A Critical Examination of Mega vs. Small-Scale Sport Events: Future Directions?

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Abstract: The year 2018 is marked in the global sporting calendar by the Winter Olympic Games and the FIFA World Cup, both mega sporting events. However, the desire to host either the Olympic Games or the FIFA World Cup is waning just at a time when events of all types are booming. Drawing upon various studies I have done through the years (2004 Olympic Games; 2010 FIFA World Cup; and various small-scale events), I will examine the benefits of hosting and participating in sport events for both participants and host communities with a focus on social impacts of these events. I think we are at a critical stage in the era of the mega sporting events and it is time to take stock making use of sport, tourism and sport tourism and wider concepts such as sustainable development.