

---

## **Social network argument for innovative sports' development and city competitiveness**

Submitting author: Prof Pedro Guedes  
Universidade da Beira Interior, Sport Department FCSH  
,  
Portugal

All authors: Pedro Guedes

Type: Scientific  
Category: 9: Sport for Good

### **Abstract**

#### THEORETICAL BACKGROUND

Hosting major sporting events represents a relevant strategy to brand a place 'internationally' through brand association transfer (Bodet, 2012). The operation of tThe three types of social capital (bonding, bridging and linking) is considered alongsideoperate across social capital attributes (networks, trust, reciprocity, volunteering and community building). The theoretical framework employed is derived driven from Lin's framework of social capital; there is a potential for the development of trust, cooperation and community networks that can change cultural profiles and practices of sports' organizations (Maxwell, 2010).

As (Kellett, (2008) states, the city that leveraged its visiting team obtained new relationships, new cultural insights, and improved its organizational networks, whereas the city that didn't not leverage obtained no comparable benefits. They Kellet (2008) also recommend that future work should explore factors that foster and that inhibit effective leverage before and during sport events.

Finally, some authors studied the causal relationship between the economic development and sports infrastructure's development levels (Burillo, 2011); they conclude that public authorities will be able to create policies to promotinge measures toand redressing the balance between regions. More concerning onconcerning the use of sport spaces, innovating and modernizinge them according to the 'new' demand's' need for physical activity and sport.

Our argument is that we need to redirect building city planning and city sports' management projects and policies throughout a thorough contribution ofinvolving a number of specific institutions that matter, forin order to modelling the design of cities and regions and to promote physical activities and new sport habits of in its citizens.

#### METHODOLOGY

Economists very face considerable difficulty to assess the right impact of sports' events or sport facilities' construction on urban economies; they have did not found no evidence about professional sport's teams and facilities of do have a positive economic impact of professional sport's teams and facilities on urban economies (Coates, 2003).

We support the notion that social network analysis is the right method to show evidence that intangible factors; itIt is also through social network methods that we highlighted some internal organizational network patternpattern, which appears to be as possible complementary explanation for innovation performance and productivity. Clubs' do have and develop interesting social networks (either individual orand institutional);, their interaction flows and densities, or even in their pattern of special interactions within the organizational sample, do promote social capital empowering people to participate in city planning.

In this paper we looked for the interactions perceived by the whole set of sport's agents acting in a specific municipality (Gm).

This is a contextual mixed methodology to describe the municipal sportive phenomenon, but it is also inductive while we cared about the perceptions of the agents, on relations and interactions, in order to understand the sportive local process. It is not for sure a traditional deductive methodology with quantitative approaches and tests of hypothesis, but it has a number of descriptive statistics that will allow some policy implications. The samples we used includes all the 27 organizations acting within Gm. We identify the interaction structure within in Gm; and also the roles each of the agents' play today and roles they wish to play in future actions. Would we have high density values in the networks (Q1), which are the agents with higher centrality values (Q2) and local prestige (Q3) and other measures such as keystones (Q4)?

## INTERACTION RESULTS AND DISCUSSION

The questions presented to the network institutional leaders were: (Q1), with whom are you well connected from the rest of the sample?

WeWoulddo we have high density values in the networks if they are well connected; (Q1), ; (Q2) Wwhich are the agents that require more from you? Those who have more requests havewith higher centrality values (Q2) and local prestige (Q3); and other measures can be found from rhis analysis, such as keystones (Q4), meaning the agents that are determinant to keep the connected structure.?

In the first analysis the network was fully connected and none of the actors were isolates. But eExcising the municipality from the Gm sport spacenetwork, it the network splits into 4 components, meaning some entities will be far apart from the others (disconnected) (Figure 1).

The second questionnaire was focused on future projects. And wWhat about the intentions to build future joint projects?

We Here we can state that there issee the a difference. Although interaction density they doubled the interaction density (20 to 40%) compared to the initial situation, when we go toif we look at the real

matrix, density it will just increase just 4 points (18 instead 14%), which does not reveal a clear orientation for public and collective policy action. When it comes to projects, the most relevant entity here is the School Sport team., which eExcised from the relational spacenetwork will also split the networkit, although just in 2 components. For future projects the only indispensable entity agent is the Sport School Team.

The most central entities in the actual structure are public. Local Municipality is crucial to guarantee the network connections and avoid isolates. The determinant entity for Projects concerning sports would be the Sport School Team.

### CONCLUDING REMARKS

The definition of a local and public sport's policy is very requiring nowadays and needs a whole new set of innovative attitudes to face it. We are able to think that future projects should run through school boards and the cooperation the Ministry of Education can give is essential to work with municipalities to improve local planning for sports and social wellbeing.

Knowing the lagged regions' reality, football games on Sundays are one of the most popular events to that can gather people wanting to connect and socialize. There is not too much left to do it in Gm city. Future work must involve religious and health entities organizations, once because they have been active in sport activities processes thus also enhancing bonding and bridging social capital.

Social capital is the important intangible small city resource that can leverage sports' practice, organizing and planning city urban space and accommodate new demand for specific sports. Sport practice, on its side, will improve productivity and will turn lagged cities/regions visible throughout the country.

### References

- Bodet, G. L. (2012). International place branding through sporting events: a British perspective of the 2008 Beijing Olympics. *European Sport Management Quarterly*, 357-374.
- Burillo, P. B.-T. (2011). The influence of economic factors in urban sports facility planning: a study on spanish regions. *European Planning Studies*, 1755-1773.
- Coalter, A. et al (2000). The role of sport in regenerating deprived urban areas. Edinburgh: Centre for Leisure Research, University of Edinburgh.
- Coates, D. et al (2003). Professional Sport Facilities, Franchises and Urban Economic Development. *Public Finance and Management*, 3(3), 335-357.
- Kellett, P. H. (2008). Social Policy for Sport Events: Leveraging (Relationships with) Teams from other Nations for Community Benefit. *European Sport Management Quarterly*, 101-121.
- Maxwell, H. et al (2010). A culture of trust: engaging muslim women in

---

community sport organisations. *European Sport Management Quarterly*,  
465-483.

Putnam, R. D. (2000). *Bowling Alone*. Simon & Schuster Paperbacks.

**EASM 2014**