? How complex, dynamic, diversified, or friendly is their environment? What are the power issues and how do the technological processes affect these organizations? How do the OCOGs evolve in their life cycle, what pressures shape their structures and management processes and how is work co-ordinated? The examination of the Olympic Games event organization in the 10-year period, from bidding to post-games closing down, draws material from host cities to explore the types of interorganizational flows that take place at various stages for the Olympic Games to be delivered. Knowledge transfer from one host city to the next and an established organizational field also means that management practises sometimes follow some externally imposed organizing logics. The challenges faced by organizers are discussed and the tensions that a strong management template from the IOC creates are also examined. Finally, the issue of sustainability of the Olympic Games is identified along with an analysis of the ways in which the concepts of impact are appropriated by the various stakeholders involved with the Olympic Games as they attempt to influence public opinion. Written in an accessible and insightful manner Olympic Event Organization is essential reading for both academics and practitioners alike.

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