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| Altri autori (Persone) | ShipwayRichard KirkupNaomi |
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| Nota di contenuto | Cover; CONTENTS; Editorial advisory board; Guest editorial: the impacts and legacies of sports events; The economic impact of the Comrades Marathon; Host population perceptions of the social impacts of sport tourism events in transition countries; The inspirational effects of three major sport events; Determinants of volunteer motivation and their impact on future voluntary engagement; A neglected legacy; Leveraging tourism social capital: the case of the 2010 Olympic tourism consortium; Book review |
| Sommario/riassunto | This ebook examines a selection of key impacts and legacies associated with sports events. In doing so, it also investigates some prominent issues, trends and opportunities in the relationship between sport, tourism and events and how, irrespective of whether mega, leisure or community-based sports, event organisers and destination managers can tap the potential to be derived from sports events. |