

Towards a public policy of hosting sports events: The case of Geneva, Switzerland

Contact details

Name author(s): Olivier Mutter, PhD candidate, research assistant

Institution(s) or organisation(s): Swiss Graduate School of Public Administration, University of Lausanne

City and country: Lausanne, Switzerland

Email address for correspondence: olivier.mutter@idheap.unil.ch

Aim of paper and research questions

The aim of this paper is to determine:

- Which actors should be included as part of the political-administrative arrangement (PAA) when setting up a sport events hosting public policy in a city;
- If the political-administrative arrangement (PAA) should be differentiated regarding the size (L or M/S) and the type (road or sport infrastructure) of sport events.

Literature review

Many studies have been conducted on the impacts of sport events on a host city, which usually focus on economic, social, environmental and destination image impacts (Chalip, 2004; 2006; Gratton & Henry, 2001; Van den Berg, 2000). There is little research done on sport events hosting policies (Chappelet, 2006; Leopkey & Mutter, 2009), and no research has specifically discussed which public actors must be involved in such public policies. Research in public administration (Knoepfel et al., 2007) provides an interesting model to explore the actors network such a public policy should involve.

Research design and data analysis

The research was conducted through documents analysis (official documents, newspaper articles, websites), interviews and questionnaires filled in by:

1. Political authorities;
2. Sport events organisers, with events of different sizes (L, M, S) and types (road and sport infrastructure events).

Sport events

	Road Events	Sport Infrastructure Events
Size L	Tour de Romandie (Cycling)	CHI-W (Equestrian)
	Course de l'Escalade (Road Race)	Davis Cup (Tennis)
Size M/S	Genève Marathon (Road Race)	Bol d'Or (Boccia)
	Triathlon de Genève (Triathlon)	AtletiCAGenève (Athletics)

Results

As a result of this research, we can define the political-administrative arrangement (PAA) that should be shaped for a sport events hosting public policy in a city. It should include the following elements:

1. Public actors representing both authorities' objectives and event organiser's requirements;
2. Public actors representing various government levels and domains (horizontal and vertical coordination);
3. Ability to be shaped according the size of the event (L vs M/S) and the type of events (road or infrastructure events).

Discussion and conclusion

This paper provides effective insights on the public actors that should be included in the political-administrative arrangement (PAA) when setting up a sport events hosting public policy in a city. As Geneva is an international city, comparisons with cities that have strong policies in place, like Lausanne, Melbourne, Chicago, Rotterdam or Copenhagen would provide interesting knowledge. Further research is needed.

References

- Berg, L. van den, Braun, E., & Otgaar, A.H.J. (2000). *Sport and city marketing in European Cities*. Rotterdam: Ericur.
- Chalip, L. (2006). Towards social leverage of sport events. *Journal of Sport Tourism*, 11, 109-127. Routledge.
- Chalip, L. (2004). Beyond Impact: A General Model for Sport Event Leverage. In B.W. Ritchie & D. Adair, *Sport tourism: Interrelationships, impacts and issues* (pp. 226-246). Channel View Publications.
- Chappelet, J.-L. (2006). *Les politiques publiques d'accueil d'événements sportifs*. Paris: L'Harmattan.
- Chappelet, J.-L. (Dir.) et al. (2005). *From initial idea to success : A guide to bidding for sport events for politicians and administrators*. Chavannes-Lausanne: IDHEAP – SENTEDALPS – INTERREG III B.
- Gratton, C., & Henry, I.P. (2001). *Sport in the City: The Role of Sport in Economic and Social Regeneration*. London: Routledge.
- Knoepfel, P., Larrue, C., Varone, F., & Hill, M. (2007). *Public policy analysis*. Great Britain: The Policy Press.
- Leopkey, B., & Mutter, O. (2009). Barriers and Facilitators when Hosting Sporting Events: Exploring the Canadian and Swiss Sport Event Hosting Policies. *International Journal of Sport Policy*, London: Routledge.