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## **Introduction**

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## **1 Introduction**

This special issue was motivated by the publication in the Handbook of Sport Economics of an article with the title of this special issue by Barros (2006). Since, the handbook was coorganised by Wladimir Andreff it was quite natural to invite him to coorganise this special issue. Finally, a Spanish Researcher Juan Prieto Rodriguez, who is an applied researcher interested in sports, has done some joint research with Barros and was therefore a natural candidate to be co-editor. To fill out the programme, a call for paper asking for papers on the topic under analysis was sent through a network of sports researchers represented by the co-editors.

Additional motivation for the special issue was based on the fact that at European Union there is a clear regional focus on sports development with the aim to attract tourism, to develop population health and to reinforce the development of a services economy.

The articles in this special issue are some of the 15 papers submitted. All the papers in the special issue were subjected to a rigorous review process by anonymous referees. Each paper went through a minimum of two drafts before final acceptance; a number of papers were turned based on reviews, so the submission didn't assured final acceptance of the papers. Those papers were rejected by the revision process and the final decision was taken on editorial basis.

The papers presented are organised in four topics: first, sports and tourism at regional level. Secondly, sports events and regional development. Thirdly, contribution of sports for the regional development. These three sections include the papers selected. The final section aggregates three additional papers which was not following in the previous defined topics.

## **2 Articles**

Tourism and sports are the contemporary issues in regional development. Two papers focus on tourism. Barros (2006) analyses the causality between sports and tourism for Madeira Island with a Vector Autoregression model. She concludes that there is a two-way Granger (Granger, 1988) causality between sports and tourism, proposing a public policy to develop this relationship. Another paper that also analyses tourism at regional level is Aza Conejo, Baños Pino, Canal Domínguez, and Rodríguez Guerrero, who investigate the contribution of two regional northern Spanish football teams for the regional economy with an input-output model. The paper concludes that football teams have little impact on economic activity and justifications for public intervention that should be made on the basis that teams generate benefits for society arising from activities which are of a public good nature.

The second focus of this special issue is sports events as a regional development policy tool. Three papers address this issue. Silvestre and Santos analyse the Euro 2004 held in Portugal to evaluate the marketing decisions and the sponsoring results related to the event. In so doing they use a Structural Equation Model. The general conclusions are that recall affects preferences, and that an important variable driving the preferences is knowledge of the sponsor, signifying that advertising is necessary in order to capitalise on a sponsorship decision. Sincerity and philanthropy are rewarded in this context. Another paper with the same focus is Humphreys and Prokopowicz that analyse the Euro 2012 in Poland and Ukraine. They conclude that hosting sports mega-events clearly brings a variety of important economic, social, and psychic benefits to a host region. However, sports mega-events may not be effective in regional economic development vehicles in transition economies such as Poland and Ukraine. In fact, these authors present a cost-benefit analysis which indicates that the costs of hosting the event will exceed the direct economic impact by a wide margin and the presence of positive benefits depends on benefits from factors like improvements in the transportation infrastructure. Finally, this section includes a third paper by Rueda-Cantuche and Ramirez-Hurtado. They propose a procedure to evaluate economic and social impacts of sports events on local communities. They present a cost-benefit analysis where the benefits are estimated

through different techniques such as the contingent valuation method (for external effects) and the input–output analysis (for induced economic effects) jointly with published data from the regional statistical office (tourist effects). They present an empirical application of this analysis for one of the tournaments of the XV Spanish National Championship of Beach-Volley 2005, hosted by the city of Seville.

The third line of research in the present special issue is the contribution of the sports for the regional economy. Two papers fall in this section. The first paper by Desbordes analyse the economic impact of the Tour de France, which is the most renowned cycling competition. The three surveys presented in the article show how profitable the regional development can be through the Tour de France that crosses most of the French regions. The second paper by Baade and Matheson presents the economic impact of sports on New Orleans after the Katrina hurricane that rampage New Orleans in 2005. They conclude that the role of sports in the city economic recovery is dubious except serving as a symbol that the city remains vital. The repair of the Superdome and the New Orleans Arena is an expensive tease in that regard, but does little to provide what is needed for the community to recover from the storm. Sports and the hosting of mega-events may actually undermine longer term recovery through deflecting capital spending from where it is needed most and crowding out those workers and residents who are involved in the essential rebuilding process. Sports may provide hedonic value, but at this juncture the hedonic value and the economic interests of the sports elites are must, out of financial and developmental necessity, take a back seat in the interest of the greater good.

The fourth and last line of research of the present special issue is based on spectator motivation football, sports policy and the location of sports events. In the first paper, Barnes, Cousens and MacLean analyse the Canadian Sport Policy which aims at promoting regional development. They conclude that three inherent challenges resulted from the analysis of this research are:

- a creating and managing partnerships within the system
- b establishing mutual goals where values and beliefs are commonly shared amongst partners within the system
- c identifying and articulating the benefits that sports has to offer non-sports partners in order to broaden the sports agenda and communicate the benefits of sports throughout the Canadian society.

In the second paper of this section, Correia and Esteves analyse the spectator's motivation to attend live football events. They conclude that attendance at the generality of sporting events (i.e. those other than the high-profile matches) would possibly be higher if tickets were cheaper. On the other hand, if tickets were too cheap, events could run the risk of becoming devalued. Another possible solution might be for management to invest much more in promotion. In this way, the event would retain its value while more spectators could enjoy taking part to the show. For example, ticket-price promotion could be offered as a reward for loyalty to the team. The last paper in this section, by Barget and Raze, proposes a method to locate sports events at regional level. They conclude that very innovative way of research would consist in combining simultaneously facility location models and impact measurement methods to achieve their aim. In fact, the finality would consist in building a new type of facility location model, on the one hand to minimise users transport costs while on the other hand maximising economic impact of sports facilities.

With the selection of these 10 papers, this special issue contributes to the improvement of regional development through sports adopting a variety of procedures and focusing in different countries with a group of renowned researchers in the field of sports economics and management.

## References

- Barros, C.P. (2006) 'Regional development in sports', in W. Andreff and S. Szimansky (Eds), *Handbook of Sports Economics* (pp.287–298). Cheltenham: Edward Elgar.