

Defining the social value of rugby for Chichibunomiya rugby stadium's management in Japan

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Abstract

This research aims to identify what is the social value of Japanese rugby in order to achieve rugby stadium management that enriches the social value of Japanese rugby. Most of the research regarding stadium management are about profitability, yet, a stadium as a medium to share social value of sport can be a theme to be studied. In this research, questionnaire surveys on 2918 rugby people and interviews with 140 important people of Japanese rugby have been conducted. 42 elements of the value were extracted from the interviews, and they are scheduled to be used as a reference for stadium construction and management.

References

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