

Topics in the Political Economy of Sports

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Aims and Objectives

This course explores the economic and social background to the funding and construction of large sports stadiums and arenas. We will study the extent of this activity, its rationale, the costs and benefits and the political logic behind it.

Course Structure

The course is divided into ten sessions of ninety minutes, one in the morning and one in the afternoon. For each session a core reading is required. There will be a brief introduction, followed by a discussion of issues arising from the reading. Additionally students will be assigned a second reading which they will explain to the class.

Course Requirements

In preparation of the course:

- Carefully work through the required readings.
- Skim the additional readings to get a basic sense for the issues.
- Prepare a two-page summary of the assigned paper to be distributed before class.

During the course:

- Lead the class discussion of the assigned paper.
- Contribute to class discussions when you are not the leader.

After the end of the course:

- Write a short report (up to 2000 words) comparing the social costs and benefits of two major sports events: a pair of Olympic Games (two summer games or two winter games), a pair of FIFA World Cups or a pair of UEFA Euros. As far as possible use data to support your analysis. You have one week to complete this task.

Session 1: Why host the games? Motivations for mega-sporting events

Reading 1

Nauright, J., 2004. Global games: culture, political economy and sport in the globalised world of the 21st century. *Third World Quarterly*, 25(7), pp.1325-1336.

Reading 2

Dyreson, M., 1995. Marketing national identity: The Olympic Games of 1932 and American culture. In *PROCEEDINGS AND NEWSLETTER-NORTH AMERICAN SOCIETY FOR SPORT HISTORY* (pp. 64-64).

Session 2: Football stadiums

Reading 3

Szymanski, S., 2015. "Stadiums" in *Money and Football*. Nation Books, chapter 3

Reading 4

UEFA, 2017. "Stadiums and Stadium Development" in *Club Licensing Benchmarking Report FY2015*, chapter 5.

Session 3: The theory of economic impact

Reading 5

Siegfried, J. and Zimbalist, A., 2000. The economics of sports facilities and their communities. *The Journal of Economic Perspectives*, 14(3), pp.95-114

Reading 6

Crompton, J.L., 1995. Economic impact analysis of sports facilities and events: Eleven sources of misapplication. *Journal of sport management*, 9(1), pp.14-35

Session 4: Estimates of stadium impact

Reading 7

Coates, D. and Humphreys, B.R., 2003. Professional sports facilities, franchises and urban economic development. *Public Finance and Management*, 3(3), pp.335-357

Reading 8

Coates, D. and Humphreys, B.R., 2003. The effect of professional sports on earnings and employment in the services and retail sectors in US cities. *Regional Science and Urban Economics*, 33(2), pp.175-198.

Session 5: Estimating hedonic effects

Reading 9

Carlino, G. and Coulson, N.E., 2004. Compensating Differentials and the Social Benefits of the NFL. *Journal of Urban Economics*, 56(1), pp.25-50.

Reading 10

Coates, D., Humphreys, B.R. and Zimbalist, A., 2006. Compensating differentials and the social benefits of the NFL: A comment. *Journal of Urban Economics*, 60(1), pp.124-131.

Session 6: Mega event economic impact

Reading 11

Baade, R.A. and Matheson, V.A., 2016. Going for the Gold: The economics of the Olympics. *The Journal of Economic Perspectives*, 30(2), pp.201-218.

Reading 12

Billings, S.B. and Holladay, J.S., 2012. Should cities go for the gold? The long-term impacts of hosting the Olympics. *Economic Inquiry*, 50(3), pp.754-772.

Session 7: Contingent Valuation Methods

Reading 13

Johnson, B.K. and Whitehead, J.C., 2000. Value of public goods from sports stadiums: The CVM approach. *Contemporary Economic Policy*, 18(1), pp.48-58.

Reading 14

Atkinson, G., Mourato, S., Szymanski, S. and Ozdemiroglu, E., 2008. Are We Willing to Pay Enough to Back the Bid? Valuing the Intangible Impacts of London's Bid to Host the 2012 Summer Olympic Games. *Urban Studies*, 45(2), pp.419-444.

Session 8: Tourism and mega events

Reading 15

Fourie, J. and Santana-Gallego, M., 2011. The impact of mega-sport events on tourist arrivals. *Tourism management*, 32(6), pp.1364-1370.

Reading 16

Peeters, T., Matheson, V. and Szymanski, S., 2014. Tourism and the 2010 World Cup: Lessons for developing countries. *Journal of African Economies*, 23(2), pp.290-320.

Session 9: Happiness

Reading 17

Kavetsos, G. and Szymanski, S., 2010. National well-being and international sports events. *Journal of Economic Psychology*, 31(2), pp.158-171.

Reading 18

Dolan, P., Kavetsos, G., Krekel, C., Mavridis, D., Metcalfe, R.D., Senik, C., Szymanski, S. and Ziebarth, N.R., 2016. The host with the most? The effects of the Olympic Games on happiness. London School of Economics, CEP Discussion Paper No 1441

Session 10: Motives and alibis

Reading 19

Szymanski, S., 2011. About winning: The political economy of awarding the World Cup and the Olympic Games. *SAIS Review of International Affairs*, 31(1), pp.87-97.