Contemporary sport business is international. From global sport competitions and events, sponsorship deals and broadcasting rights to labour markets and lucrative flows of tourists, anybody working in sport business today has to have an international perspective. This book offers the broadest and most in-depth guide to the key themes in international sport business today, covering every core area from strategy and marketing to finance, media and the law. Including authors from more than twenty countries spanning the Americas, Europe, Asia, Africa and Australia, this handbook addresses the most important issues in the world of sport business from a uniquely global perspective. Each chapter examines a particular cross-section of business and sport, encompassing all levels from grassroots to professional and elite. Divided into seven major subject areas, it offers insights from experts on: International Sport Business Strategy Sport Marketing Sport Economics and Finance International Sport Law Sport Media and Communication Sport Tourism Sport Development. The Routledge Handbook of International Sport Business is an essential resource for any course on sport business, sport management or international business.

Place branding has made it possible for international destinations to be able to compete within the global economy. Through the promotion of different cities, natural beauty, and local culture or heritage, many regions have been able to increase their revenue and international appeal by attracting tourists and investments. Global Place Branding Campaigns across Cities, Regions, and Nations provides international insights into marketing strategies and techniques being employed to promote global tourism, competitiveness, and exploration. Featuring case studies and emergent research on place branding, as well as issues and challenges faced by destinations around the world, this book is ideally suited for professionals, researchers, policy makers, practitioners, and students.

To many young people, the term sport has an exhilarating ring; to many older persons, it signifies recreation and leisure. From colonial times, it has been viewed as a means of social control. Increasingly, it is being touted by governments and donor agencies as a self-evident tool of Africa's development. How accurate are these individual, romantic and moral notions of sport? In this volume, eleven African scholars offer insightful analyses of the complex ideological and structural dimensions of modern sport as a cultural institution. Drawing on various theories and cross-cultural data, the contributors to this volume highlight the various ways in which sport norms, policies, practices and representations pervasively interface with gender and other socially constructed categories of difference. They argue that sport is not only a site of competition and physical recreation, but also a
crossroad where features of modern society such as hegemony, identities, democracy, technology, development and master statuses intertwine and bifurcate. As they point out in many ways, sport production, reproduction, distribution and consumption are relational, spatial and contextual and, therefore, do not pay off for men, women and other social groups equally. The authors draw attention to the structure and scope of efforts needed to transform the exclusionary and gendered nature of sport processes to make them adequate to the task of engendering Africa's development. Gender, Sport and Development in Africa is an immensely important contribution to current debates on the broader impacts of sport on society. It is an essential reading for students, policy-makers and others interested in perspectives that interrogate the grand narratives of sport as a neutral instrument of development in African countries. This volume is built around three assumptions - first, that for huge numbers people around the world, including many sport lovers, there are more important things in life than sport; second, that the governance of sport is in many ways problematic and needs to be confronted; and, third, that contrary to the still-popular belief that sport and politics don't mix, sport often provides an ideal theatre for the enacting of political protest. The book contains studies of a range of protests, stretching back to the death of suffragist Emily Davison at the Derby of 1913 and encompassing subsequent protests against the exclusion of women from the sporting arena; the Berlin Olympics of 1936; Western imperialism; the Mexico Olympics, 1968; the state racism of apartheid in South Africa; the effect of the global golf industry on ecosystems; Israeli government policy; resistance to the various attempts to bring the Olympic Games to Canadian and American cities; the cutting of welfare benefits for disabled British citizens; class privilege in the UK; Russian anti-gay laws; and high public spending on sport mega-events in Brazil. The collection will be of interest to scholars and students with an interest in Sports Studies, History, Politics, Geography, Cultural Studies and Sociology. This book critically examines the ways in which sports contribute to, or inhibit, social well-being, the directions these changes take and the conditions necessary for sport to have beneficial outcomes. The themes addressed in the book demonstrate the diversity and versatility of the social impacts sport can potentially achieve as well as the variable benefits of sport in different social contexts. The contributions are focused around four major themes: - Sport development and social change: intended and unanticipated consequences - Empowerment and personal change through sport - Sport participation, social inclusion and social change - The impact of sport in society: historical and comparative perspectives. The volume constitutes the first scholarly attempt to locate, compare and conceptualize the social impact of sport in different local, national and international contexts. Through international comparison and empirically grounded case studies the book provides an important new departure in the study of the social meanings of sport in society, linking themes and areas that have previously been studied merely separately from one another. This book was previously published as a special issue of Sport in Society. Sport is a cultural institution that stands at the interface between political and civil society. In divided communities, sport has been an agent of separation, sectarian hatred and violence, but also a highly effective tool for conflict resolution, reconciliation and peace-building. In this important study, John Sugden and Alan Tomlinson draw on their extensive international experience of working with divided communities to develop a methodological and theoretical model for peace-building in sport. The book showcases original case studies from three regions of the world in which sport has played a prominent role in social deconstruction and reconstruction: Northern Ireland, Israel/Palestine and South Africa. Combining a wealth of primary and secondary data, the authors chart the rise of the contemporary Sport for Development and Peace movement (SDP) and outline an important new practice-based framework for understanding, researching and working to achieve positive social change in the SDP sector. This is essential reading for any student, researcher or practitioner with an interest in the sociology of sport, sport development, international development, peace studies or conflict resolution. This state-of-the-art Research Handbook provides a challenging and critical
examination of the complex issues surrounding sports in contemporary societies. Featuring contributions from world-leading scholars, it focuses upon the impact of their research, together with significant social issues and controversies in sport. South Africa's armed forces invaded Angola in 1975, setting off a war that had consequences for the whole region that are still felt today. A Far-Away War contributes to a wider understanding of this war in Angola and Namibia. The book does not only look at the war from an "old" South African (Defence Force) perspective, but also gives a voice to participants "on the other side" - emphasising the role of the Cubans and Russians. This focus is supplemented by the inclusion of many never-before-published photographs from Cuban and Russian archives, and a comprehensive bibliography. This is a multi-disciplinary contribution to the burgeoning literature on and around mega-events in general and sports mega-events in particular. The volume is not specifically about mega-events or their management, but rather how such events act as a lens through which a number of important and critical questions about the decisions to host, the host nation, its society and the politics of culture, sport and leisure more broadly can be dealt with. In doing so this book seeks to build on, and out from initial work on (sports) mega events by acknowledging the major shift towards ‘emerging’ states awarded such events since 2006 and incorporating the latest advances in research that have taken place in recent years. For example, debates about what constitutes a ‘mega-event’, what is meant by a ‘legacy’, what is ‘soft power’ and so on are dealt with from a team of leading academics from a variety of academic disciplines. This book was previously published as a special issue of Leisure Studies. Critical and radical perspectives have been central to the emergence of the sociology of sport as a discipline in its own right. This ground-breaking new book is the first to offer a comprehensive theory and method for a critical sociology of sport. It argues that class, political economy, hegemony and other concepts central to the radical tradition are essential for framing, understanding and changing social and political relations within sport and between sport and society. The book draws upon the disciplines of politics, sociology, history and philosophy to provide a critical analysis of power relations throughout the world of sport, while offering important new case studies from such diverse sporting contexts as the Olympics, world football, boxing, cricket, tennis and windsurfing. In the process, it addresses key topics such as: * nations and nationalism * globalisation * race * gender * political economy. Power Games can be used as a complete introduction to the study of sport and society. And will be essential reading for any serious student of sport. At the same time, it is a provocative book that by argument and example challenges those who research and write about sport to make their work relevant to social and political reform. The Olympic Games, revived in 1896, are the most well known international multisport gathering—but since 1896, hundreds of other competitions based on the Olympic Games model have been established whose histories have not been well documented. The Encyclopedia of International Games captures (in one alphabetical sequence) the histories of these games, many of them for the first time. The work includes major regional events such as the African, Asian, Arab, South Pacific, and Pan American Games; competitions such as the Indian Ocean Island Games, Arctic Winter Games, Island Games, and Games of the Small Countries of Europe; specific populations or professions such as the North American Indigenous Games, Maccabiah Games, World Military Games, World Police and Fire Games, and World Medical and Health Games; and Special Olympics, the Paralympics, games for the blind, and other regional games. Eight appendices, notes, bibliography, index. "This is an expanded and fully revised new edition of a highly acclaimed guide to the world's carnivores--some of the most spectacular and feared creatures in nature. Covering all 250 species of terrestrial, true carnivores, from the majestic polar bear and predatory wild cats to the tiny least weasel, Luke Hunter's comprehensive, up-to-date, and user-friendly guide features 93 color plates by acclaimed wildlife artist Priscilla Barrett that depict every species and numerous subspecies, as well as more than 400 drawings of skulls and footprints. Features new to this edition include revised and expanded species coverage, a
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The use of sporting and other mega-events to bring about transformation of socially deprived areas of major cities is becoming an increasingly important part of the raison d'être for hosting such events, especially given the immense costs involved and the current economic climate. The tax-paying public increasingly has to be persuaded of the benefits, beyond the event itself, to spend the nation’s resources in this way.

This edited book, written by international experts, critically explores these multiple facets of the Mega Event legacy looking at the various economic, environmental and social impacts and benefits in multiple continents. It considers topics such as volunteering, participation, economics, sponsorship, ethics and technology in relation to legacy. This timely book provides a further understanding of the legacy discourse, as well as the potential pitfalls connected to legacy in relation to mega events. Filling a gap in the literature on legacy research, Legacies and Mega Events will be of interest to events, sports, tourism, urban development students, researchers and academics.

This book explores various aspects of intranational elite football in Africa, drawing on the expertise of notable scholars from across the world. Africa’s Elite Football focuses on an area largely ignored by current scholarship on African football, where interest has focused on international migration. In exploring the intranational, the book is written in two parts. The first is a general focus on the continent, and the second is an examination of country cases. The general focus of the book is on the nature of elite tier leagues, the relationship between politics and football, the media, youth academies, intranational migration and fans. Notably, chapters on topics such as intranational migration present groundbreaking scholarship in this area. Currently, football discourses on migration focus on international migration of footballers, yet the majority of migration in African football is intranational. Thus, by addressing the intranational, this book brings attention to an area that is underrepresented in the current academic discourse. The second part of the book, which focuses on country cases, covers Botswana, Egypt, Kenya, Nigeria, Senegal, Zambia and Zimbabwe. The topics explored in those cases include religiosity, health, women’s football, media and management. The coverage of health-related issues is particularly important given that several books on African football rarely broach such a topic. With its unique approach to African football, this book will be of interest to scholars and students of sports history, African studies, politics in sports and African sports.

Compared with modes of representation such as literature, drama, poetry and dance, the world of sport has been largely neglected in postcolonial studies. At both local and global levels, however, sport has been profoundly affected by the colonial legacy. How are individual nations and different sporting cultures coping with this legacy? What does the end of colonialism mean within particular states and sports? How is postcolonialism linked with struggles of race and identity? Sport was a major tool of colonial power and postcolonialism manifests itself in the modern sporting world in several ways, including the huge number of world class athletes from former European empires and the exploitation of child-workers in postcolonial nations by the sporting goods industries. Many former colonial states place considerable importance on elite sport as a form of representation, yet a small number of such states oppose sport in its western form. This book explores the wealth of issues and experiences that comprise the postcolonial sporting world and questions whether sport can act as a form of resistance in postcolonial states and, if so, how such resistance might manifest itself in the rule-bound culture of sport. Its novel approach and topical focus makes this book essential reading for anyone interested in contemporary sports, postcolonialism, race and ethnic studies.

Collection of essays on the South African alternative press from the 1880s to the 1960s. As athletes of today grapple with how to use their public platforms to fight for activist causes, Sport and Apartheid South Africa: Histories of Politics, Power, and Protest examines a
set of longer histories of sport, ‘race’, and activism. The book seeks to uncover and understand new historical aspects of apartheid and sport, challenge myths, and rethink dominant narratives. It examines the subject of racially segregated sport in South Africa from national and transnational perspectives, asking questions about how athletes and administrators, transnational anti-apartheid groups and activists, and politicians around the world interpreted and internalized racial segregation in South Africa. By connecting the local to the global, this book illuminates the ways in which apartheid sport animated national and international debates, ranging from racism and human rights to Cold War politics and post-colonialism. Sport and Apartheid South Africa is a significant new contribution to the study of race and politics in sport and will be a great resource for academics, researchers, and advanced students of History, Politics, International Relations, Sociology, and Political Geography. The chapters in this book were originally published in The International Journal of the History of Sport. This book provides an overview of innovative and new directions being chartered in South African tourism geographies. Within the context of global change the volume explores different facets and different geographies of tourism. Key themes under scrutiny include the sharing economy, the changing accommodation service sector, touring poverty, tourism and innovation, tourism and climate change, threats to sustainability, inclusive tourism and a number of studies which challenge the present-mindedness of much tourism geographical scholarship. The 18 chapters range across urban and rural landscapes in South Africa with sectoral studies which include adventure tourism, coastal tourism, cruise tourism, nature-based tourism, sports tourism and wine tourism. Finally, the volume raises a number of policy and planning issues in the global South in particular relating to sustainability, local economic development and poverty reduction. Outlining the impact of tourism expansion in South Africa and suggesting future research directions, this stimulating book is a valuable resource for geographers as well as researchers and students in the field of tourism studies. The new millennium has been characterised by several crises ranging from dramatic acts of terror to natural disasters, as well as the most significant economic recession since the late 1920s. However, despite such challenges the global tourism system has in the main retained its past vitality although in some cases in a different form. The book investigates different kinds of "crisis" and unpacks understandings of crisis in relation to various components in the contemporary tourism system. The aim of this book therefore is to critically analyse the relationship between tourism and crises. The volume focuses on the roles and potential of tourism for development and relations between tourism, environment and broad global process of change at different levels of analysis, highlighting different types of "crisis". In particular it questions the general conviction that tourism-led development is a sustainable and necessarily solid platform from which to develop local, national and regional economies from a range of perspectives. Written by leading academics in the field this book offers valuable insight into tourism's relationship with socio-cultural, environment, economic and political crisis as well as the challenges facing future tourism development. Ranging from the largest terrestrial carnivore, the Polar Bear, to the tiny Least Weasel that can squeeze through a wedding ring, the true carnivores include some of the world's most charismatic, admired, feared and spectacular creatures. This new edition of Luke Hunter's comprehensive guide profiles all of the world's terrestrial carnivore species. Thoroughly updated throughout and covering recently described species, a detailed account describes each species' key identification characteristics, distribution and habitat, behaviour, feeding ecology, social patterns, life history statistics, conservation and the latest on classification. The new edition also includes accurate distribution maps for each species. Colour plates by top wildlife artist Priscilla Barrett depict each species, with subspecies, colour variations and behavioural vignettes for many. There are also detailed line drawings of more than 230 skulls and 110 footprints. Football, in many ways, is a visual endeavour. From the visual experience within the stadium itself to worldwide media representations, from advertisements to football art and artefacts: football is much about seeing and being seen, about watching, making
visual and being visualised. The FIFA World Cup 2010 in South Africa has turned into a perfect example of the visual dimensions of football. Stadiums have been built and marketed as tourist attractions, mass media and internet platforms are advertising South African cities and venues, logos and emblems are displayed and celebrated, exhibitions are organised in museums world-wide. This book explores the social, cultural and political role of football in Africa by focusing on the issue of its visibility and invisibility. The contributions consider the history and present of football in different parts of Africa. They examine historical and recent pictures and images of football and football players, as well as places and spaces of their production and perception. They analyse the visual dimensions expressed in sports infrastructure, football media-scapes, and in expressive and material arts. This book thus contributes to the growing interest in football in Africa by exploring a new field of research into sports. This book was previously published as a special issue of Soccer and Society. During more than forty years, Bruce Kidd has combined careers as an internationally ranked athlete, coach, sports administrator, professor and dean with critical scholarly and popular writing about sport, often on the issues in which he has been directly involved. Frequently called the conscience of Canadian sport, he defines his perspective as that of critical support: while he can be savage about the inequalities and abuses of power in contemporary sport, he seeks to reform sports so that many more people can enjoy their potential benefits. This book provides a sampling of Professor Kidd's scholarly writing. The issue begins with Kidd's reflection on the ways in which sport is constituted by society and a lifetime of simultaneous scholarship and intervention. The rest of the issue is organized around three themes: the Canadian sport system, the Olympic Movement, and his recovery projects, historical writing that brought long-forgotten earlier initiatives and episodes back into public understanding. In each case, Kidd provides a brief introduction of 1000-1500 words that sets the context for the original article and provides an update on the subject matter. This book was previously published as a special issue of Sport in Society. The Olympics have developed into the world's premier sporting event. They are simultaneously a competitive exhibition and a grand display of cooperation that bring together global cultures on ski slopes, shooting ranges, swimming pools, and track ovals. Given their scale in the modern era, the Games are a useful window for better comprehending larger cultural, social, and historical processes, argues Jules Boykoff, an academic social scientist and a former Olympic athlete. In Activism and the Olympics, Boykoff provides a critical overview of the Olympic industry and its political opponents in the modern era. After presenting a brief history of Olympic activism, he turns his attention to on-the-ground activism through the lens of the Vancouver 2010 Winter Olympics and the 2012 Summer Olympics in London. Here we see how anti-Olympic activists deploy a range of approaches to challenge the Olympic machine, from direct action and the seizure of public space to humor-based and online tactics. Drawing on primary evidence from myriad personal interviews with activists, journalists, civil libertarians, and Olympics organizers, Boykoff angles in on the Games from numerous vantages and viewpoints. Although modern Olympic authorities have strived— even through the Cold War era— to appear apolitical, Boykoff notes, the Games have always been the site of hotly contested political actions and competing interests. During the last thirty years, as the Olympics became an economic juggernaut, they also generated numerous reactions from groups that have sought to challenge the event's triumphalism and pageantry. The 21st century has seen an increased level of activism across the world, from the Occupy Movement in the United States to the Arab Spring in the Middle East. What does this spike in dissent mean for Olympic activists as they prepare for future Games? David O'Sullivan and Kevin McCallum are passionate about sport. They are fascinated by its vivid characters, heart-stopping moments and its endless drama. Over years of watching, reading and reporting on great sporting events, they have amassed a wealth of knowledge. After much deliberation, debate and pursuit of famous sports stars for personal anecdotes, they have produced this book: a fascinating collection of trivia and behind-the-scenes stories about South African sport over the years. The Penguin
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Book of South African Sports Trivia is the perfect companion for sports fanatics or people who just want to show off in front of their sports-mad mates. Do you know: which one-eyed Norwegian captained the South African cricket team; why Percy M Montgomery punched Butch James before the Rugby World Cup in 2007; how Thabo Mbeki was responsible for the first loss the West Indian cricket team suffered on their tour of England in June 1966; which kwaito star has a father famous for his exploits in showjumping; how M donna helped to kick-start Gary Kirsten's international cricket career; what Jomo Sono did during his wedding reception; why Pieter Hendriks' try in the opening match of the 1995 Rugby World Cup should never have been awarded. Find out the answers to these questions and hundreds more to impress your friends with your extraordinary knowledge of South African sport. This is a fundamental text for the study of sport history. It answers the 'why,' 'how,' and 'what' questions, introducing the key principles and practices of sport history and walking the reader through the fascinating stories, debates, issues, and national and international narratives that constitute the history of sport. The book provides an overview of the field and the various professional roles assumed by practitioners, such as researchers, academics, and public historians. It is brief, crisp, and to the point. The main general topics of interest within the field – gender, race, nationalism, religion, sport and leisure, and megaevents – are covered with introductory vignettes, stories of interest, a wide variety of theoretical frameworks, and relevant historiography in the most current and timely text of its kind. Each chapter provides a list of further readings for more in-depth study. Students are taught how to conduct research and present their findings in a variety of mediums, and teaching and publication tips are offered for educators. Sport History: The Basics is essential reading for any student on a sport-related degree course or with an interest in social and cultural history. It is also fascinating reading for anybody with a general interest in sport. The Britannica Book of the Year 2012 provides a valuable viewpoint of the people and events that shaped the year and serves as a great reference source for the latest news on the ever changing populations, governments, and economies throughout the world. It is an accurate and comprehensive reference that you will reach for again and again. This book provides a critical approach to sport-for-development, acknowledging the potential of this growing field but emphasising challenges, problems and limitations – particularly if programs are not adequately planned, delivered or monitored. In recent decades Africa has emerged as a sporting giant. The African sporting phenomenon has been addressed in the popular press and it has also attracted scholarly interest; however, this interest is almost entirely focussed on men. Yet women’s participation in recreational and elite sport is worthy of exploration and research. This path-breaking collection of essays provides an introduction to a variety of dimensions of women’s participation in African sports. Several key concepts are addressed in the book: women and media, women and sport-migration, sport and empowerment, sporting and social development, women’s sport and postcolonial Africa, and professional sport and economic development. This collection, authored by established scholars, will attract readership from students from Sports Studies to African Studies and from undergraduate students to university teachers. This book was published as a special issue of Sport in Society.

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