

Preface

Sport has become a global industry over the last 30 years, and it has spun off several new research subjects, such as fan behavior, corporate social responsibility, the economic and social impact of sporting events, sports tourism, and the legacy of mega-sporting events. Moreover, with regard to international sports-related education, FIFA Master, one of the leading-edge sports management education programs founded by FIFA (Fédération Internationale de Football Association) and CIES (The International Centre for Sports Studies), adopts sports management, sports law, and sports humanities as mandatory programs.

The fact that sports humanities is a part of the sports management education program means that a person with extensive knowledge—not only business-related comprehension but also acquaintance with art-related fields, such as the humanities and law—will play a central role in sports management in the next generation. Considering these trends in the global sports industry, three parts are included in this book: (1) sports management, (2) sports economics and policy, and (3) sports humanities.

The former two parts aim to provide a clear understanding of sports management and marketing, including the motivational and/or emotional components of fan behavior and sports participation, sports club management, sports sponsorship, athlete reputation management, sports economics, and elite sports policy. As stated above, various topics can be found in sports management research from the macro to the micro point of view, and they are not individually separated but intimately connected. Moreover, given the interdisciplinary nature of sports management, specific, common, and cross-border issues arise in each country. Data from several countries are included in the sports management part.

In 2014, the first conference of the World Association for Sport Management (WASM), which consists of six continental associations for sports management (North America, Europe, Australia–New Zealand, Asia, Latin America, and Africa), will be held in Madrid, Spain. Research beyond borders and collaborative research are expected to increase more significantly than before. Researchers in sports management are expected to find the best answers to such questions as how to manage

sports-related organizations or people effectively, how to stimulate the global or local economy and exert social impact through sports, and how to help people gain well-being through sports. These research questions have not changed all through the ages and across the globe. In this book, the researchers also try to find the optimized solution in each topic, and readers can find traces of their passionate exploration.

In the humanities, sport is a broad theme for discussing nationalism, modernization of the body, globalization, and the invention of tradition. Within half a century, sport has come to be treated as one of the central themes in the humanities. However, the connection between sports and the aforementioned problem has only become stronger; the problem has in fact become even more serious rather than being provided with a possible solution. The Olympic Games might be social phenomena that clearly show nationalism as if they are proxy wars. Alternatively, the modernization of the body through sports activities continues to exert its power on physical education in schools and the health and fitness industry. In contrast, the progress of globalization accelerates the fluidity of people, products, and money related to sports and gives people a “transnational sports arena” beyond the national scale. Additionally, traditional sports are created not only to reconstruct ethnic identities but also to develop tourism resources in relation to expanding intellectual property rights for traditional knowledge.

Although sports humanities cover a wide variety of themes, one aspect common to all the chapters in the book is the observation that sport is a critical cultural phenomenon that raises the most important issues of modern society. As has been demonstrated thus far, sports humanities are expected to considerably increase the importance of sports.

The editors called in young researchers and authors and asked them to write chapters that reviewed cutting-edge topics of their interest. The book offers the latest findings in sports management and the humanities to senior and junior researchers as well as to professionals in sports management. This book is expected to sow the seeds of future research in sports management and sports humanities.

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