
STRATEGIES AND STRUCTURES OF SPORTS ACTIVITIES IN METROPOLITAN REGIONS ON THE BASIS OF THE IOC-AGENDA 2020

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Synopsis:

More than half of the population of the world is living in cities, often mega-cities, and therefore these actors work together to fulfill the needs of their citizens. Sports are important possibilities to present an local/regional identification and are big challenges for sustainable success. Cooperation of different actors within a special type of region ("metropolitan region") can bring new institutions, new jobs, and in addition economic impact.

Abstract:

1. SENSE OF METROPOLITAN REGIONS

The rapid growth, globally, of city-regions has made an understanding of the circumstances, problems and solutions to the hosting of large sports events ever more urgent. This raises the question of whether new managerial developments are required and, if so, of what kind? This fact has been recognized in the IOC Agenda 2020, which renders official the policy that bidders can use the capacities of partners („joint bid“). Metropolitan Regions are thus an expression of ‘autonomous‘ cities collaborating, because they have common borders. Many categories of public life combine these areas. Infrastructure, transportation, work places and even sports matters are not

merely the remit of these single cities or suburbs alone, but often require planning and appropriate organisations across the defined areas.

2. SPORTS PARTICIPATION WITHIN METROPOLITAN REGIONS

Sports participation is related to these aspects of coordination within metropolitan regions. For instance, there may often be one big stadium, where spectators come from the whole area; there may be facilities for golf, water sports, and many other activities which the people from the whole metropolitan region use.

3. REGIONAL ACTORS AS COMPETITORS AND COOPERATORS IN SPORTS-RELATED FIELDS

Sports associations, studios or centers, are 'competitors' with regard to sports' partitioners and/or spectators and supporters. But they also have a sports-related networking aspect and interests in common. Cooperation is limited very often to the municipality where events or facilities are located. So regional cooperation and/or coordination of the different sports actors may be non-existent or not have the capacity to manage a regional approach or framework when circumstances require it.

4. SPORTS EVENTS AS COMMON EXPRESSION OF METROPOLITAN REGIONS

The study focuses on four different Metropolitan Regions in three countries. These case studies will be: A. The metropolitan area of Athens, because of the experiences there with the Olympic Games in 2004. B. The Metropolitan Area Frankfurt-RheinMain in Germany (see in Trosien 2008), because they attempted to bid for the 2012 Olympic Games within an intra-German bid process (but lost). C. We will examine the metropolitan area of Hamburg, in Germany (see in Trosien 2008). D. The metropolitan area of Greater Johannesburg and its encapsulating Gauteng Province in South Africa. Both the South African and German regions are interested in bidding for the 2024 Olympic Games. The choice of Hamburg and Gauteng is significant, because in light of the IOC protocol changes (IOC 2014), Hamburg and Gauteng will have the opportunity to work in relation to them.

5. METHODOLOGY, RESEARCH DESIGN AND DATA ANALYSIS

This study is exploratory, and thus is constrained methodologically. It is thus essentially qualitative rather than quantitative. We will prepare a questionnaire regarding the relevant facts and figures of sports (in participation and organisation). This summer we will interview available representatives of the public sports sector authorities, the governing bodies of the private for-profit sports sector, and of the private non-profit sports sector about existing cooperation and coordination within the respective metropolitan regions. Our interviews and/or questionnaires will enquire about which strategies (and perhaps structures) are, have been, or will be used to bid for and to implement big sports events for the metropolitan region. A very important question will be whether and, if so, to what extent the possibilities given by the IOC Agenda 2020 in the bidding processes are being used. The results of the interviews will be presented. Of necessity, in a preliminary study of this kind, the sampling method will be a 'structured judgment' sample, not a random sample.

6. BENEFITS BY COORDINATION

We know that local organising committees are needed for implementing sports mega events like the Olympic Games or World Championships. They conclude with a final report about these sports mega events. Here we will discuss continuing organisations (agencies, federations, foundations) for using

successful sports mega events for future benefits of Metropolitan Regions. The Melbourne Metropolitan Area is perhaps one of the best benchmarks for such continuing and effective organisation and administration by using sports mega events year by year (see in Trosien 2012). The Melbourne protocols, practices and experience will be used to guide us in the framing of our enquiry.

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