
SPORT MANAGEMENT EDUCATION LANDSCAPE: THE CASES OF GREECE AND CYPRUS

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Synopsis:

Abstract:

The most recent study (2012) commissioned by the European Commission (Directorate-General Education and Culture) on the contribution of Sport to Economic Growth and Employment in the European Union could be regarded as a tool for legitimizing the ever increasing emphasis educational institutions across Europe put on 'sport management' courses. Indeed, four important policy implications derived from the study. First, sport is an important economic sector in the EU, with a share in the national economies which is comparable to agriculture, forestry and fishing combined. Moreover, its share is expected to rise in the future. Second, sport is a relatively labor-intensive industry. This means that the expected growth in the sport industry is likely to lead to additional employment, with sport's share of total employment being higher than its share of value added. Third, sport has the economic characteristics of a luxury good, thereby implying that sport production and services will grow faster in lower income countries than in higher income countries. It thus contributes to the economic convergence of Member States and can help reduce economic imbalances. Fourth, sport products and services can be found in many other sectors, e.g. in tourism, insurance, legal consultancy, and many more. This means that sport can help specific niche sectors to develop, depending on the characteristics of sport demand and supply in a specific country. Given the above reasons, it is not surprising that academic institutions from even small European nations strive to create a qualified workforce which will, ultimately, realize as well as capitalize from this promising landscape. The present contribution will offer a detailed account of the types of sport management-related programs which are on offer in Greece and Cyprus. This is a work-in-progress and therefore more concrete results will be available by the time of the conference.

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References:

Study on the Contribution of Sport to Economic Growth and Employment in the EU Study commissioned by the European Commission, Directorate-General Education and Culture Final Report November 2012

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