International Handbook on the Economics of Mega Sporting Events

Edited by

Wolfgang Maennig
Department of Economics, University of Hamburg, Germany

and

Andrew Zimbalist
Robert A. Woods Professor of Economics, Smith College, USA

Edward Elgar
Cheltenham, UK • Northampton, MA, USA
Contents

List of contributors viii

PART I INTRODUCTION

1 Introduction: the economics of mega sporting events 3
   Wolfgang Maennig and Andrew Zimbalist
2 What is a mega sporting event? 9
   Wolfgang Maennig and Andrew Zimbalist

PART II BIDDING FOR MEGA EVENTS

3 Mega sporting event bidding, mechanism design and rent extraction 17
   Brad R. Humphreys and Henry van Egteren
4 The winner’s curse: why is the cost of mega sporting events so often underestimated? 37
   Wladimir Andreff
5 Determinants of successful bidding for mega events: the case of the Olympic Winter Games 70
   Arne Feddersen and Wolfgang Maennig
6 An analysis of the political economy for bidding for the Summer Olympic Games: lessons from the Chicago 2016 bid 85
   Robert A. Baade and Allen R. Sanderson
7 Support for and resistance against large stadiums: the role of lifestyle and other socio-economic factors 108
   Gabriel M. Ahlfeldt, Wolfgang Maennig and Michaela Ölschläger

PART III DESIGN OF MEGA EVENTS

8 Can mega events deliver sustainability? The case of the 2010 FIFA World Cup in South Africa 127
   Anton Cartwright
9 Stakeholder perceptions of short-term marketing tactics during the Olympics 140
   Rick Burton, Norm O'Reilly and Benoit Séguin
International handbook on the economics of mega sporting events

10 Mega events and local politics
Matthew J. Burbank, Greg Andranovich and Charles H. Heying
162

11 Estimating match and World Cup winning probabilities
Ruud H. Koning and Ian G. McHale
177

12 Doping and anti-doping measures
Nicolas Eber
194

13 Explaining and forecasting national team medals totals at the Summer Olympic Games
David Forrest, Adams Ceballos, Ramón Flores, Ian G. McHale, Ismael Sanz and J.D. Tena
208

PART IV GENERAL STUDIES OF ECONOMIC IMPACT AND METHODOLOGY

14 The econometric analysis of willingness to pay for intangibles with experience good character
Bernd Süssmuth
227

15 Economic impact of sports events
Philip K. Porter and Daniel M. Chin
246

16 The economic impact, costs and benefits of the FIFA World Cup and the Olympic Games: who wins, who loses?
Stefan Kesenne
270

17 Outlook, progress and challenges of stadium evaluation
Gabriel M. Ahlfeldt and Georgios Kavetsos
279

18 The BRICS: national and urban legacy agendas
Richard Tomlinson and Orli Bass
295

19 Mega events and sports institutional development: the impact of the World Cup on football academies in Africa
Jeroen Schokkaert, Johan F.M. Swinnen and Thijs Vandemoortele
314

20 Economic impact of organizing large sporting events
Elmer Sterken
336

PART V CASE STUDIES: ECONOMIC IMPACT OF MEGA EVENTS

21 Tour de France: a taxpayer bargain among mega sporting events?
Judith Grant Long
357

22 Labor market effects of the World Cup: a sectoral analysis
Robert Baumann, Bryan Engelhardt and Victor A. Matheson
386
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>Not-so-mega events</td>
<td>401</td>
</tr>
<tr>
<td></td>
<td>Dennis Coates</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Reflections on developing the 2010 FIFA World Cup™ research agenda</td>
<td>434</td>
</tr>
<tr>
<td></td>
<td>Kamilla Swart and Urmilla Bob</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>The economic impact of the golf Majors</td>
<td>449</td>
</tr>
<tr>
<td></td>
<td>Stephen Shmanske</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>People's perception of the social impacts of the Beijing Olympic</td>
<td>461</td>
</tr>
<tr>
<td></td>
<td>Games before and after 2008</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yingzhi Guo, Chun Zhou and Yuansi Hou</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>The 2010 FIFA World Cup high-frequency data economics:</td>
<td>482</td>
</tr>
<tr>
<td></td>
<td>effects on international tourism and awareness for South Africa</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stan du Plessis and Wolfgang Maennig</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>For a monsoon wedding: Delhi and the Commonwealth Games</td>
<td>504</td>
</tr>
<tr>
<td></td>
<td>Nalin Mehta and Boria Majumdar</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>The case of Brazil 2014/2016</td>
<td>527</td>
</tr>
<tr>
<td></td>
<td>Luiz Martins de Melo</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>The employment effects of London 2012: an assessment in mid-2011</td>
<td>546</td>
</tr>
<tr>
<td></td>
<td>Dan Brown and Stefan Szymanski</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PART VI CONCLUSION</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Future challenges: maximizing the benefits and minimizing the costs</td>
<td>571</td>
</tr>
<tr>
<td></td>
<td>Wolfgang Maennig and Andrew Zimbalist</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Index</td>
<td>587</td>
</tr>
</tbody>
</table>