

THE LEGACY OF MEGA EVENTS 1ST EDITION PDF, EPUB, EBOOK



de Queiroz Ribeiro, Luiz Cesar, Bignami, F | 3030550559 | 9783030550554

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Keywords: sport events, legacy, emerging nations, mega-events, FIFA World Cup, Olympic Games

Citation: Knott B and Tinaz C (2022) The Legacy of Sport Events for Emerging Nations. *Front. Sports Act. Living* 4:926334. doi: 10.3389/fspor.2022.926334

Received: 22 April 2022; Accepted: 10 June 2022;
Published: 12 July 2022.

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Источник: <https://www.frontiersin.org/articles/10.3389/fspor.2022.926334/full>

Abstract

Mega-events have been explored by cities for urban reimagining and urban transformation processes. Due to their scale and catalytic effects, mega-events offer great opportunities for cities to showcase their local culture and create opportunities for their local economy, as well as the tourism and retail sectors, while also serving as catalysts for urban regeneration. The current COVID-19 pandemic has created a global crisis of unprecedented scale. Several extreme measures have been deployed to avoid contagion risk, including city lockdowns, subjecting residents to COVID-19 quarantine and social distancing, the closure of tourism attractions and the retail sector, as well as travel restrictions. This global crisis created a temporary shock to large-scale travel, the tourism sector and mass gathering, which resulted in the cancellation or postponement of nearly all mega-events in 2020. This paper identified the various challenges faced by event organisers during the COVID-19 pandemic and examined how relevant stakeholders addressed event risks and uncertainties. This paper suggests the incorporation of resilience in strategies for event legacy creation. Mega-events must incorporate adaptability and flexibility in their design, as well as event legacy planning and capacity building, to address the vulnerability and disturbances that future mega-events may encounter.

Introduction

The emergence of the COVID-19 pandemic has created a significant threat to global population health. In the 22 months since the SARS-COV-2 coronavirus was discovered, the world has seen approximately 240 million cases and nearly 5 million deaths (World Health Organization (WHO) 2020c). Many countries have imposed lockdowns to restrict the liberty and movement of people with the hope of preventing the virus from spreading. Besides detecting, isolating and treating cases of infection, corresponding measures were taken to curb mass population flow and gatherings, such as working from home, social distancing and inbound travel restrictions. Therefore, beyond interruptions to people's daily lives, the COVID-19 pandemic is having drastic consequences on the tourism and retail sectors. For cities that plan to host mega-events, massive challenges have arisen.

Since large-scale gatherings have been banned in almost all countries that have encountered COVID-19 transmission, nearly all mega or minor events at the global, national or local level have been cancelled or postponed. Currently, no one can predict when such mega-events can resume. The cancellation or postponement of events can significantly affect event planning and the short-term financial impact of mega-sports events. Beyond these events, the future of mega-events and the long-term effects of event-led strategies for urban transformation are at a crossroads. This sheds doubt on whether cities can still pursue the strategy of event-led development in the future. In the post-pandemic era, what measures should be taken to ensure that events are pandemic proof? For cities' long-term development, which direction should event-led strategies take?

This paper explores the relationship between mega-events and sustainable development through the lens of the COVID-19 pandemic. On the one

hand, this paper attempts to identify the challenges event organisers face during the COVID-19 pandemic and how these have been addressed. On the other hand, this paper also discusses how future mega-events should address spatial, economic and social challenges to become resilient in the post-pandemic era. The paper is based on a study of mega-events between March 2020 and June 2021. The author studied extensive literature on mega-event and event legacy studies. Moreover, the author investigated various policy documents regarding the COVID-19 pandemic at different institutional levels in different countries worldwide. The author also conducted interviews (e.g., the Floriade) to gain first-hand information on event policies, pandemic risks from the perspectives of event organisers and how corresponding risk mitigation measures were established.

The paper is divided into five sections. Following the introduction section, the following section examines the issues host cities had to deal with in hosting events and legacy creation before the pandemic. Section 3 examines challenges that arose during the pandemic and how event organisers have coped with the contagion risk to continue hosting mega-events, including risk assessment and risk mitigation measures. Section 4 discusses a resilient path for mega-events in the post-pandemic era. Event legacy strategies should incorporate short- and long-term adaptability strategies. Section 5 summarises the research findings and advocates for mega-event planning to begin with a long-term perspective and improve the resilience of future mega-events.

Mega-events and legacy creation before the pandemic

Mega-events are described as ‘large events of world importance and high profile which have a major impact on the image of the host city’ (Bramwell, 1997). For host cities, the role of mega-events as catalysts for urban development has been recognised in recent years. Previous studies noted that mega-events can trigger the erection of event buildings, new infrastructure and improved urban space (Chalkley & Essex, 1999; Chen, Qu, & Spaans, 2013; Gold & Gold, 2008). The consideration of post-event impacts is drawing increasing attention because the scale of mega-events has increased dramatically in recent decades. For example, the Summer Olympic Games in 2012 had to accommodate nearly 11000 athletes and 300 events, not to mention thousands of spectators, journalists, coaches, officials, volunteers and Olympic community members (International Olympic Committee (IOC) 2012). The increasing number of events, visitors, journalists and event community members has resulted in host cities having to address the rapid growth in spatial and logistic requests. Consequently, host cities must address four event-related functions in their preparations: 1) Sporting stadiums/cultural venues/training facilities/temporary facilities; 2) Communications/security facilities; 3) Transport infrastructure/public spaces; 4) Tourism and retail amenities (Davidson & McNeill, 2011; Smith & McGillivray, 2020). As the scale of mega-events expands, these events substantially influence spatial development, economic growth and social development. Correspondingly, sophisticated event management becomes crucial in event planning, finance, logistics, risk management, marketing in pre-event preparation, event operations and event site management in the post-pandemic era.

In recent years, legacy research has become an essential part of mega-event studies. The term ‘legacy’ was defined as any net impact arising from a mega-event, which includes positive or negative changes in addition to transformation (Brimicombe, 2015; Gold & Gold, 2007). Research on legacy should examine any outcomes that affect people and/or space caused by structural changes that stem from the Olympic Games (Preuss, 2019). Preuss (2007) suggested examining legacy by looking at space, time, the tangible/intangible, the positive/negative and the planned/unplanned. Leopkey and Parent (2012) further noted that the definition of legacy evolved from the benefits and impacts of the events to sustainable long-term legacies, which have been strategically planned from the time of the bid after mapping and contextualising the evolution of the concept of legacy over time. Preuss (2019) stressed the value of consequences from the structural changes that mega-events create, which are bound to a territory. This research shows that legacy has many aspects and dimensions, ranging from the more commonly recognised aspects—i.e., architecture, urban planning, city marketing, sports infrastructure, economic and tourist development—to others that are just as (if not more) important but less recognised (IOC, 2018). Various topics, such as sustainability, culture, value and equity, are included in legacy studies. In recent years, the increasing recognition of social legacy has allowed local communities to have a fair chance to benefit from mega-events.

In earlier years, mega-events were held in temporary urban spaces or wastelands after clearance. These event sites were largely settled on green fields that were later used for more complex spatial requests. In recent decades, mega-events ‘seem to hold the potential and the capacity to achieve the necessary transformation’ in host cities—especially those with declining economies or deteriorating urban spaces (Roult & Lefebvre, 2013). Gold and Gold (2020) further consolidated the links between remediating land for Olympic event spaces and pursuing a legacy. Chen (2015) examined how host cities have explored the Summer Olympic Games for urban transformation. They either reused existing venues or developed post-event functions for venues. Moreover, host cities attempt to integrate their venues and Olympic village with their urban regeneration plans to develop new urban functions for the event sites. The third strategy is to integrate the Olympic plans with the master plans of host cities (e.g., the 2008 Beijing Olympic Games). Some host cities start with the legacy plan and then identify permanent and temporary elements to accommodate the event requirements (e.g., the 2012 London Olympic Games).

Despite an increasing number of studies on legacy and experiences in legacy planning, host cities have encountered various obstacles to creating a positive event legacy. First, most event host cities struggled with the post-Games use of event venues. Since event venues are designed to address the spectator capacity demands of Olympic events, these venues can rarely find a comparable sport in terms of spectator numbers for post-event use. Even with careful consideration of post-event use, the venues for the Olympic Games in Sydney, Beijing and London have difficulty finding permanent tenants, which highlights the need to stress the mixed functions of Olympic venues to achieve a high degree of commercialisation. Second, certain events have strict spatial and accessibility requirements, making spatial claims challenging for host cities to develop post-event uses for citizens besides local sporting events. For example, the IOC holds the ‘One Games-One City’ principle for the applications of host cities, with the event number increasing to 300. As a result, it is challenging to reuse event-related facilities in the post-event period. Third, host cities usually face tight schedules to prepare the event as it grows in scale and complexity. Since host cities need to mobilise massive investment and construction within a tight schedule of seven years, many considerations on legacy creation fall short. Cost overrun is often a headache for host cities. Moreover, host cities tend to prioritise investments in constructing event venues and infrastructure instead of other social investments. Moreover, pressure related to the global image of a host city may result in host cities mainly addressing issues related to event organisation. In this regard, more ambitious goals related to sustainability or social inclusion might be compromised.

Mega-event and legacy creation during the pandemic

The COVID-19 pandemic is a humanitarian crisis that affects many lives and has created a global crisis of unprecedented scale. Many extreme measures have been deployed to avoid contagion risk, including city lockdowns and residents being subject to COVID-19 quarantine, social distancing, restrictions on mass gatherings, the temporary closure of tourism attractions, event venues and the retail sector, as well as international travel restrictions. As a result, this global crisis created a temporary shock to large-scale travel, the tourism sector and mass gatherings (Mohanty, Dhoundiyal, & Choudhury, 2020). The pandemic has also resulted in the cancellation or postponement of nearly all mega-events in 2020, including the Summer Olympic Games, the World Expo and the World Cup (*Table 1*). Although some events resumed, they prohibited audiences or sports fans from joining the events due to the fear of outbreaks.

Table 1. Policy on restrictions for some key mega-events during the COVID-19 pandemic (summarised by the author) (Destination(S) Europe, 2021; Eurovision Song Contest, 2021; Expo 2020 Dubai, 2021; Floriade, 2021; IOC, 2021)

Host cities	Mega-events	Impact of the Pandemic	Key mitigation measures
Tokyo, Japan	Summer Olympic Games 2020	Postponement to July 2021	No international guests for events
Dubai, United Arab Emirates	World Expo 2020	Postponement to 1 October 2021–31 March 2022	Remote working policy; social distancing; cancelling of business travel; installation of thermal cameras; intensification of all sanitation procedures and hand sanitiser units
Almere, The Netherlands	Floriade	Postponement to July 2022	Scaling down; social distancing; crowd control
Novi Sad, Serbia; Timisoara and Elefsina, Greece	European Capitals of Culture	Novi Sad postponed from 2021 to 2022, Timisoara and Elefsina from 2022 to 2023	Programme adjustments
Rotterdam, the Netherlands	Eurovision Song Contest	Postponement from 2020 to 2021	Limited spectators (20% capacity); delegates stay in a bubble; crowd control

According to the WHO Mass Gatherings Risk Assessment COVID-19 Tool, hosting events during the pandemic's active phase was considered very high risk (WHO, 2020a, 2020b, 2020d). The WHO suggests three pillars for the Mass Gathering Risk Management Tool, including risk evaluation, risk mitigation and communication. Following this guidance, event organisers need to assess a series of factors. These include the current stage of the local outbreak and known transmission dynamics, its geographic distribution, the number of participants and their risk profiles before using the risk assessment tool to assess risks, and the effectiveness of current and proposed mitigation measures. For the risk assessment of a specific event, event organisers must consider the type of event, its scale and the type of space that can accommodate physical distancing. There are many policy documents and protocols developed by national and local governments to guide risk assessments by event organisers. *Table 2* shows the risk assessment model developed by Event Flanders (2021). Notably, this protocol follows the instructions of the WHO on risk assessment tools. Moreover, it was developed to be more applicable to big and small events for their own national and local context. The parameters listed in *Table 2* allow event organisers to tailor their risks according to the specific features of events.

Table 2. Key risks identified by the COVID event risk model: An example from Flanders, Belgium (Event Flanders, 2021)

Risk elements	Go	No-go/Go-with advice
COVID coordinator	Installing of COVID coordinator	No installing of COVID coordinator
Outdoor/ventilation	Outdoor; indoor with approved ventilation	Indoor without an approved ventilation
Event dynamic	Stand still; Controlled movement with guaranteed social distancing;	Uncontrollable crowd; seat arrangement not according to regulations
Density/capacity/ face masks	Respect the rules of social distancing	Space for visitors/people present not according to the rules
Capacity used	Possible capacity not fully used	Maximum capacity exceeded multiple times
Vulnerable groups	The event is not for vulnerable groups	The event involves a vulnerable group
Local focus (international public)	No focus on the international audience (international attendees less than 30%)	Focus on the international audience (international attendees more than 30%)
Mobility	Existence of mobility plan	Mobility plan not present
More days	Only one day	More days without an extra COVID safety service
Indoor time	Outdoor, less than 6 hours indoor per day	More than 6 hours indoors per day
Interaction	Preventative measures to reduce the risk of interaction	No preventative measures are in place to reduce the risk of interaction
Noise	Visitors make noise no louder than normal (60 dB)	Visitors make noise louder than normal (60 dB)

Risk elements	Go	No-go/Go-with advice
Drink, food	Adopting retail sector protocol on serving drinks and food	Not adopting retail sector protocol on serving drinks and food
Registration	Registration at entry	No registration at entry
Counting presence	Counting presence to guarantee density restriction	No counting of presence to guarantee density restriction
Disinfection	Existence of hygiene plan to prevent COVID	No hygiene plan to prevent COVID
Crowd management plan	Existence of a crowd management plan	No crowd management plan exists
Hygienic facilities	Existence of a hygiene plan	No hygiene plan exists
Informing, enforcing	Existence of an information plan	

Following a risk assessment, it is crucial to define the risk mitigation measures in terms of crowd management, social distancing, welfare, medical treatment, hygiene and toilets, transport to/from the site (i.e., vehicles) and measures against potential hazards such as accidents, security issues and fires (WHO, 2020b). *Table 3* presents an example of risk mitigation measures for event organisers issued by Wakefield in the United Kingdom. Other event protocols shared similar risk mitigation measures to those in the event protocols from Event Flanders (e.g., seating arrangement, enforcement plan and dealing with infectious patients).

Table 3. Risk mitigation measures for events: An example of policy guidance (Wakefield, 2021)

Elements	Risk mitigation measures
Crowd management	Capacity calculation in stewards and venue; identify pinch point/junctions; assess social distancing measurements; stagger arrival/leaving times or temporary barriers to prevent crowds or surges
Social distancing	Maximum group number; one way; sideways queuing;
Mobility/transport and vehicles to/from site	Ensure sufficient parking and no additional pressure on public transport
Welfare, medical treatment, hygiene and toilets	Quarantine areas close to medical/first aid locations; access to hand-washing facilities or hand sanitiser to allow for continual hand hygiene; cleaning of door handles, facilities, toilets and tables; cashless systems
Hazards (accidents, security, fire and other incidents)	Social distancing while evacuating; avoid raising voices

Table 4. Event space following a COVID risk assessment and mitigation measures

Key issues	Description	Risk factors and mitigation
Indoor or outdoor locations	Ensure social distancing requirement; indoor ventilation requirement	Physical distancing for walking and queuing; safe seating arrangement; safe indoor ventilation; outdoor activities to replace indoor ones; better utilisation of public space
Venue facility	Requirements need to apply to pandemic recommendations	Monitoring equipment and technology; indoor disinfection and cleaning; adding isolation room/space; medical post; digitalisation
Transport infrastructure	Safe mobility for participants/spectators	Adhere to physical distancing in public transport system; digitalisation in crowd control

Therefore, the risk mitigation measures have inevitable consequences on adjusting event-related space (e.g., indoor and outdoor space), venues and transport infrastructure (*Table 4*). The requirement of social distancing in indoor and outdoor spaces leads event organisers to either reduce the capacity to ensure social distancing or move activities from indoor to outdoor spaces. Correspondingly, specific functions should cover testing, isolation and medical treatment, which must be incorporated in master plans and venue designs.

Although all host cities and event organisers are confident about rescheduling their mega-events soon, a series of measures for social distancing, disinfection, quarantine and monitoring during social gatherings is being explored to prevent virus transmission and outbreaks. Event organisers in the United Kingdom and the Netherlands have conducted experiments using modern technology to detect the exact risks of mass gatherings in specific locations/spaces (Ellyatt, 2021; Fieldlab Evenementen, 2021; de Vrieze, 2021). Despite controversy in the research design and research results, these experimental results reflected the consequent risk mitigation measures with specific requests for extra indoor and outdoor space—often at the expense of reduced venue capacity and the provision of additional outdoor public space. All the aforementioned measures can increase the financial burden on hosts while also requiring much more human resources for related activities.

Future mega-events: the path towards resilience in future mega-events

The outbreak of COVID-19 in 2020 impacted nearly all major mega-events in 2020 and 2021 since most countries restricted or banned mass gatherings and international travel. Most event organisers experienced the cancellation and postponement of the events they prepared (Evans et al., 2020). Even when events resume, mega-event organisers must conduct risk assessments and risk mitigation measures to ensure social distancing, hygiene and other safety measures. Consequently, these mega-events cannot use their maximum capacity and must substantially reduce the number of visitors. As a result, the Eurovision Song Contest was finally held after a one-year suspension, with the presence of 3500 audience members and 20% of Rotterdam Ahoy's capacity. Simultaneously, event organisers need to mobilise additional capital, resources and human resources to

conduct risk mitigation measures. This has caused event budgets to increase, forcing event organisers to seek additional financial resources.

Despite a tough time ahead, the global vaccine rollout seems to be restoring a certain level of societal and economic normalcy in some countries in 2021. ‘Pandemic vaccines can mitigate much of the harm caused by infection by protecting individuals, stopping transmission, or both’ (Williams et al., 2021). Based on this new development, most host cities and event organisers still have confidence in the recovery of mega-events. Many have indicated the specific modifications required to cope with current pandemic-related challenges. On the other hand, local stakeholders—especially local citizens—show mixed feelings towards mega-events. While people desire to participate in social gatherings after lockdown, there remain concerns regarding potential outbreaks and complex financial situations encountered by event organisers. Consequently, the following question related to the future development of mega-events has emerged: How can mega-events become future-proof to challenges in the post-pandemic era? Should mega-events start to use the pandemic as a catalyst to make future mega-events more resilient?

While the concept of urban resilience emphasises the ability to bounce back ‘in the face of a disturbance’, it also refers to the ability of an urban system ‘that quickly transforms systems that limit current or future adaptive capacity’ (Klein, Nicholls, & Thomalla, 2003; Meerow, Newell, & Stults, 2016). Consequently, resilient mega-events should address ‘the vulnerability’ of current mega-events ‘in the face of a disturbance’ and the ability to ‘adapt to change’ in future mega-events (Meerow et al., 2016). The vulnerability of the mega-events has been reflected in the risks mega-events encountered during the pandemic. During the COVID-19 pandemic, mega-events face enormous risks in crowd management and social distancing. This is also the case when the risk of transmitting the virus needs to be minimised in indoor venues or public transportation systems. It is crucial to highlight the distinction between the short- and long-term adaptations addressed by Pike, Dawley, and Tomaney (2010). Moreover, it is essential to focus on maintaining ‘general’ resilience to unforeseen threats in addition to ‘specific’ resilience to known risks (Walker & Salt, 2006). Lessons from the adapted Antwerp 1920 Olympics show that mega-events such as the Olympics can inspire host cities to develop resilience and adaptation abilities (Constandt and Willem, 2021).

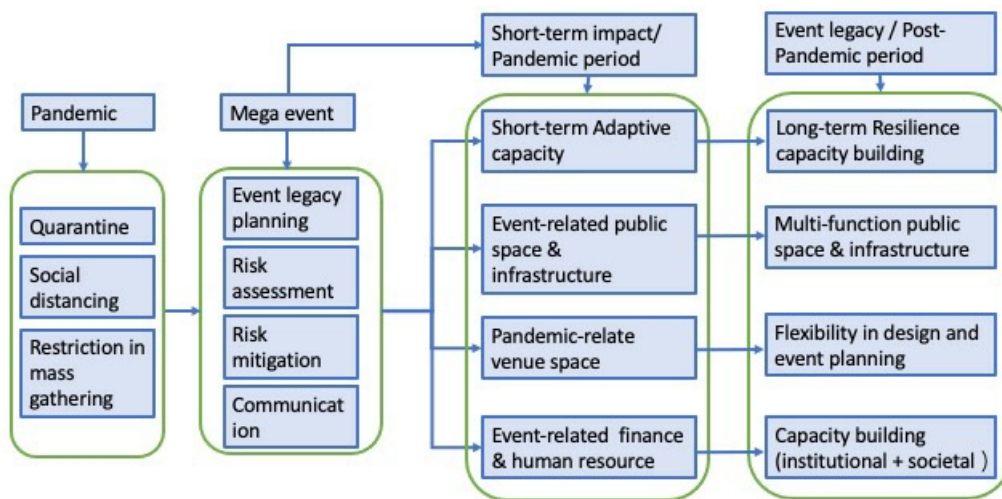


Figure 1. Event legacy creation via the resilience path amid and during the post-pandemic era

To apply adaptability to future mega-events, event organisers and host cities should consider a number of issues (see Figure 1). First, it is crucial to incorporate flexibility into the design and use of venues and how the activities can be carried out with more options and diversity. Second, the pandemic may drive future events to explore the transformation of public spaces such as parks, squares, streets and other outdoor spaces for crowd entertainment or social meeting places (Smith and McGillivray, 2020). Third, event planning should be comprehensively integrated into a host city's urban vision while emphasising future-proof features and long-term adaptability. The vision of legacy creation should be incorporated in the institutional setting and carried out with the joint force of broad societal forces. As London's legacy planning has demonstrated, event planning should address temporary urban development and establish appropriate conditions for future urban development. Fourth, formal requests for host cities, such as One City-One Game, should be re-examined if they have been obstacles to creating resilient mega-events and result in an unsustainable event legacy.

Conclusion

The COVID-19 pandemic has imposed one of the most difficult challenges in the history of mega-events. The measures of social distancing prohibitions on mass gatherings and travel restriction to counter COVID-19 transmission counter all of the key features that define mega-events and what they aim to achieve—a massive number of visitors participating in indoor/outdoor social gatherings. Based on the WHO guidance for mass gatherings, event organisers made risk assessments by considering the event type, scale and the type of space that can accommodate physical distancing. Correspondingly, event organisers have developed risk mitigation measures to reduce foreseen risks. These measures include reducing the capacity for receiving visitors, adjusting event-related indoor and outdoor spaces, and rearranging venues and transport facilities. While most host cities are confident in the future of mega-events with the help of vaccines, event organisers have inevitably adjusted mega-event programmes by adding new functions, spaces and facilities while also mobilising extra finance to cope with health risks and uncertainty.

Before the global pandemic, mega-event strategies involved strategic choices for host cities to create positive changes in the host cities. Research on event legacy creation has focused on how host cities use mega-events to comprehensively impact buildings, districts and cities in the post-event period through economic, spatial and social development (Chen et al., 2013). Legacy planning can be integrated into the master plans of host cities to catalyse urban regeneration through new venues, facilities, public spaces and infrastructure development. The turbulence that mega-events face during the pandemic emphasises the need for future mega-events to have the adaptability and capacity to rapidly respond to—and recover from—known risks. Future mega-events can be better organised to improve their resilience by carefully planning, preparing, and ensuring flexibility in adaptation and risk mitigation. Simultaneously, now is the right time to ask whether certain preconditions of mega-event hosting (e.g., One City-One Game) are still appropriate or need modification to develop resilient mega-events in the future. In this manner, host cities can optimally explore mega-events and exert less effort in dealing with long-term spatial, financial and social burdens.

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Mega Sport Events & their Legacies

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Mega Sport Events & their Legacies:

Lessons Learned for Tourism Policy Makers

Just recently the Russian Federation and the Emirate of Qatar were selected to host the FIFA World Cup in 2018 and 2022 respectively. However, why does a country without any strong background in football like Qatar actually engage into (and this case winning) the often exhaustive bidding process for becoming the host of a mega-event, which are also commonly referred to as hallmark events (Roche, 1994), like the FIFA World Cup? Ritchie (2000:155) highlights that "it is widely recognized that high-profile events [...] have the potential to help transform a city, a community, or an entire country into a major, legitimate tourism destination." Essex and Chalkley (2004) argue that extensive changes in the global economy such as globalization or the change from industrial city to post-industrial city have facilitated the success of mega-events as being perceived as catalysts of substantial urban transformation. This corresponds to a growing focus of local governments on service industries and sectors such as tourism, which consequently leads to the desire to boost these industries by securing inward investment as well as by improving the respective city's image within the international tourism market (Essex and Chalkley, 2004). Whitson and Macintosh (1996) highlight that mega-events have become a popular option in urban policy since they create the spectacle required to achieve the mentioned desire.

However, Ritchie (2000) stresses the fact that a strategic planning process beginning long before the actual event is crucial to promote lasting impacts. This is already highlighted by Hall (1989, as cited in Bramwell, 1997:167), who states:

Planning is an essential ingredient not only for the short term success of the hallmark event itself but also in realizing the longer term benefits that can accrue to a community in the holding of such events.

Therefore, one of the most decisive factors in the decision for or against the hosting of mega events is the so-called legacy effect, the long-term benefit as mentioned in the quotation by Hall (1989). And indeed, according to Faulkner et al. (2000), mega-events are e.g. able to enhance visitor levels beyond the event itself. Still, as already mentioned, to maximize such positive tourism effects of the event legacy, leveraging strategies have to be considered in the policy and planning procedures already in the pre-event phase (Ritchie, 2000; Chalip, 2004). While there should consequently be a lively interest into the role of event legacy and their potential for acting as a catalyst for tourism development, there is a lack of information on successful event leveraging strategies and tactics in academic research (Ritchie, 2000).

This paper analyzes and evaluates the academic research on leveraging policies concerning mega sports events [MSE] such as the Olympics or the FIFA World Cup specifically. Hence, firstly an overall framework is set by defining and categorizing mega events in general before interrelating them to the concept of sport events tourism. Secondly, the author discusses the impacts and related issues of MSEs before highlighting best practices of realized event legacies discussed within the academic literature. The research paper concludes with a summary of the previous discussion into a number of definite 'lessons learned'. The latter corresponds with the overall aim of this research paper, which is therefore in line with the notion by Ritchie (2000) mentioned previously as it tries to extract the operational strategies successfully applied in the context of MSE legacy from the available academic literature to support tourism policy makers.

The Fundamentals of Mega Events

To set the overall framework for this paper, the term 'mega events' has to be clarified at first. A variety of definitions is used within the academic literature to classify hallmark or mega events. Still, two descriptions may be deemed as particularly appropriate because of their widespread usage depending on the investigated time period. During the early stages of relevant research, the definition of hallmark events was mainly coined by Ritchie (1984:2), who presented the following description in his research:

Major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract.

However, in more recent studies the term 'hallmark' has been succeeded by 'mega' since Home (2007) highlights that the definition most widely applied within today's academic literature is based on the work by Maurice Roche. Roche (2000:1) perceives mega events as "large-scale cultural

(including commercial and sporting) events, which have a dramatic character, mass popular appeal and international significance.” Hence, to remain within this definition, a mega event is required to have considerable consequences for the host community in terms of infrastructure, possible debt, and attraction to ideally global media coverage in order to project the image of the host city/region/nation (Roche, 1994; 2000). In contrast to the earlier description by Ritchie (1984), Roche (2000) emphasizes the issue of event legacy within his work. Therefore, the author of this research paper primarily adheres to the latter definition.

Beyond the already mentioned Mega Sport Events [MSEs] several other events may be classified in accordance with the definitions by Ritchie (1984) and Roche (2000). In support of his description, Ritchie (1984) presents an early but still as valid perceived (Ritchie, 2000; Andranovich et al., 2001) overview of hallmark/mega events [Table 1] showing the variety of areas covered. While most of these events have a global orientation and require a competitive bidding process to become the designated host (Getz, 2008), different levels of event significance in terms of the definition by Roche (2000) and the categorization by Ritchie (1984) are apparent within the respective categories. These are considered with specific relevance to sport tourism and hence MSEs as part of the following section.

Table 1: Classification of hallmark events

illustration not visible in this excerpt

Source: Ritchie (1984:2)

Sports Tourism and Its Events

A review of recent literature within the field of sports tourism by Weed (2006) stresses the fact that the investigated academic papers lack shared theories and universal methods leading to the production of ‘random bricks’ in research. This dilemma also expresses itself in the wide range of sport tourism definitions available (Deery et al., 2004; Weed, 2006). Within these various descriptions a number of authors have however considered sport events as a significant part of this special tourism form (Getz, 2008).

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Mega-events and social change: Spectacle, legacy and public culture

By Maurice Roche

()

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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.

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CrossRef Full Text

Legacies and Mega Events: Fact Or Fairy Tales?

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The Legacy of Sport Events for Emerging Nations

Introduction

The devolution of wealth and power from the major developed countries to the fast-developing countries in Africa, Asia, the Middle East, and South America has been one of the most significant outcomes of the twentieth century (Grix et al., 2019). The rapid expansion of most emerging economies is a distinguishing feature of these countries. Because they have modeled or been influenced by the many commercial sport successes of the established economies in North America and Europe, increased globalization has opened up new opportunities for sport leagues, teams, and manufacturers in emerging markets. This is especially true for sports leagues, teams, and manufacturers in emerging markets. In particular, the increased bidding for and hosting of large sporting events in emerging markets is a prominent manifestation of this. In a number of developing countries, signature or sport mega events (SME) have emerged as important components of local and national development agendas. Host cities are seeing increased tourism, local investment, and employment as a result of hosting these events, however the likelihood of truly lasting legacies is uncertain.

Emerging nations are those countries that are making investments in more productive infrastructure and human capital. They are moving away from their conventional economies, which have been based on agriculture and raw material exports. As a result, they are rapidly industrializing and transitioning to a free market or mixed economy (Morgan Stanley Capital International, 2021). The majority of emerging-market leaders aspire to improve the overall standard of living for their citizens in their countries (Tinaz and Knott, 2021). The Morgan Stanley Capital International Emerging Markets Index (Morgan Stanley Capital International, 2022) currently includes data from 24 different nations, Brazil, Chile, China, Colombia, Czech Republic, Egypt, Greece, Hungary, India, Indonesia, Korea, Kuwait, Malaysia, Mexico, Peru, Philippines, Poland, Qatar, Saudi Arabia, South Africa, Taiwan, Thailand, Turkey and the United Arab Emirates. These countries have similar indicators regarding sustainable economic growth, monetary policy and the maintenance of price stability, fiscal discipline, the state of the debt and trade, and the current accounts' balance.

The majority of these countries have confronted challenges that are vastly different from those faced by the established western states. Aside from the prevalent challenges of social and economic underdevelopment, several of these countries have recently witnessed political and ideological regime changes and worldwide isolation due to their political standing. Over the past several years, we have seen a shift in the sports sector, particularly in hosting sporting events, away from the rich western countries toward the developing world.

The globalization of the sports business has resulted in enhanced benefits and broader prospects for the industries of emerging nations (Tinaz and Knott, 2021). The use of sport as a vehicle to achieve social, economic, cultural, political, technological, and environmental objectives by decision-makers or investors is undeniably widespread throughout the world's emerging markets. The countries also acquire international recognition as a result of their sports-related efforts. Most emerging nations recognize sport's benefits for social and economic development. Attempts are being made by both the public and corporate sectors to harness the athletic potential in various forms to develop and promote their respective societies and stimulate their respective economies. As a result, politicians, event organizers, and other influential stakeholders seek legacy outcomes from SMEs (Brittain et al., 2017).

In the past two decades, interest in sport event legacies has grown exponentially. Thomson et al. (2019) noted that since 2012, there has been a considerable growth in the amount of literature on large-scale sport event legacy in the sports and event management fields. Yet, a relatively small number of systematic reviews or syntheses of sport event legacy research have been published (Thomson et al., 2019).

Historically, the academic study of legacy has been predicated on the notion that it can be used to address economic and social problems as well as cultural, historical, and political challenges (Byers et al., 2020), which makes it particularly appealing to developing countries' development aspirations. In the literature, there are many distinct types of legacies that have predominated, including economic; social; cultural; environmental; health; sports participation; infrastructure; politics; tourism/destination branding; and security (Byers et al., 2020). It is difficult to assess the legacy of a person or organization due to the fact that it is a “complex, fluid, and contentious term that is likely to be realized differently” across a variety of situations based on socio-economic and political aspects (Brownill et al., 2013).

In several cases, there is evidence of a difference in legacy realization or objectives between developing and developed countries. Grix et al. (2019), for example, draw attention to the political legacy of SMEs, claiming that they have evolved into the ideal soft power project for emerging economies. According to Heslop et al. (2013), SME is “a fast-track to world recognition and reputation development” for rising countries, and this is supported by both the political and tourism/destination branding legacies (p. 13).

Consequently, the purpose of this research article is to provide answers to the following questions: What types of legacies do emerging nations anticipate to realize as a result of hosting SME? and Do the legacy expectations of emerging countries differ from those of established nations?

Sport Events and Their Legacies

Sport events take place on a variety of levels or scales, with the “mega-event” the largest of these. Legacy has emerged as an important consideration in the development of SMEs (Spracklen, 2012), even if there has been a greater recognition of unintended repercussions (Cornelissen et al., 2011). Beyond the immediate benefits of sporting mega-events, many increasingly propose a longer-term focus on building legacies from such events (Cornelissen et al., 2011; Chappelet, 2012), with legacy being of either a planned or unplanned character (Cornelissen et al., 2011). Cornelissen et al. (2011) emphasized the necessity of understanding and assessing the legacies of sporting mega-events.

The legacy of major sport events has risen in relevance in recent years, garnering attention from both academics and practitioners alike (Preuss, 2019). The growing interest in examining the legacy of SMEs has to a large extent replaced the debate on mega-event impacts (Grix, 2012; Graeff et al., 2021). The notion of “legacy” is considered “multi-faceted and far-reaching” (Chappelet, 2012). Preuss (2007) devised a legacy cube with three dimensions: the past, the present, and the future. The paper pointed out that legacies can be deliberate or unexpected, as well as positive or negative, and that both are possible. It also distinguished “soft” legacies, such as incorporeal or psychic communal benefits, from “hard” legacies, such as infrastructure. This led to the formulation of the most widely accepted definition of sport event legacy as:

“... all planned and unplanned, positive and negative, concrete and intangible structures generated for and by a sporting event that last longer than the event itself, regardless of the time and space in which they were created.” (p. 211).

Although there is some agreement on the definition of legacy, what it entails, and how it should be conceptualized, there is still disagreement on how it should be measured (VanWynsberghe, 2016), with Preuss (2007) advocating the importance of future research attempting to develop more generic approaches and methodologies in order to address this.

It is because of this inability to measure legacy with any precision that some authors have urged a shift in emphasis to a more “systematic and purposeful” approach, referred to as “leveraging” (Grix, 2012). Leveraging refers to short-term operations carried out by event hosts, as well as long-term activities carried out before and after the event, in order to realize aims or planned legacies.

In the past decade, there has been increased criticism of the negative potential from hosting a mega-event. Critical questions and concerns have been expressed concerning the expanding expense, feasibility, long-term legacy, and repercussions of SMEs (Byers et al., 2021). Preuss (2019) explained that the costs of hosting and debate over a host government's expenditure of public funds, has made corruption a real possibility. This, together with corruption allegations linked to the FIFA and International Olympic Committee (IOC) hosting selections, has led to increased public and media scrutiny of the benefits of SMEs for the host. In response, the IOC established the Sustainability and Legacy Commission in 2015, responsible for consulting with, coordinating with, and monitoring the legacy of the Olympic Games (International Olympic Committee, 2017). Candidate cities are now required to track their legacy for several years after the Olympic Games as part of their host city contract (International Olympic Committee, 2017).

Although event impact studies have traditionally concentrated on visible or “hard” outcomes such as economic growth, infrastructure development, and tourism promotion, less tangible outcomes such as advantages to a country's image and identity are gradually being recognized. Similarly, there has been an increasing recognition of social legacies. Minnaert (2012) asserted that social legacies might occur at the personal level, such as health benefits and skill acquisition or at the community level, such as improved links and cooperation between community members, particularly from different backgrounds. Ma and Kaplanidou (2017) emphasized the time dimension of social legacies and explained how they could manifest themselves before, during, and after a particular event.

The literature reveals a wide variety of different types or categories of legacies that could result from sport events. Chappelet and Junod (2006) compiled these into five types or themes, as follows:

- Sporting legacy: e.g., sporting facilities and related infrastructure upgrades; and an increase in sport participation, support and sponsorship.
- Urban legacy: e.g., changes made to the urban structure of the host city as well as the development of new urban districts and specialized areas.
- Infrastructural legacy: e.g., networks, ranging from transport to telecommunications, which are renovated or developed for a mega-event; access routes by air, water, road or rail; and the modernization of basic services, such as water, electricity and waste treatment.
- Economic legacy: e.g., changes in the number of permanent jobs created and changes in the unemployment rate; economic investment opportunities; foreign investment attraction; and small business development/ entrepreneurship; the increase in tourists to a host region that stimulates the local economy.
- Social legacy: e.g., nation building and contribution to national pride; changed perceptions of residents; education; racial harmony; and environmental awareness.

Cornelissen et al. (2011) added three more legacies to this set, namely:

- Environmental legacy: e.g., reducing carbon footprint; integrating greening principles; and climate-responsiveness.
- Political legacy: e.g., the promotion of democracy, human rights and improved governance; enhancement of capacity within the public sector; improvements in skills and human resources capital in public and private sectors; interventions by government or non-government organizations.
- Image/ branding legacy: e.g., destination-profiling; host-region exposure; setting or changing the image of a host destination; changes in tourist image and reputation; and brand marketing for a host region.

Figure 1 illustrates these different aspects of legacy. Adapted from Cornelissen et al. (2011), it uses the five aspects of Chappelet and Junod (Chappelet and Junod, 2006), but combines urban legacy with infrastructure, and adds the additional three elements discussed above.

According to Preuss (2015), the five most frequently mentioned legacy areas are economics (including infrastructure), social, sport, and culture. Grix et al. (2017) added to this list: urban regeneration, national pride/ feel-good factor, increased involvement and participation in physical activity, international reputation and 'soft power'. Increasingly, attention is being paid to the possibility that sporting events and their legacies could serve as a platform to address global concerns and effect social change (Byers et al., 2021). For example, the United Nations (UN) has highlighted the significant role that sport plays in promoting the UN 2030 Agenda for Sustainable Development.

Preuss (2007) noted the following three issues that create challenges in developing a standardized legacy measurement approach:

- The same event creates different legacies if staged twice in one city/ nation: Both the events and the cities/ nations staging them are continuously developing such that the event has different requirements at a later stage of hosting and the host city/ nation has different environmental factors to consider (e.g., FIFA Football World Cup in Germany hosted in 1974 in comparison to 2006).
- Different events create different legacies if staged in the same city/ nation: Differing infrastructural requirements, social interests, media exposure, and location requirements result in a unique legacy. For example, Rio de Janeiro hosted both a FIFA World Cup in 2014 and an Olympic Games in 2016. Yet, the legacies attributed to these events differ substantially.
- The same event creates different legacies in different cities/ nations: This may be a result of a number of factors, including different infrastructure of the cities/ nations and the political targets pursued for the event. For example, a FIFA Football World Cup held in Germany in 2006 may yield very different legacies compared to the same event held in South Africa in 2010.

These challenges led the writers to propose that perhaps emerging nations may produce legacies or at least aim to produce legacies more akin to each other than from more developed nations.

Materials and Methods

This research aimed to draw attention to the subtle nuances and distinct variations in the sport event legacy discourse among emerging nations by obtaining research findings from peer-reviewed, academic journal-based literature. As a means of accomplishing this, the authors conducted a systematic qualitative review of scholarly articles that empirically investigate the legacies of sporting events hosted by emerging nations and that have been published within the last 20 years (between 2002 and 2022). Literature reviews, particularly for emerging topics, are becoming increasingly accepted as worthwhile research endeavors in the social sciences field (Pickering and Byrne, 2014). Although there has been some research into event legacy literature in emerging nations, there has been no systematic review of this literature to date. According to Thomson et al. (2020), researchers in event legacy studies are disproportionately concentrated in Western countries, and legacy research has been disproportionately biased in terms of geography.

This study was structured following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines for conducting systematic reviews and meta-analyses (Liberati et al., 2009). An official protocol for the electronic search was devised, which was limited to sources in the English language. The research topic guided the selection of databases, as did the likelihood of those databases to hold articles of relevance to the study. Articles were searched for using the following databases: SCOPUS, SPORTDiscus, Web of Science, Google Scholar, Business Source Complete (EBSCO), Science Direct (Elsevier), and Emerald. We used the phrases "sport event" and "legacy" to search for full-text, peer-reviewed academic journal papers published between 2000 and 2022. The starting date of 2000 was chosen as it symbolizes the period when conceptual development and debate surrounding sport event legacy intensified (Thomson et al., 2019). The computerized search produced 270 sources; once duplicates throughout the database were removed, a manual screening of these sources was conducted to select only the papers that referred to emerging nations. The final number of sources selected was 96.

The sources were captured in an Excel spreadsheet, with the following bibliographic details captured from each source: title; authors; 1st author nationality; journal; year; event focus; country focus; and keywords. A quantitative analysis of the bibliographic data was conducted using descriptive statistics (i.e., frequencies), with matrices, tables or graphs produced to reflect the key findings.

A manual, qualitative assessment was conducted in order to determine the legacy focus of each article. The seven legacy types proposed by Cornelissen et al. (2011) were used as the legacy categories. The authors assigned the legacy focus, and in some cases a secondary legacy focus, after reviewing the title, keywords and abstract of each source. This review process also helped to eliminate any papers that did not fit the ambit of this investigation, such as articles focused only on theoretical constructs of legacy, rather than relating to an event or emerging nation context.

Once the legacy focus was assigned, a further, deeper analysis of the sources was conducted, combining the bibliographic findings, to allow for the discovery of key legacy themes from the sources. The findings are detailed in the following section, with the deeper analysis forming the basis of the discussion that follows.

Findings

The section above indicated that a final sample of 97 peer-reviewed articles on sport event legacy in emerging nations, published between 2000 and 2022, were included in the systematic literature review. This section sets out the findings from the quantitative and qualitative analysis of these articles in terms of: (1) bibliographic details; and (2) types of legacy.

Bibliographic Details

Lead Researchers and Location of Universities

The nationalities of the first authors, according to their university affiliation, represented 22 different nations. Only 13 of these are emerging nations. The nations with the largest representation were: South Africa (24), UK (17) and Brazil (14). These three nations alone accounted for 57% of the articles. The first authors with the most papers were: Knott, B. (5 papers); Lee (2019) (4); Cornelissen, S. (3); Kim et al. (2006) (3); and Rocha, C. (3).

Year of Publication and Journal

The Journals with the most articles were: Sustainability (6); Leisure Studies (5); and Development Southern Africa (4). The years of publication with the most articles were: 2019 (15); 2020 (11); 2021 (10) and 2015 (10) [see Figure 2]. Thirty-eight percent of articles were published between 2019 and 2021. Only 7% of articles were published before 2011.



Figure 2. Year of publication.

Table 1 also clearly shows the impact of the 2010 FIFA World Cup (South Africa), the 2014 FIFA World Cup (Brazil); and subsequent mega-sport events in the following years that were held in emerging nations, such as the 2016 Olympic Games (Brazil), 2018 Olympic Games (South Korea), and 2018 and 2022 FIFA World Cups (Russia and Qatar respectively).



Table 1. Event type.

Event Type and Country Focus

Sport mega-events dominated the focus of the papers, with FIFA World Cups (44) and Olympic Games (25) combining to account for 71% of the events featured. A further 10 articles covered more than one sport mega-event in the article. The remaining mega and major events that featured are listed in Table 1.

A total of 12 emerging nations were the focus of the papers reviewed. The countries most focused on were: South Africa (29), Brazil (26), South Korea (8), Poland (5) and Qatar (5). South Africa and Brazil clearly dominated the article count, accounting for 57% of the papers. A further nine articles featured a combination of emerging nations. The full list of nations featured is found in Table 2.



Table 2. Country focus.

Types of Legacy

Keywords

An analysis of the keywords listed in each of the papers revealed the following most frequently listed keywords not surprisingly: sport mega event/ mega event (85), legacy (55), World Cup/ FIFA World Cup (53), Olympic Games (20). Among the keywords that indicated a legacy focus, the following featured most commonly: sport participation (5), sustainable development (5), stakeholders (5), nation branding (4), sport tourism (4), quality of life (3) and social impact (3). Figure 3 displays a word cloud of the keywords. However, these represent very low numbers and indicate that most of the papers did not clearly specify a legacy focus within the keywords of the paper.



Figure 3. Keywords.

Legacy Focus

The writers assessed the legacy focus of each paper by reviewing the article title and its keywords, followed by the article abstract. If the legacy focus was still not clear, the full paper was then consulted. The authors used the classification of legacy types as compiled by Cornelissen et al. (2011), namely: economic; environment; image/ brand; infrastructure; political; social; and sport. Table 3 indicates the allocation of papers to the

legacy types. Seven of the papers had a distinctive secondary legacy focus, so they were included in two categories.

Table 3. Legacy types.

As depicted in Figure 4, the papers were distributed as follows, from highest to lowest: social (31.7%); political (17.3%); economic (11.5%); infrastructure (11.5%); sport (10.6%); environment (8.7%); and image/ brand (8.7%).

Figure 4. Legacy types.

These findings give an overall indication of the distribution of legacies from the papers reviewed. This distribution in itself does not reveal a unique legacy focus for emerging nations compared to the general legacy literature. However, the authors noted a few nuances within this distribution that may highlight key legacy focus areas for emerging nations. The following section discusses these nuances from the findings, providing deeper insights and meaning.

Discussion

Although there are many similarities among emerging nations in terms of their socio-economic developmental status and challenges that they face, they also each face their own unique circumstances, priorities, policies and development agendas. Therefore, MSE legacy in these emerging nations must be understood within the context of each nation's social and economic sphere, as well as its historic and political legacy. This section now integrates a discussion of the exploratory findings with selected evidence and examples from the papers reviewed. The five key legacy focus areas form the structure of this discussion.

Social Development

While social legacy was clearly the major legacy type featured, the category was by no means uniform in its legacy focus. In its broadest uniformity, the papers largely related legacies for local residents and populations most impacted by an event. There was an indication that within this legacy type, a focus on wellbeing or quality of life of residents (e.g., Ma and Kaplanidou, 2017), which is not specifically related to sport participation, may become a growing legacy focus in future.

Within this categorization, there were multiple examples of negative legacies, with examples of negative social ills attributed to event hosting (e.g., human trafficking) or disruptions to communities through resettlement programmes (e.g., from Brazil's 2014 FIFA World Cup). However, these may not be unique to emerging nations only. The issue of human rights as a legacy outcome was mentioned in the context of social legacies, but only in a few papers (e.g., Graeff et al., 2021). This is perhaps surprising as a number of emerging nations have faced global media criticism surrounding human rights issues highlighted through the hosting of a sport event.

What does appear to be a more unique focus within this legacy type for emerging nations, is a focus on social development. Whether emerging from a colonial past (e.g., Brazil), a repressive regime (e.g., Poland), isolation and fragmentation (e.g., South Korea) or legislated racial and societal divisions (e.g., South Africa), MSE have been embraced for their social unifying effect for many historically or currently divided populations. This is sometimes referred to as "nation-building." Even with a focus on the future of MSE hosting, the legacy focus for Qatar's 2022 FIFA World Cup appears to be positive socio-cultural development initiatives (e.g., Al-Emadi et al., 2022).

Politics, Soft-Power and Sport-for-Peace

A political legacy emerged as the second most common legacy type from the papers reviewed. It appears that emerging nations consistently expect mega-events to deliver on politically motivated aims. However, these aims can be divergent in their nature, from peace-related initiatives to global prestige and soft-power. For example, joint athlete participation in sport mega-events across the Korean peninsula has proved to be one of the sole means of bridging the divisions between the north and south, even normalizing relations to some extent. The international media narrative highlighted a unification story surrounding the Pyeongchang 2018 winter Olympic Games.

A different example, more akin to global prestige, is linked to Qatar and the 2022 FIFA World Cup. An international communication strategy was employed by Qatar to emphasize the host nation's role in contributing to international aid, conflict resolution, and peacebuilding in the region (Al-Emadi et al., 2022). This may also have been an aim to counter the largely negative publicity surrounding the lead up to the event, relating to its bidding process and the rights of migrant workers involved in the mega-event construction projects.

Although the South African example of historic division is rather different and based on racial classification and economic inequality, SMEs such as the 1995 Rugby World Cup and the 2010 FIFA World Cup, left a legacy as both socially and politically unifying catalysts, even if more symbolic in their effect (Black, 2007). The majority of the papers published in the immediate aftermath of the 2010 FIFA World Cup reflected on the social, historical and political context of the event, emphasizing the legacy of the event in national identity formation and political symbolism for the host nation. The government's social transformation aim was also highlighted as a legacy priority in papers that focused on South Africa.

As mentioned previously, it is not always easy to isolate the legacy types. An example of a political legacy that impacted economic, social and sport legacies, is that of Brazil. In Brazil, there was an intentional political strategy behind its government bidding for and hosting serial sport mega-events for both political and economic benefits. The hosting of sport mega-events impacted public policies, funding, and communities in host cities.

While this may have been beneficial to a few sport sectors, it negatively disadvantaged certain population groups. It had adverse outcomes for Brazil's more excluded communities, while temporary funding was mainly channeled toward elite sport (Graeff et al., 2020).

In some instances, sport events are accused of being politically motivated from the perspective of the sport federation. Particularly in the case of SMEs, these global events could be seen as a means to promote globalization and a neoliberal legacy. Governance and the politics of development are particular issues affecting emerging nations. These aspects raise awareness of a more sinister side to the political legacies within emerging nations, mentioned particularly in the cases of Brazil's 2014 FIFA World Cup and Russia's 2014 winter Olympic Games.

A related theme under political legacy, according to the legacy model used, is security. Five papers reviewed were focused solely on investigating improved security, crime reduction, or security risk mitigations as a legacy. These were mostly focused on the events from Brazil and South Africa, but also various events among emerging nations. Also linked to political security, there was mention of negatively perceived legacies such as the pacification and militarisation of host populations (Prouse, 2012).

The Economics of Tourism, Image and Branding

It is difficult to isolate different aspects of the economic legacy from sport events. While the model used in this study includes the tourism legacy as part of the economic legacy, others have preferred to separate these aspects. Furthermore, Byers et al. (2020) combined included destination branding as part of the tourism legacy. While the aim of this paper was not to define legacy types, it serves to highlight the connected nature of legacies.

Almost half of the economic legacy papers related specifically to a tourism legacy. Economic legacies reviewed were typically related to: economic growth; GDP increase; and small enterprise development. However, tourism-related economic legacies included: increased tourism budgets; new source markets; increased urban tourism; sport tourism development; improvements of travel services; and repeat visitation.

Although related as a distinct legacy type in the model used in this study, "image/ branding" (accounting for over 8% of publications reviewed) is closely related to tourism legacy. The case of South Africa's hosting of the 2010 FIFA World Cup is preeminent in its focus on this legacy, with seven (out of nine) papers focusing on nation branding as a legacy for South Africa from the 2010 mega-event. These papers indicated that the SME left a legacy of global branding gains for the host nation, providing a boost to its emerging status and aiding the development of its sport tourism industry (e.g., Knott et al., 2017).

Brazil, Poland and South Korea were also featured examples of image/ branding legacies for the host nation. For Poland, the hosting of the UEFA EURO 2012 was perceived as successfully showcasing the country's "new face" internationally as it emerged from its communist legacy. The event is believed to have strengthened the Polish image among visitors and football fans and enhanced its international competitiveness (e.g., Wloch, 2020). Similarly, through its hosting of events such as the 2002 FIFA World Cup (and subsequently the 2018 winter Olympic Games), South Korea aimed to portray its "global" identity - highlighting its economic liberalization and global prestige (e.g., Lee et al., 2005).

Infrastructure and Urban Development

Infrastructure legacy emerged as another contested legacy within the emerging nation context. A combination of positive and negative legacies were explored from a range of examples, including Brazil, Colombia, Poland, Qatar, South Africa, South Korea, Taiwan and Turkey. A broad set of themes are explored within this legacy, such as: urban planning; event planning; local development; sustainable development; post-event occupancy/ usage; mega-project construction; architecture; mobility; liveable open spaces; and public facilities.

A key area for papers with a focus on infrastructure legacy was "sustainable development" (e.g., Gulak-Lipka and Jagielski, 2020). While large-scale infrastructure development has been a hallmark legacy for most sport mega-events globally, within emerging nations, these events have been more catalytic in nature. It appears that the sport events can play a central or focal role for broader development within the host nation. For example, UEFA EURO 2012 became a central point for many development projects in Poland, primarily relating to sport infrastructure development. However, in many instances, the infrastructure legacies reported were far beyond merely the sport infrastructure required to host the events. Public transport, urban development, housing and public facilities (including parks and recreational spaces) were all cited as examples.

There was a strong link between infrastructure legacy and environmental legacy, through the lense of sustainable development. While environmental legacy was the least of the legacy types featured in the analysis, the papers on this topic emphasized a legacy through sustainable events. They also highlighted the positive role the events can play in environmental communication and messaging.

Sport Development

The key standout focus of a sport legacy was the focus on sport participation, which accounted for nearly half the papers. This does not appear to be unique to emerging nations, yet it is still a key legacy feature. Other legacy aspects related to: sport development; sport facility usage; sport involvement; corporate social responsibility; and support for future sport events.

However, it should be noted that it proved difficult to isolate the sports legacy. For example, some papers referred to sport-for-peace initiatives, although the focus was clearly aligned to political legacy. Furthermore, outcomes from these initiatives emphasized positive social legacies.

Conclusion

This paper set out to ascertain if there is a difference in the legacy focus within emerging nations, by reviewing all peer reviewed journal articles on this topic that focused on examples from emerging nations. While not proposing that these nations be considered as a singular entity, this paper has

highlighted the similarities across the papers reviewed and has drawn attention to the most pertinent examples.

The findings certainly highlights the need for a more critical assessment of sport event legacies in emerging nations. While the paper has attempted to isolate legacy types according to accepted frameworks, the findings indicate that legacies can very seldom be separated from each other. Legacies are certainly inter-connected. While of some merit for identifying differences from established nations, the broader legacy types reviewed in this paper are perhaps too broad in order to reflect the key legacy issues of importance for emerging nations. A deeper, qualitative analysis of the papers revealed nuances in legacy aims and delivery that highlights the differences within emerging nations more clearly.

For example, this paper has revealed legacy focus areas that may be already or become the focus of event planning or legacy research in these nations. The list below (and depicted in Figure 5) indicates the authors' summary of the key legacy focus areas for emerging nations at present and into the near future, namely:

- Economic legacy: economic stimulation and growth; enterprise development; and urban tourism.
- Environmental legacy: sustainable events; environmental communication.
- Image/ brand legacy: global identity, prestige and competitiveness.
- Infrastructure legacy: sustainable development; mobility; and liveable spaces.
- Political legacy: national identity formation; political symbolism; security; risk mitigation; human rights; and social transformation.
- Social legacy: wellbeing; quality of life; and nation-building.
- Sport legacy: sport development; participation; and venue usage.



Figure 5. Legacy focus for emerging nations.

The authors recommend that future legacy papers consider the paradoxes of development within underdevelopment among the emerging nations. For example, there is often little critique of apparent positive legacies such as investments in world-class sport facilities that cause exclusion and the redirection of investment from other means of development. The opportunity costs associated with these legacies certainly need to be considered. Another broader critique of the legacy studies in emerging nations is the consideration of the host population's approval of the event. Many of the emerging nations are countries where democracy is not entrenched or where citizens have less say in the selection of events and the decisions surrounding the legacy aims. Greater citizen partnership and inclusion is therefore encouraged in the setting of legacy agendas. This paper has therefore laid the groundwork for future publications that follow this exploratory review, that aim to connect and examine the social fabric and underpinnings of these findings.

Data Availability Statement

The original contributions presented in the study are included in the article/supplementary material, further inquiries can be directed to the corresponding author.

Author Contributions

Both authors listed have made a substantial, direct, and intellectual contribution to the work and approved it for publication.

Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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Legacies and Mega Events: Fact Or Fairy Tales?

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PubMed Abstract

Abstract

Mega-events have been explored by cities for urban reimagining and urban transformation processes. Due to their scale and catalytic effects, mega-events offer great opportunities for cities to showcase their local culture and create opportunities for their local economy, as well as the tourism and retail sectors, while also serving as catalysts for urban regeneration. The current COVID-19 pandemic has created a global crisis of unprecedented scale. Several extreme measures have been deployed to avoid contagion risk, including city lockdowns, subjecting residents to COVID-19 quarantine and social distancing, the closure of tourism attractions and the retail sector, as well as travel restrictions. This global crisis created a temporary shock to large-scale travel, the tourism sector and mass gathering, which resulted in the cancellation or postponement of nearly all mega-events in 2020. This paper identified the various challenges faced by event organisers during the COVID-19 pandemic and examined how relevant stakeholders addressed event risks and uncertainties. This paper suggests the incorporation of resilience in strategies for event legacy creation. Mega-events must incorporate adaptability and flexibility in their design, as well as event legacy planning and capacity building, to address the vulnerability and disturbances that future mega-events may encounter.

Introduction

The emergence of the COVID-19 pandemic has created a significant threat to global population health. In the 22 months since the SARS-COV-2 coronavirus was discovered, the world has seen approximately 240 million cases and nearly 5 million deaths (World Health Organization (WHO) 2020c). Many countries have imposed lockdowns to restrict the liberty and movement of people with the hope of preventing the virus from spreading. Besides detecting, isolating and treating cases of infection, corresponding measures were taken to curb mass population flow and gatherings, such as working from home, social distancing and inbound travel restrictions. Therefore, beyond interruptions to people's daily lives, the COVID-19 pandemic is having drastic consequences on the tourism and retail sectors. For cities that plan to host mega-events, massive challenges have arisen.

Since large-scale gatherings have been banned in almost all countries that have encountered COVID-19 transmission, nearly all mega or minor events at the global, national or local level have been cancelled or postponed. Currently, no one can predict when such mega-events can resume. The cancellation or postponement of events can significantly affect event planning and the short-term financial impact of mega-sports events. Beyond these events, the future of mega-events and the long-term effects of event-led strategies for urban transformation are at a crossroads. This sheds doubt on whether cities can still pursue the strategy of event-led development in the future. In the post-pandemic era, what measures should be taken to ensure that events are pandemic proof? For cities' long-term development, which direction should event-led strategies take?

This paper explores the relationship between mega-events and sustainable development through the lens of the COVID-19 pandemic. On the one hand, this paper attempts to identify the challenges event organisers face during the COVID-19 pandemic and how these have been addressed. On the other hand, this paper also discusses how future mega-events should address spatial, economic and social challenges to become resilient in the post-pandemic era. The paper is based on a study of mega-events between March 2020 and June 2021. The author studied extensive literature on mega-event and event legacy studies. Moreover, the author investigated various policy documents regarding the COVID-19 pandemic at different institutional levels in different countries worldwide. The author also conducted interviews (e.g., the Floriade) to gain first-hand information on event policies, pandemic risks from the perspectives of event organisers and how corresponding risk mitigation measures were established.

The paper is divided into five sections. Following the introduction section, the following section examines the issues host cities had to deal with in hosting events and legacy creation before the pandemic. Section 3 examines challenges that arose during the pandemic and how event organisers have coped with the contagion risk to continue hosting mega-events, including risk assessment and risk mitigation measures. Section 4 discusses a resilient path for mega-events in the post-pandemic era. Event legacy strategies should incorporate short- and long-term adaptability strategies. Section 5 summarises the research findings and advocates for mega-event planning to begin with a long-term perspective and improve the resilience of future mega-events.

Mega-events and legacy creation before the pandemic

Mega-events are described as 'large events of world importance and high profile which have a major impact on the image of the host city' (Bramwell, 1997). For host cities, the role of mega-events as catalysts for urban development has been recognised in recent years. Previous studies noted that mega-events can trigger the erection of event buildings, new infrastructure and improved urban space (Chalkley & Essex, 1999; Chen, Qu, & Spaans, 2013; Gold & Gold, 2008). The consideration of post-event impacts is drawing increasing attention because the scale of mega-events has increased dramatically in recent decades. For example, the Summer Olympic Games in 2012 had to accommodate nearly 11000 athletes and 300 events, not to mention thousands of spectators, journalists, coaches, officials, volunteers and Olympic community members (International Olympic Committee (IOC) 2012). The increasing number of events, visitors, journalists and event community members has resulted in host cities having to address the rapid growth in spatial and logistic requests. Consequently, host cities must address four event-related functions in their preparations: 1) Sporting stadiums/cultural venues/training facilities/temporary facilities; 2) Communications/security facilities; 3) Transport infrastructure/public spaces; 4) Tourism and retail amenities (Davidson & McNeill, 2011; Smith & McGillivray, 2020). As the scale of mega-events expands, these events substantially influence spatial development, economic growth and social development. Correspondingly, sophisticated event management becomes crucial in event planning, finance, logistics, risk management, marketing in pre-event preparation, event operations and event site management in the post-pandemic era.

In recent years, legacy research has become an essential part of mega-event studies. The term 'legacy' was defined as any net impact arising from a mega-event, which includes positive or negative changes in addition to transformation (Brimicombe, 2015; Gold & Gold, 2007). Research on legacy should examine any outcomes that affect people and/or space caused by structural changes that stem from the Olympic Games (Preuss, 2019). Preuss (2007) suggested examining legacy by looking at space, time, the tangible/intangible, the positive/negative and the planned/unplanned. Leopkey and Parent (2012) further noted that the definition of legacy evolved from the benefits and impacts of the events to sustainable long-term legacies, which have been strategically planned from the time of the bid after mapping and contextualising the evolution of the concept of legacy over time. Preuss (2019) stressed the value of consequences from the structural changes that mega-events create, which are bound to a territory. This research shows that legacy has many aspects and dimensions, ranging from the more commonly recognised aspects—i.e., architecture, urban planning, city marketing, sports infrastructure, economic and tourist development—to others that are just as (if not more) important but less recognised (IOC, 2018). Various topics, such as sustainability, culture, value and equity, are included in legacy studies. In recent years, the increasing recognition of social legacy has allowed local communities to have a fair chance to benefit from mega-events.

In earlier years, mega-events were held in temporary urban spaces or wastelands after clearance. These event sites were largely settled on green fields that were later used for more complex spatial requests. In recent decades, mega-events 'seem to hold the potential and the capacity to achieve the necessary transformation' in host cities—especially those with declining economies or deteriorating urban spaces (Roult & Lefebvre, 2013). Gold and Gold (2020) further consolidated the links between remediating land for Olympic event spaces and pursuing a legacy. Chen (2015) examined how host cities have explored the Summer Olympic Games for urban transformation. They either reused existing venues or developed post-event functions for venues. Moreover, host cities attempt to integrate their venues and Olympic village with their urban

regeneration plans to develop new urban functions for the event sites. The third strategy is to integrate the Olympic plans with the master plans of host cities (e.g., the 2008 Beijing Olympic Games). Some host cities start with the legacy plan and then identify permanent and temporary elements to accommodate the event requirements (e.g., the 2012 London Olympic Games).

Despite an increasing number of studies on legacy and experiences in legacy planning, host cities have encountered various obstacles to creating a positive event legacy. First, most event host cities struggled with the post-Games use of event venues. Since event venues are designed to address the spectator capacity demands of Olympic events, these venues can rarely find a comparable sport in terms of spectator numbers for post-event use. Even with careful consideration of post-event use, the venues for the Olympic Games in Sydney, Beijing and London have difficulty finding permanent tenants, which highlights the need to stress the mixed functions of Olympic venues to achieve a high degree of commercialisation. Second, certain events have strict spatial and accessibility requirements, making spatial claims challenging for host cities to develop post-event uses for citizens besides local sporting events. For example, the IOC holds the ‘One Games-One City’ principle for the applications of host cities, with the event number increasing to 300. As a result, it is challenging to reuse event-related facilities in the post-event period. Third, host cities usually face tight schedules to prepare the event as it grows in scale and complexity. Since host cities need to mobilise massive investment and construction within a tight schedule of seven years, many considerations on legacy creation fall short. Cost overrun is often a headache for host cities. Moreover, host cities tend to prioritise investments in constructing event venues and infrastructure instead of other social investments. Moreover, pressure related to the global image of a host city may result in host cities mainly addressing issues related to event organisation. In this regard, more ambitious goals related to sustainability or social inclusion might be compromised.

Mega-event and legacy creation during the pandemic

The COVID-19 pandemic is a humanitarian crisis that affects many lives and has created a global crisis of unprecedented scale. Many extreme measures have been deployed to avoid contagion risk, including city lockdowns and residents being subject to COVID-19 quarantine, social distancing, restrictions on mass gatherings, the temporary closure of tourism attractions, event venues and the retail sector, as well as international travel restrictions. As a result, this global crisis created a temporary shock to large-scale travel, the tourism sector and mass gatherings (Mohanty, Dhoundiyal, & Choudhury, 2020). The pandemic has also resulted in the cancellation or postponement of nearly all mega-events in 2020, including the Summer Olympic Games, the World Expo and the World Cup (*Table 1*). Although some events resumed, they prohibited audiences or sports fans from joining the events due to the fear of outbreaks.

Table 1. Policy on restrictions for some key mega-events during the COVID-19 pandemic (summarised by the author) (Destination(S) Europe, 2021; Eurovision Song Contest, 2021; Expo 2020 Dubai, 2021; Floriade, 2021; IOC, 2021)

Host cities	Mega-events	Impact of the Pandemic	Key mitigation measures
Tokyo, Japan	Summer Olympic Games 2020	Postponement to July 2021	No international guests for events
Dubai, United Arab Emirates	World Expo 2020	Postponement to 1 October 2021–31 March 2022	Remote working policy; social distancing; cancelling of business travel; installation of thermal cameras; intensification of all sanitation procedures and hand sanitiser units
Almere, The Netherlands	Floriade	Postponement to July 2022	Scaling down; social distancing; crowd control
Novi Sad, Serbia; Timisoara and Elefsina, Greece	European Capitals of Culture	Novi Sad postponed from 2021 to 2022, Timisoara and Elefsina from 2022 to 2023	Programme adjustments
Rotterdam, the Netherlands	Eurovision Song Contest	Postponement from 2020 to 2021	Limited spectators (20% capacity); delegates stay in a bubble; crowd control

According to the WHO Mass Gatherings Risk Assessment COVID-19 Tool, hosting events during the pandemic's active phase was considered very high risk (WHO, 2020a, 2020b, 2020d). The WHO suggests three pillars for the Mass Gathering Risk Management Tool, including risk evaluation, risk mitigation and communication. Following this guidance, event organisers need to assess a series of factors. These include the current stage of the local outbreak and known transmission dynamics, its geographic distribution, the number of participants and their risk profiles before using the risk assessment tool to assess risks, and the effectiveness of current and proposed mitigation measures. For the risk assessment of a specific event, event organisers must consider the type of event, its scale and the type of space that can accommodate physical distancing. There are many policy documents and protocols developed by national and local governments to guide risk assessments by event organisers. *Table 2* shows the risk assessment model developed by Event Flanders (2021). Notably, this protocol follows the instructions of the WHO on risk assessment tools. Moreover, it was developed to be more applicable to big and small events for their own national and local context. The parameters listed in *Table 2* allow event organisers to tailor their risks according to the specific features of events.

Table 2. Key risks identified by the COVID event risk model: An example from Flanders, Belgium (Event Flanders, 2021)

Risk elements	Go	No-go/Go-with advice
COVID coordinator	Installing of COVID coordinator	No installing of COVID coordinator
Outdoor/ventilation	Outdoor; indoor with approved ventilation	Indoor without an approved ventilation

Risk elements	Go	No-go/Go-with advice
Event dynamic	Stand still; Controlled movement with guaranteed social distancing;	Uncontrollable crowd; seat arrangement not according to regulations
Density/capacity/ face masks	Respect the rules of social distancing	Space for visitors/people present not according to the rules
Capacity used	Possible capacity not fully used	Maximum capacity exceeded multiple times
Vulnerable groups	The event is not for vulnerable groups	The event involves a vulnerable group
Local focus (international public)	No focus on the international audience (international attendees less than 30%)	Focus on the international audience (international attendees more than 30%)
Mobility	Existence of mobility plan	Mobility plan not present
More days	Only one day	More days without an extra COVID safety service
Indoor time	Outdoor, less than 6 hours indoor per day	More than 6 hours indoors per day
Interaction	Preventative measures to reduce the risk of interaction	No preventative measures are in place to reduce the risk of interaction
Noise	Visitors make noise no louder than normal (60 dB)	Visitors make noise louder than normal (60 dB)
Drink, food	Adopting retail sector protocol on serving drinks and food	Not adopting retail sector protocol on serving drinks and food
Registration	Registration at entry	No registration at entry
Counting presence	Counting presence to guarantee density restriction	No counting of presence to guarantee density restriction
Disinfection	Existence of hygiene plan to prevent COVID	No hygiene plan to prevent COVID
Crowd management plan	Existence of a crowd management plan	No crowd management plan exists
Hygienic facilities	Existence of a hygiene plan	No hygiene plan exists
Informing, enforcing	Existence of an information plan	

Following a risk assessment, it is crucial to define the risk mitigation measures in terms of crowd management, social distancing, welfare, medical treatment, hygiene and toilets, transport to/from the site (i.e., vehicles) and measures against potential hazards such as accidents, security issues and fires (WHO, 2020b). *Table 3* presents an example of risk mitigation measures for event organisers issued by Wakefield in the United Kingdom. Other event protocols shared similar risk mitigation measures to those in the event protocols from Event Flanders (e.g., seating arrangement, enforcement plan and dealing with infectious patients).

Table 3. Risk mitigation measures for events: An example of policy guidance (Wakefield, 2021)

Elements	Risk mitigation measures
Crowd management	Capacity calculation in stewards and venue; identify pinch point/junctions; assess social distancing measurements; stagger arrival/leaving times or temporary barriers to prevent crowds or surges
Social distancing	Maximum group number; one way; sideways queuing;
Mobility/transport and vehicles to/from site	Ensure sufficient parking and no additional pressure on public transport
Welfare, medical treatment, hygiene and toilets	Quarantine areas close to medical/first aid locations; access to hand-washing facilities or hand sanitiser to allow for continual hand hygiene; cleaning of door handles, facilities, toilets and tables; cashless systems
Hazards (accidents, security, fire and other incidents)	Social distancing while evacuating; avoid raising voices

Table 4. Event space following a COVID risk assessment and mitigation measures

Key issues	Description	Risk factors and mitigation
Indoor or outdoor locations	Ensure social distancing requirement; indoor ventilation requirement	Physical distancing for walking and queuing; safe seating arrangement; safe indoor ventilation; outdoor activities to replace indoor ones; better utilisation of public space
Venue facility	Requirements need to apply to pandemic recommendations	Monitoring equipment and technology; indoor disinfection and cleaning; adding isolation room/space; medical post; digitalisation
Transport infrastructure	Safe mobility for participants/spectators	Adhere to physical distancing in public transport system; digitalisation in crowd control

Therefore, the risk mitigation measures have inevitable consequences on adjusting event-related space (e.g., indoor and outdoor space), venues and transport infrastructure (*Table 4*). The requirement of social distancing in indoor and outdoor spaces leads event organisers to either reduce the capacity to ensure social distancing or move activities from indoor to outdoor spaces. Correspondingly, specific functions should cover testing, isolation and medical treatment, which must be incorporated in master plans and venue designs.

Although all host cities and event organisers are confident about rescheduling their mega-events soon, a series of measures for social distancing, disinfection, quarantine and monitoring during social gatherings is being explored to prevent virus transmission and outbreaks. Event organisers in the United Kingdom and the Netherlands have conducted experiments using modern technology to detect the exact risks of mass gatherings in specific locations/spaces (Ellyatt, 2021; Fieldlab Evenementen, 2021; de Vrieze, 2021). Despite controversy in the research design and research results, these experimental results reflected the consequent risk mitigation measures with specific requests for extra indoor and outdoor space—often at the expense of reduced venue capacity and the provision of additional outdoor public space. All the aforementioned measures can increase the financial burden on hosts while also requiring much more human resources for related activities.

Future mega-events: the path towards resilience in future mega-events

The outbreak of COVID-19 in 2020 impacted nearly all major mega-events in 2020 and 2021 since most countries restricted or banned mass gatherings and international travel. Most event organisers experienced the cancellation and postponement of the events they prepared (Evans et al., 2020). Even when events resume, mega-event organisers must conduct risk assessments and risk mitigation measures to ensure social distancing, hygiene and other safety measures. Consequently, these mega-events cannot use their maximum capacity and must substantially reduce the number of visitors. As a result, the Eurovision Song Contest was finally held after a one-year suspension, with the presence of 3500 audience members and 20% of Rotterdam Ahoy's capacity. Simultaneously, event organisers need to mobilise additional capital, resources and human resources to conduct risk mitigation measures. This has caused event budgets to increase, forcing event organisers to seek additional financial resources.

Despite a tough time ahead, the global vaccine rollout seems to be restoring a certain level of societal and economic normalcy in some countries in 2021. 'Pandemic vaccines can mitigate much of the harm caused by infection by protecting individuals, stopping transmission, or both' (Williams et al., 2021). Based on this new development, most host cities and event organisers still have confidence in the recovery of mega-events. Many have indicated the specific modifications required to cope with current pandemic-related challenges. On the other hand, local stakeholders—especially local citizens—show mixed feelings towards mega-events. While people desire to participate in social gatherings after lockdown, there remain concerns regarding potential outbreaks and complex financial situations encountered by event organisers. Consequently, the following question related to the future development of mega-events has emerged: How can mega-events become future-proof to challenges in the post-pandemic era? Should mega-events start to use the pandemic as a catalyst to make future mega-events more resilient?

While the concept of urban resilience emphasises the ability to bounce back 'in the face of a disturbance', it also refers to the ability of an urban system 'that quickly transforms systems that limit current or future adaptive capacity' (Klein, Nicholls, & Thomalla, 2003; Meerow, Newell, & Stults, 2016). Consequently, resilient mega-events should address 'the vulnerability' of current mega-events 'in the face of a disturbance' and the ability to 'adapt to change' in future mega-events (Meerow et al., 2016). The vulnerability of the mega-events has been reflected in the risks mega-events encountered during the pandemic. During the COVID-19 pandemic, mega-events face enormous risks in crowd management and social distancing. This is also the case when the risk of transmitting the virus needs to be minimised in indoor venues or public transportation systems. It is crucial to highlight the distinction between the short- and long-term adaptations addressed by Pike, Dawley, and Tomaney (2010). Moreover, it is essential to focus on maintaining 'general' resilience to unforeseen threats in addition to 'specific' resilience to known risks (Walker & Salt, 2006). Lessons from the adapted Antwerp 1920 Olympics show that mega-events such as the Olympics can inspire host cities to develop resilience and adaptation abilities (Constandt and Willem, 2021).

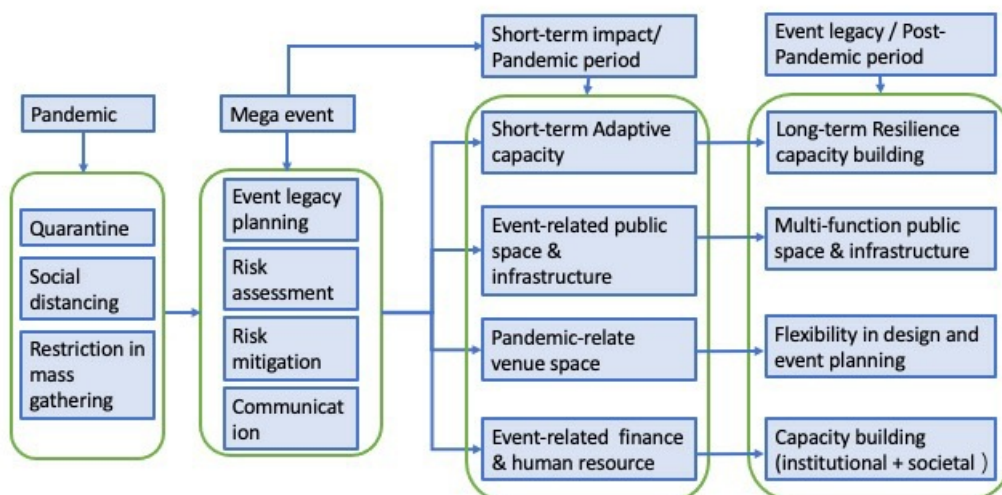


Figure 1. Event legacy creation via the resilience path amid and during the post-pandemic era

To apply adaptability to future mega-events, event organisers and host cities should consider a number of issues (see Figure 1). First, it is crucial to incorporate flexibility into the design and use of venues and how the activities can be carried out with more options and diversity. Second, the pandemic may drive future events to explore the transformation of public spaces such as parks, squares, streets and other outdoor spaces for crowd entertainment or social meeting places (Smith and McGillivray, 2020). Third, event planning should be comprehensively integrated into a host city's urban vision while emphasising future-proof features and long-term adaptability. The vision of legacy creation should be incorporated in

the institutional setting and carried out with the joint force of broad societal forces. As London's legacy planning has demonstrated, event planning should address temporary urban development and establish appropriate conditions for future urban development. Fourth, formal requests for host cities, such as One City-One Game, should be re-examined if they have been obstacles to creating resilient mega-events and result in an unsustainable event legacy.

Conclusion

The COVID-19 pandemic has imposed one of the most difficult challenges in the history of mega-events. The measures of social distancing, prohibitions on mass gatherings and travel restriction to counter COVID-19 transmission counter all of the key features that define mega-events and what they aim to achieve—a massive number of visitors participating in indoor/outdoor social gatherings. Based on the WHO guidance for mass gatherings, event organisers made risk assessments by considering the event type, scale and the type of space that can accommodate physical distancing. Correspondingly, event organisers have developed risk mitigation measures to reduce foreseen risks. These measures include reducing the capacity for receiving visitors, adjusting event-related indoor and outdoor spaces, and rearranging venues and transport facilities. While most host cities are confident in the future of mega-events with the help of vaccines, event organisers have inevitably adjusted mega-event programmes by adding new functions, spaces and facilities while also mobilising extra finance to cope with health risks and uncertainty.

Before the global pandemic, mega-event strategies involved strategic choices for host cities to create positive changes in the host cities. Research on event legacy creation has focused on how host cities use mega-events to comprehensively impact buildings, districts and cities in the post-event period through economic, spatial and social development (Chen et al., 2013). Legacy planning can be integrated into the master plans of host cities to catalyse urban regeneration through new venues, facilities, public spaces and infrastructure development. The turbulence that mega-events face during the pandemic emphasises the need for future mega-events to have the adaptability and capacity to rapidly respond to—and recover from—known risks. Future mega-events can be better organised to improve their resilience by carefully planning, preparing, and ensuring flexibility in adaptation and risk mitigation. Simultaneously, now is the right time to ask whether certain preconditions of mega-event hosting (e.g., One City-One Game) are still appropriate or need modification to develop resilient mega-events in the future. In this manner, host cities can optimally explore mega-events and exert less effort in dealing with long-term spatial, financial and social burdens.

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Keywords: sport events, legacy, emerging nations, mega-events, FIFA World Cup, Olympic Games

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Источник: <https://www.frontiersin.org/articles/10.3389/fspor.2022.926334/full>

The Legacy of Sport Events for Emerging Nations

Introduction

The devolution of wealth and power from the major developed countries to the fast-developing countries in Africa, Asia, the Middle East, and South America has been one of the most significant outcomes of the twentieth century (Grix et al., 2019). The rapid expansion of most emerging economies is a distinguishing feature of these countries. Because they have modeled or been influenced by the many commercial sport successes of the established economies in North America and Europe, increased globalization has opened up new opportunities for sport leagues, teams, and manufacturers in emerging markets. This is especially true for sports leagues, teams, and manufacturers in emerging markets. In particular, the increased bidding for and hosting of large sporting events in emerging markets is a prominent manifestation of this. In a number of developing countries, signature or sport mega events (SME) have emerged as important components of local and national development agendas. Host cities are seeing increased tourism, local investment, and employment as a result of hosting these events, however the likelihood of truly lasting legacies is uncertain.

Emerging nations are those countries that are making investments in more productive infrastructure and human capital. They are moving away from their conventional economies, which have been based on agriculture and raw material exports. As a result, they are rapidly industrializing and transitioning to a free market or mixed economy (Morgan Stanley Capital International, 2021). The majority of emerging-market leaders aspire to improve the overall standard of living for their citizens in their countries (Tinaz and Knott, 2021). The Morgan Stanley Capital International Emerging Markets Index (Morgan Stanley Capital International, 2022) currently includes data from 24 different nations, Brazil, Chile, China, Colombia, Czech Republic, Egypt, Greece, Hungary, India, Indonesia, Korea, Kuwait, Malaysia, Mexico, Peru, Philippines, Poland, Qatar, Saudi Arabia, South Africa, Taiwan, Thailand, Turkey and the United Arab Emirates. These countries have similar indicators regarding sustainable economic growth, monetary policy and the maintenance of price stability, fiscal discipline, the state of the debt and trade, and the current accounts' balance.

The majority of these countries have confronted challenges that are vastly different from those faced by the established western states. Aside from the prevalent challenges of social and economic underdevelopment, several of these countries have recently witnessed political and ideological regime changes and worldwide isolation due to their political standing. Over the past several years, we have seen a shift in the sports sector, particularly in hosting sporting events, away from the rich western countries toward the developing world.

The globalization of the sports business has resulted in enhanced benefits and broader prospects for the industries of emerging nations (Tinaz and Knott, 2021). The use of sport as a vehicle to achieve social, economic, cultural, political, technological, and environmental objectives by decision-makers or investors is undeniably widespread throughout the world's emerging markets. The countries also acquire international recognition as a result of their sports-related efforts. Most emerging nations recognize sport's benefits for social and economic development. Attempts are being made by both the public and corporate sectors to harness the athletic potential in various forms to develop and promote their respective societies and stimulate their respective economies. As a result, politicians, event organizers, and other influential stakeholders seek legacy outcomes from SMEs (Brittain et al., 2017).

In the past two decades, interest in sport event legacies has grown exponentially. Thomson et al. (2019) noted that since 2012, there has been a considerable growth in the amount of literature on large-scale sport event legacy in the sports and event management fields. Yet, a relatively small number of systematic reviews or syntheses of sport event legacy research have been published (Thomson et al., 2019).

Historically, the academic study of legacy has been predicated on the notion that it can be used to address economic and social problems as well as cultural, historical, and political challenges (Byers et al., 2020), which makes it particularly appealing to developing countries' development aspirations. In the literature, there are many distinct types of legacies that have predominated, including economic; social; cultural; environmental; health; sports participation; infrastructure; politics; tourism/destination branding; and security (Byers et al., 2020). It is difficult to assess the legacy of a person or organization due to the fact that it is a "complex, fluid, and contentious term that is likely to be realized differently" across a variety of situations based on socio-economic and political aspects (Brownill et al., 2013).

In several cases, there is evidence of a difference in legacy realization or objectives between developing and developed countries. Grix et al. (2019), for example, draw attention to the political legacy of SMEs, claiming that they have evolved into the ideal soft power project for emerging

economies. According to Heslop et al. (2013), SME is “a fast-track to world recognition and reputation development” for rising countries, and this is supported by both the political and tourism/destination branding legacies (p. 13).

Consequently, the purpose of this research article is to provide answers to the following questions: What types of legacies do emerging nations anticipate to realize as a result of hosting SME? and Do the legacy expectations of emerging countries differ from those of established nations?

Sport Events and Their Legacies

Sport events take place on a variety of levels or scales, with the “mega-event” the largest of these. Legacy has emerged as an important consideration in the development of SMEs (Spracklen, 2012), even if there has been a greater recognition of unintended repercussions (Cornelissen et al., 2011). Beyond the immediate benefits of sporting mega-events, many increasingly propose a longer-term focus on building legacies from such events (Cornelissen et al., 2011; Chappelet, 2012), with legacy being of either a planned or unplanned character (Cornelissen et al., 2011). Cornelissen et al. (2011) emphasized the necessity of understanding and assessing the legacies of sporting mega-events.

The legacy of major sport events has risen in relevance in recent years, garnering attention from both academics and practitioners alike (Preuss, 2019). The growing interest in examining the legacy of SMEs has to a large extent replaced the debate on mega-event impacts (Grix, 2012; Graeff et al., 2021). The notion of “legacy” is considered “multi-faceted and far-reaching” (Chappelet, 2012). Preuss (2007) devised a legacy cube with three dimensions: the past, the present, and the future. The paper pointed out that legacies can be deliberate or unexpected, as well as positive or negative, and that both are possible. It also distinguished “soft” legacies, such as incorporeal or psychic communal benefits, from “hard” legacies, such as infrastructure. This led to the formulation of the most widely accepted definition of sport event legacy as:

“... all planned and unplanned, positive and negative, concrete and intangible structures generated for and by a sporting event that last longer than the event itself, regardless of the time and space in which they were created.” (p. 211).

Although there is some agreement on the definition of legacy, what it entails, and how it should be conceptualized, there is still disagreement on how it should be measured (VanWynsberghe, 2016), with Preuss (2007) advocating the importance of future research attempting to develop more generic approaches and methodologies in order to address this.

It is because of this inability to measure legacy with any precision that some authors have urged a shift in emphasis to a more “systematic and purposeful” approach, referred to as “leveraging” (Grix, 2012). Leveraging refers to short-term operations carried out by event hosts, as well as long-term activities carried out before and after the event, in order to realize aims or planned legacies.

In the past decade, there has been increased criticism of the negative potential from hosting a mega-event. Critical questions and concerns have been expressed concerning the expanding expense, feasibility, long-term legacy, and repercussions of SMEs (Byers et al., 2021). Preuss (2019) explained that the costs of hosting and debate over a host government's expenditure of public funds, has made corruption a real possibility. This, together with corruption allegations linked to the FIFA and International Olympic Committee (IOC) hosting selections, has led to increased public and media scrutiny of the benefits of SMEs for the host. In response, the IOC established the Sustainability and Legacy Commission in 2015, responsible for consulting with, coordinating with, and monitoring the legacy of the Olympic Games (International Olympic Committee, 2017). Candidate cities are now required to track their legacy for several years after the Olympic Games as part of their host city contract (International Olympic Committee, 2017).

Although event impact studies have traditionally concentrated on visible or “hard” outcomes such as economic growth, infrastructure development, and tourism promotion, less tangible outcomes such as advantages to a country's image and identity are gradually being recognized. Similarly, there has been an increasing recognition of social legacies. Minnaert (2012) asserted that social legacies might occur at the personal level, such as health benefits and skill acquisition or at the community level, such as improved links and cooperation between community members, particularly from different backgrounds. Ma and Kaplanidou (2017) emphasized the time dimension of social legacies and explained how they could manifest themselves before, during, and after a particular event.

The literature reveals a wide variety of different types or categories of legacies that could result from sport events. Chappelet and Junod (2006) compiled these into five types or themes, as follows:

- Sporting legacy: e.g., sporting facilities and related infrastructure upgrades; and an increase in sport participation, support and sponsorship.
- Urban legacy: e.g., changes made to the urban structure of the host city as well as the development of new urban districts and specialized areas.
- Infrastructural legacy: e.g., networks, ranging from transport to telecommunications, which are renovated or developed for a mega-event; access routes by air, water, road or rail; and the modernization of basic services, such as water, electricity and waste treatment.
- Economic legacy: e.g., changes in the number of permanent jobs created and changes in the unemployment rate; economic investment opportunities; foreign investment attraction; and small business development/ entrepreneurship; the increase in tourists to a host region that stimulates the local economy.
- Social legacy: e.g., nation building and contribution to national pride; changed perceptions of residents; education; racial harmony; and environmental awareness.

Cornelissen et al. (2011) added three more legacies to this set, namely:

- Environmental legacy: e.g., reducing carbon footprint; integrating greening principles; and climate-responsiveness.

- Political legacy: e.g., the promotion of democracy, human rights and improved governance; enhancement of capacity within the public sector; improvements in skills and human resources capital in public and private sectors; interventions by government or non-government organizations.
- Image/ branding legacy: e.g., destination-profiling; host-region exposure; setting or changing the image of a host destination; changes in tourist image and reputation; and brand marketing for a host region.

Figure 1 illustrates these different aspects of legacy. Adapted from Cornelissen et al. (2011), it uses the five aspects of Chappelet and Junod (Chappelet and Junod, 2006), but combines urban legacy with infrastructure, and adds the additional three elements discussed above.

According to Preuss (2015), the five most frequently mentioned legacy areas are economics (including infrastructure), social, sport, and culture. Grix et al. (2017) added to this list: urban regeneration, national pride/ feel-good factor, increased involvement and participation in physical activity, international reputation and 'soft power'. Increasingly, attention is being paid to the possibility that sporting events and their legacies could serve as a platform to address global concerns and effect social change (Byers et al., 2021). For example, the United Nations (UN) has highlighted the significant role that sport plays in promoting the UN 2030 Agenda for Sustainable Development.

Preuss (2007) noted the following three issues that create challenges in developing a standardized legacy measurement approach:

- The same event creates different legacies if staged twice in one city/ nation: Both the events and the cities/ nations staging them are continuously developing such that the event has different requirements at a later stage of hosting and the host city/ nation has different environmental factors to consider (e.g., FIFA Football World Cup in Germany hosted in 1974 in comparison to 2006).
- Different events create different legacies if staged in the same city/ nation: Differing infrastructural requirements, social interests, media exposure, and location requirements result in a unique legacy. For example, Rio de Janeiro hosted both a FIFA World Cup in 2014 and an Olympic Games in 2016. Yet, the legacies attributed to these events differ substantially.
- The same event creates different legacies in different cities/ nations: This may be a result of a number of factors, including different infrastructure of the cities/ nations and the political targets pursued for the event. For example, a FIFA Football World Cup held in Germany in 2006 may yield very different legacies compared to the same event held in South Africa in 2010.

These challenges led the writers to propose that perhaps emerging nations may produce legacies or at least aim to produce legacies more akin to each other than from more developed nations.

Materials and Methods

This research aimed to draw attention to the subtle nuances and distinct variations in the sport event legacy discourse among emerging nations by obtaining research findings from peer-reviewed, academic journal-based literature. As a means of accomplishing this, the authors conducted a systematic qualitative review of scholarly articles that empirically investigate the legacies of sporting events hosted by emerging nations and that have been published within the last 20 years (between 2002 and 2022). Literature reviews, particularly for emerging topics, are becoming increasingly accepted as worthwhile research endeavors in the social sciences field (Pickering and Byrne, 2014). Although there has been some research into event legacy literature in emerging nations, there has been no systematic review of this literature to date. According to Thomson et al. (2020), researchers in event legacy studies are disproportionately concentrated in Western countries, and legacy research has been disproportionately biased in terms of geography.

This study was structured following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines for conducting systematic reviews and meta-analyses (Liberati et al., 2009). An official protocol for the electronic search was devised, which was limited to sources in the English language. The research topic guided the selection of databases, as did the likelihood of those databases to hold articles of relevance to the study. Articles were searched for using the following databases: SCOPUS, SPORTDiscus, Web of Science, Google Scholar, Business Source Complete (EBSCO), Science Direct (Elsevier), and Emerald. We used the phrases "sport event" and "legacy" to search for full-text, peer-reviewed academic journal papers published between 2000 and 2022. The starting date of 2000 was chosen as it symbolizes the period when conceptual development and debate surrounding sport event legacy intensified (Thomson et al., 2019). The computerized search produced 270 sources; once duplicates throughout the database were removed, a manual screening of these sources was conducted to select only the papers that referred to emerging nations. The final number of sources selected was 96.

The sources were captured in an Excel spreadsheet, with the following bibliographic details captured from each source: title; authors; 1st author nationality; journal; year; event focus; country focus; and keywords. A quantitative analysis of the bibliographic data was conducted using descriptive statistics (i.e., frequencies), with matrices, tables or graphs produced to reflect the key findings.

A manual, qualitative assessment was conducted in order to determine the legacy focus of each article. The seven legacy types proposed by Cornelissen et al. (2011) were used as the legacy categories. The authors assigned the legacy focus, and in some cases a secondary legacy focus, after reviewing the title, keywords and abstract of each source. This review process also helped to eliminate any papers that did not fit the ambit of this investigation, such as articles focused only on theoretical constructs of legacy, rather than relating to an event or emerging nation context.

Once the legacy focus was assigned, a further, deeper analysis of the sources was conducted, combining the bibliographic findings, to allow for the discovery of key legacy themes from the sources. The findings are detailed in the following section, with the deeper analysis forming the basis of the discussion that follows.

Findings

The section above indicated that a final sample of 97 peer-reviewed articles on sport event legacy in emerging nations, published between 2000 and 2022, were included in the systematic literature review. This section sets out the findings from the quantitative and qualitative analysis of these articles in terms of: (1) bibliographic details; and (2) types of legacy.

Bibliographic Details

Lead Researchers and Location of Universities

The nationalities of the first authors, according to their university affiliation, represented 22 different nations. Only 13 of these are emerging nations. The nations with the largest representation were: South Africa (24), UK (17) and Brazil (14). These three nations alone accounted for 57% of the articles. The first authors with the most papers were: Knott, B. (5 papers); Lee (2019) (4); Cornelissen, S. (3); Kim et al. (2006) (3); and Rocha, C. (3).

Year of Publication and Journal

The Journals with the most articles were: Sustainability (6); Leisure Studies (5); and Development Southern Africa (4). The years of publication with the most articles were: 2019 (15); 2020 (11); 2021 (10) and 2015 (10) [see Figure 2]. Thirty-eight percent of articles were published between 2019 and 2021. Only 7% of articles were published before 2011.



Figure 2. Year of publication.

Table 1 also clearly shows the impact of the 2010 FIFA World Cup (South Africa), the 2014 FIFA World Cup (Brazil); and subsequent mega-sport events in the following years that were held in emerging nations, such as the 2016 Olympic Games (Brazil), 2018 Olympic Games (South Korea), and 2018 and 2022 FIFA World Cups (Russia and Qatar respectively).



Table 1. Event type.

Event Type and Country Focus

Sport mega-events dominated the focus of the papers, with FIFA World Cups (44) and Olympic Games (25) combining to account for 71% of the events featured. A further 10 articles covered more than one sport mega-event in the article. The remaining mega and major events that featured are listed in Table 1.

A total of 12 emerging nations were the focus of the papers reviewed. The countries most focused on were: South Africa (29), Brazil (26), South Korea (8), Poland (5) and Qatar (5). South Africa and Brazil clearly dominated the article count, accounting for 57% of the papers. A further nine articles featured a combination of emerging nations. The full list of nations featured is found in Table 2.



Table 2. Country focus.

Types of Legacy

Keywords

An analysis of the keywords listed in each of the papers revealed the following most frequently listed keywords not surprisingly: sport mega event/ mega event (85), legacy (55), World Cup/ FIFA World Cup (53), Olympic Games (20). Among the keywords that indicated a legacy focus, the following featured most commonly: sport participation (5), sustainable development (5), stakeholders (5), nation branding (4), sport tourism (4), quality of life (3) and social impact (3). Figure 3 displays a word cloud of the keywords. However, these represent very low numbers and indicate that most of the papers did not clearly specify a legacy focus within the keywords of the paper.



Figure 3. Keywords.

Legacy Focus

The writers assessed the legacy focus of each paper by reviewing the article title and its keywords, followed by the article abstract. If the legacy focus was still not clear, the full paper was then consulted. The authors used the classification of legacy types as compiled by Cornelissen et al. (2011), namely: economic; environment; image/ brand; infrastructure; political; social; and sport. Table 3 indicates the allocation of papers to the legacy types. Seven of the papers had a distinctive secondary legacy focus, so they were included in two categories.

Table 3. Legacy types.

As depicted in Figure 4, the papers were distributed as follows, from highest to lowest: social (31.7%); political (17.3%); economic (11.5%); infrastructure (11.5%); sport (10.6%); environment (8.7%); and image/ brand (8.7%).

Figure 4. Legacy types.

These findings give an overall indication of the distribution of legacies from the papers reviewed. This distribution in itself does not reveal a unique legacy focus for emerging nations compared to the general legacy literature. However, the authors noted a few nuances within this distribution that may highlight key legacy focus areas for emerging nations. The following section discusses these nuances from the findings, providing deeper insights and meaning.

Discussion

Although there are many similarities among emerging nations in terms of their socio-economic developmental status and challenges that they face, they also each face their own unique circumstances, priorities, policies and development agendas. Therefore, MSE legacy in these emerging nations must be understood within the context of each nation's social and economic sphere, as well as its historic and political legacy. This section now integrates a discussion of the exploratory findings with selected evidence and examples from the papers reviewed. The five key legacy focus areas form the structure of this discussion.

Social Development

While social legacy was clearly the major legacy type featured, the category was by no means uniform in its legacy focus. In its broadest uniformity, the papers largely related legacies for local residents and populations most impacted by an event. There was an indication that within this legacy type, a focus on wellbeing or quality of life of residents (e.g., Ma and Kaplanidou, 2017), which is not specifically related to sport participation, may become a growing legacy focus in future.

Within this categorization, there were multiple examples of negative legacies, with examples of negative social ills attributed to event hosting (e.g., human trafficking) or disruptions to communities through resettlement programmes (e.g., from Brazil's 2014 FIFA World Cup). However, these may not be unique to emerging nations only. The issue of human rights as a legacy outcome was mentioned in the context of social legacies, but only in a few papers (e.g., Graeff et al., 2021). This is perhaps surprising as a number of emerging nations have faced global media criticism surrounding human rights issues highlighted through the hosting of a sport event.

What does appear to be a more unique focus within this legacy type for emerging nations, is a focus on social development. Whether emerging from a colonial past (e.g., Brazil), a repressive regime (e.g., Poland), isolation and fragmentation (e.g., South Korea) or legislated racial and societal divisions (e.g., South Africa), MSE have been embraced for their social unifying effect for many historically or currently divided populations. This is sometimes referred to as "nation-building." Even with a focus on the future of MSE hosting, the legacy focus for Qatar's 2022 FIFA World Cup appears to be positive socio-cultural development initiatives (e.g., Al-Emadi et al., 2022).

Politics, Soft-Power and Sport-for-Peace

A political legacy emerged as the second most common legacy type from the papers reviewed. It appears that emerging nations consistently expect mega-events to deliver on politically motivated aims. However, these aims can be divergent in their nature, from peace-related initiatives to global prestige and soft-power. For example, joint athlete participation in sport mega-events across the Korean peninsula has proved to be one of the sole means of bridging the divisions between the north and south, even normalizing relations to some extent. The international media narrative highlighted a unification story surrounding the Pyeongchang 2018 winter Olympic Games.

A different example, more akin to global prestige, is linked to Qatar and the 2022 FIFA World Cup. An international communication strategy was employed by Qatar to emphasize the host nation's role in contributing to international aid, conflict resolution, and peacebuilding in the region (Al-Emadi et al., 2022). This may also have been an aim to counter the largely negative publicity surrounding the lead up to the event, relating to its bidding process and the rights of migrant workers involved in the mega-event construction projects.

Although the South African example of historic division is rather different and based on racial classification and economic inequality, SMEs such as the 1995 Rugby World Cup and the 2010 FIFA World Cup, left a legacy as both socially and politically unifying catalysts, even if more symbolic in their effect (Black, 2007). The majority of the papers published in the immediate aftermath of the 2010 FIFA World Cup reflected on the social, historical and political context of the event, emphasizing the legacy of the event in national identity formation and political symbolism for the host nation. The government's social transformation aim was also highlighted as a legacy priority in papers that focused on South Africa.

As mentioned previously, it is not always easy to isolate the legacy types. An example of a political legacy that impacted economic, social and sport legacies, is that of Brazil. In Brazil, there was an intentional political strategy behind its government bidding for and hosting serial sport mega-events for both political and economic benefits. The hosting of sport mega-events impacted public policies, funding, and communities in host cities. While this may have been beneficial to a few sport sectors, it negatively disadvantaged certain population groups. It had adverse outcomes for Brazil's more excluded communities, while temporary funding was mainly channeled toward elite sport (Graeff et al., 2020).

In some instances, sport events are accused of being politically motivated from the perspective of the sport federation. Particularly in the case of SMEs, these global events could be seen as a means to promote globalization and a neoliberal legacy. Governance and the politics of development are particular issues affecting emerging nations. These aspects raise awareness of a more sinister side to the political legacies within emerging nations, mentioned particularly in the cases of Brazil's 2014 FIFA World Cup and Russia's 2014 winter Olympic Games.

A related theme under political legacy, according to the legacy model used, is security. Five papers reviewed were focused solely on investigating improved security, crime reduction, or security risk mitigations as a legacy. These were mostly focused on the events from Brazil and South Africa, but also various events among emerging nations. Also linked to political security, there was mention of negatively perceived legacies such as the pacification and militarisation of host populations (Prouse, 2012).

The Economics of Tourism, Image and Branding

It is difficult to isolate different aspects of the economic legacy from sport events. While the model used in this study includes the tourism legacy as part of the economic legacy, others have preferred to separate these aspects. Furthermore, Byers et al. (2020) combined included destination branding as part of the tourism legacy. While the aim of this paper was not to define legacy types, it serves to highlight the connected nature of legacies.

Almost half of the economic legacy papers related specifically to a tourism legacy. Economic legacies reviewed were typically related to: economic growth; GDP increase; and small enterprise development. However, tourism-related economic legacies included: increased tourism budgets; new source markets; increased urban tourism; sport tourism development; improvements of travel services; and repeat visitation.

Although related as a distinct legacy type in the model used in this study, "image/ branding" (accounting for over 8% of publications reviewed) is closely related to tourism legacy. The case of South Africa's hosting of the 2010 FIFA World Cup is preeminent in its focus on this legacy, with seven (out of nine) papers focusing on nation branding as a legacy for South Africa from the 2010 mega-event. These papers indicated that the SME left a legacy of global branding gains for the host nation, providing a boost to its emerging status and aiding the development of its sport tourism industry (e.g., Knott et al., 2017).

Brazi, Poland and South Korea were also featured examples of image/ branding legacies for the host nation. For Poland, the hosting of the UEFA EURO 2012 was perceived as successfully showcasing the country's "new face" internationally as it emerged from its communist legacy. The event is believed to have strengthened the Polish image among visitors and football fans and enhanced its international competitiveness (e.g., Włoch, 2020). Similarly, through its hosting of events such as the 2002 FIFA World Cup (and subsequently the 2018 winter Olympic Games), South Korea aimed to portray its "global" identity - highlighting its economic liberalization and global prestige (e.g., Lee et al., 2005).

Infrastructure and Urban Development

Infrastructure legacy emerged as another contested legacy within the emerging nation context. A combination of positive and negative legacies were explored from a range of examples, including Brazil, Colombia, Poland, Qatar, South Africa, South Korea, Taiwan and Turkey. A broad set of themes are explored within this legacy, such as: urban planning; event planning; local development; sustainable development; post-event occupancy/ usage; mega-project construction; architecture; mobility; liveable open spaces; and public facilities.

A key area for papers with a focus on infrastructure legacy was "sustainable development" (e.g., Gulak-Lipka and Jagielski, 2020). While large-scale infrastructure development has been a hallmark legacy for most sport mega-events globally, within emerging nations, these events have been more catalytic in nature. It appears that the sport events can play a central or focal role for broader development within the host nation. For example, UEFA EURO 2012 became a central point for many development projects in Poland, primarily relating to sport infrastructure development. However, in many instances, the infrastructure legacies reported were far beyond merely the sport infrastructure required to host the events. Public transport, urban development, housing and public facilities (including parks and recreational spaces) were all cited as examples.

There was a strong link between infrastructure legacy and environmental legacy, through the lense of sustainable development. While environmental legacy was the least of the legacy types featured in the analysis, the papers on this topic emphasized a legacy through sustainable events. They also highlighted the positive role the events can play in environmental communication and messaging.

Sport Development

The key standout focus of a sport legacy was the focus on sport participation, which accounted for nearly half the papers. This does not appear to be unique to emerging nations, yet it is still a key legacy feature. Other legacy aspects related to: sport development; sport facility usage; sport involvement; corporate social responsibility; and support for future sport events.

However, it should be noted that it proved difficult to isolate the sports legacy. For example, some papers referred to sport-for-peace initiatives, although the focus was clearly aligned to political legacy. Furthermore, outcomes from these initiatives emphasized positive social legacies.

Conclusion

This paper set out to ascertain if there is a difference in the legacy focus within emerging nations, by reviewing all peer reviewed journal articles on this topic that focused on examples from emerging nations. While not proposing that these nations be considered as a singular entity, this paper has highlighted the similarities across the papers reviewed and has drawn attention to the most pertinent examples.

The findings certainly highlights the need for a more critical assessment of sport event legacies in emerging nations. While the paper has attempted

to isolate legacy types according to accepted frameworks, the findings indicate that legacies can very seldom be separated from each other. Legacies are certainly inter-connected. While of some merit for identifying differences from established nations, the broader legacy types reviewed in this paper are perhaps too broad in order to reflect the key legacy issues of importance for emerging nations. A deeper, qualitative analysis of the papers revealed nuances in legacy aims and delivery that highlights the differences within emerging nations more clearly.

For example, this paper has revealed legacy focus areas that may be already or become the focus of event planning or legacy research in these nations. The list below (and depicted in Figure 5) indicates the authors' summary of the key legacy focus areas for emerging nations at present and into the near future, namely:

- Economic legacy: economic stimulation and growth; enterprise development; and urban tourism.
- Environmental legacy: sustainable events; environmental communication.
- Image/ brand legacy: global identity, prestige and competitiveness.
- Infrastructure legacy: sustainable development; mobility; and liveable spaces.
- Political legacy: national identity formation; political symbolism; security; risk mitigation; human rights; and social transformation.
- Social legacy: wellbeing; quality of life; and nation-building.
- Sport legacy: sport development; participation; and venue usage.

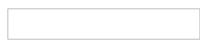


Figure 5. Legacy focus for emerging nations.

The authors recommend that future legacy papers consider the paradoxes of development within underdevelopment among the emerging nations. For example, there is often little critique of apparent positive legacies such as investments in world-class sport facilities that cause exclusion and the redirection of investment from other means of development. The opportunity costs associated with these legacies certainly need to be considered. Another broader critique of the legacy studies in emerging nations is the consideration of the host population's approval of the event. Many of the emerging nations are countries where democracy is not entrenched or where citizens have less say in the selection of events and the decisions surrounding the legacy aims. Greater citizen partnership and inclusion is therefore encouraged in the setting of legacy agendas. This paper has therefore laid the groundwork for future publications that follow this exploratory review, that aim to connect and examine the social fabric and underpinnings of these findings.

Data Availability Statement

The original contributions presented in the study are included in the article/supplementary material, further inquiries can be directed to the corresponding author.

Author Contributions

Both authors listed have made a substantial, direct, and intellectual contribution to the work and approved it for publication.

Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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Mega Sport Events & their Legacies

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Mega Sport Events & their Legacies:

Lessons Learned for Tourism Policy Makers

Just recently the Russian Federation and the Emirate of Qatar were selected to host the FIFA World Cup in 2018 and 2022 respectively. However, why does a country without any strong background in football like Qatar actually engage into (and this case winning) the often exhaustive bidding process for becoming the host of a mega-event, which are also commonly referred to as hallmark events (Roche, 1994), like the FIFA World Cup? Ritchie (2000:155) highlights that "it is widely recognized that high-profile events [...] have the potential to help transform a

city, a community, or an entire country into a major, legitimate tourism destination.” Essex and Chalkley (2004) argue that extensive changes in the global economy such as globalization or the change from industrial city to post-industrial city have facilitated the success of mega-events as being perceived as catalysts of substantial urban transformation. This corresponds to a growing focus of local governments on service industries and sectors such as tourism, which consequently leads to the desire to boost these industries by securing inward investment as well as by improving the respective city’s image within the international tourism market (Essex and Chalkley, 2004). Whitson and Macintosh (1996) highlight that mega-events have become a popular option in urban policy since they create the spectacle required to achieve the mentioned desire.

However, Ritchie (2000) stresses the fact that a strategic planning process beginning long before the actual event is crucial to promote lasting impacts. This is already highlighted by Hall (1989, as cited in Bramwell, 1997:167), who states:

Planning is an essential ingredient not only for the short term success of the hallmark event itself but also in realizing the longer term benefits that can accrue to a community in the holding of such events.

Therefore, one of the most decisive factors in the decision for or against the hosting of mega events is the so-called legacy effect, the long-term benefit as mentioned in the quotation by Hall (1989). And indeed, according to Faulkner et al. (2000), mega-events are e.g. able to enhance visitor levels beyond the event itself. Still, as already mentioned, to maximize such positive tourism effects of the event legacy, leveraging strategies have to be considered in the policy and planning procedures already in the pre-event phase (Ritchie, 2000; Chalip, 2004). While there should consequently be a lively interest into the role of event legacy and their potential for acting as a catalyst for tourism development, there is a lack of information on successful event leveraging strategies and tactics in academic research (Ritchie, 2000).

This paper analyzes and evaluates the academic research on leveraging policies concerning mega sports events [MSE] such as the Olympics or the FIFA World Cup specifically. Hence, firstly an overall framework is set by defining and categorizing mega events in general before interrelating them to the concept of sport events tourism. Secondly, the author discusses the impacts and related issues of MSEs before highlighting best practices of realized event legacies discussed within the academic literature. The research paper concludes with a summary of the previous discussion into a number of definite ‘lessons learned’. The latter corresponds with the overall aim of this research paper, which is therefore in line with the notion by Ritchie (2000) mentioned previously as it tries to extract the operational strategies successfully applied in the context of MSE legacy from the available academic literature to support tourism policy makers.

The Fundamentals of Mega Events

To set the overall framework for this paper, the term ‘mega events’ has to be clarified at first. A variety of definitions is used within the academic literature to classify hallmark or mega events. Still, two descriptions may be deemed as particularly appropriate because of their widespread usage depending on the investigated time period. During the early stages of relevant research, the definition of hallmark events was mainly coined by Ritchie (1984:2), who presented the following description in his research:

Major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract.

However, in more recent studies the term ‘hallmark’ has been succeeded by ‘mega’ since Horne (2007) highlights that the definition most widely applied within today’s academic literature is based on the work by Maurice Roche. Roche (2000:1) perceives mega events as “large-scale cultural (including commercial and sporting) events, which have a dramatic character, mass popular appeal and international significance.” Hence, to remain within this definition, a mega event is required to have considerable consequences for the host community in terms of infrastructure, possible debt, and attraction to ideally global media coverage in order to project the image of the host city/region/nation (Roche, 1994; 2000). In contrast to the earlier description by Ritchie (1984), Roche (2000) emphasizes the issue of event legacy within his work. Therefore, the author of this research paper primarily adheres to the latter definition.

Beyond the already mentioned Mega Sport Events [MSEs] several other events may be classified in accordance with the definitions by Ritchie (1984) and Roche (2000). In support of his description, Ritchie (1984) presents an early but still as valid perceived (Ritchie, 2000; Andranovich et al., 2001) overview of hallmark/mega events [Table 1] showing the variety of areas covered. While most of these events have a global orientation and require a competitive bidding process to become the designated host (Getz, 2008), different levels of event significance in terms of the definition by Roche (2000) and the categorization by Ritchie (1984) are apparent within the respective categories. These are considered with specific relevance to sport tourism and hence MSEs as part of the following section.

Table 1: Classification of hallmark events

illustration not visible in this excerpt

Source: Ritchie (1984:2)

Sports Tourism and Its Events

A review of recent literature within the field of sports tourism by Weed (2006) stresses the fact that the investigated academic papers lack shared theories and universal methods leading to the production of ‘random bricks’ in research. This dilemma also expresses itself in the wide range of sport tourism definitions available (Deery et al., 2004; Weed, 2006). Within these various descriptions a number of authors have however considered sport events as a significant part of this special tourism form (Getz, 2008).

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Mega-events and social change: Spectacle, legacy and public culture

By Maurice Roche

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About this ebook

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.

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