

CHAPTER 6

INTERNATIONAL SPORT¹

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LEARNING OBJECTIVES

After reading this chapter, you should be able to:

1. Explain key changes that occurred in international sport from 1900 to the present time.
2. Summarize how the history of international sport has influenced present day sport.
3. Paraphrase the current state of international sport business.
4. Describe how international sport events are developed and established.

INTRODUCTION

In 2005, celebrated author Thomas Friedman released his international best-selling book, *The World is Flat*. Friedman concentrates on the unification of the world's political and technological capabilities and how businesses have seen an increase in international trade, capital flow, technology, and more. He asserts an increase in unification, technology, and communication have led to a reduction of barriers from one country to another, thus enabling the global business world to be without obstruction, or, as Friedman would have it, a world that is flat. The notion of the world being “flat” has suggested to entrepreneurs that an investment in global business affairs may be meritorious. Not surprisingly, the sport industry has followed suit in international commerce.

Those in the sports world have reiterated Friedman's (2005) sentiments toward international exchange. Over the last few decades, sports have seen an increase in the creation of leagues, the attendance of spectators, and the amount of business conducted globally (Allison, 2005; Bairner, 2005; Zhang & Pitts, 2017). Not only have individuals migrated to distant countries to play sports, but also sport organizations have gone overseas to conduct business with foreign conglomerates. But how did this start, and where does international sport stand today? What have been the major causes of such a transition to international sport business? In this chapter, we address these issues, as well as detail the current state of international sport business and the development of international sporting events.

THE HISTORY OF GLOBALIZING SPORT

The aforementioned concept of countries collectively conducting business can be amalgamated to define globalization, or the consolidation of the world into a whole space (Robertson, 1992). Globalization includes the movement of labor, knowledge, and technology across borders. In its core history, sport globalization was not derived from a desire to introduce other countries to new sports; rather, it originated from a desire to impose culture upon other countries. The notion of establishing dominance by imposing one's culture upon another country is known as imperialism (Brain, 2006).

In the past, imperialism was a main contributor to new sports' introduction to foreign countries. For example, in the 1700s the British Empire sought to achieve colonial expansion (Fletcher, 2011). In doing so, they were able to apprehend colonies across the world, displace their systems of rule, and replace them with new British systems (Fletcher, 2011). In the process of such take over, the new inhabitants were able to impose their culture, and in particular, their likings. Because cricket was widely respected and treasured by Britain, the sport was therefore imposed upon the newly subjugated colonies (Sandiford, 1983). Such

¹ Brown, B., Kang, C., & Lee, W. (2019). International sport. In G. B. Cunningham & M. A. Dixon (Eds.), *Sociology of sport and physical activity* (3rd ed., pp. 75-86). College Station, TX: Center for Sport Management Research and Education.

was the case in South Africa, the West Indies, and other territories, where Britain was able to impose its British culture upon these territories. Today, in such places as South Africa and the West Indies, cricket is widely regarded as a national pastime.

In 1888–1889, Albert Spalding took a group of professional baseball players on a “tour” around the world to promote Spalding sporting goods and baseball (which at the time was widely popular in America). The tour included stops in Hawaii, New Zealand, Australia, Ceylon, Egypt, Italy, France, and England, and became known as the “Spalding Tour” (Zeiler, 2006b). On the surface, the tour may have seemed as a mere marketing campaign for the Spalding product or the sport of baseball; however, many scholars see Spalding’s expeditions as an attempt to compel other countries to accept an American culture that was prime for expansion (Zeiler, 2006a). Spalding was not simply promoting sporting goods and baseball, but was publicizing the features that enabled America to thrive – free enterprise, progress, racial hierarchy, and cultural virtue. As Zeiler (2006a) stated, “Albert Spalding linked baseball to a U.S. presence overseas, viewing the world as a market ripe for the infusion of American ideas, products, and energy” (p. xi).

These examples showcase the notion of imperialism as a main contributor toward the growth of sport internationally. Baseball and other American sports such as basketball and football were expanded more globally not simply because the world needed new sports, but because of America’s desire to introduce other countries to the dynamics that characterize the country itself (Zeiler, 2006b). In these cases, sports serve as a prime introductory vehicle to showcase a country’s cultural undercurrents. That is to say sports (and their ability to encompass cultural values) were often showcased as a means to represent a country’s cultural characteristics. Such examples represent the initial growth of international sport. Nevertheless, it is within the modern era of sport where the majority of international sport business evolution took place. According to Bennett (2008), the growth and evolution of modern international sport took place during three generations: the Monopoly Generation (1900-1949), the Television Generation (1950-1989), and the Highlight Generation (1990-present). We outline each in the following space.

The Monopoly Generation (1900-1949)

The Monopoly Generation of international sport took place during 1900 through 1949. Prior to this period, sporting events were largely unstructured, with many organizers simply creating ticket prices and advertisements without justification or reason. It was not until around 1900 when entrepreneurs took notice of the demand for sport and started creating business plans in accordance to the demand (Bonde, 2009). The generation is aptly named the Monopoly Generation because of its exclusive limitations. This was a generation in which there were a small number of sports, very few consumption options for spectators, and a limited number of individuals who were in charge of these businesses. Owners and league officials held the majority of power over most leagues and therefore left the players with very little input (Bonde, 2009).

During this period spectators were limited to live events, radio, newspaper, or magazines. Furthermore, many nations were seeing a rapid population growth that caused a corresponding demand for sports (Coakley, 2007). Because demand was high, and entrepreneurs were starting to take notice, more structure was invoked in both the marketing aspect of sport and in the formation of policies. The Monopoly Generation saw an increase in the number of sport facilities that were built and an influx in the amount of formal leagues that were created.

As early as 1901, the “American League” entered into Major League status for baseball, thus laying the foundation for Major League Baseball (“Baseball History,” 2019). In 1916, the Professional Golfers Association (PGA) was created, and in October of the same year, the first PGA Championship was held with a total purse of \$2,500 (Aumann, 2017). The American Professional Football Association was created in 1920, and eventually changed its name to the National Football League (NFL) in 1922 (“NFL: History,” 2019). The Basketball Association of America was founded in 1946. Then, in 1949 after merging with the National Basketball League (“NBA History,” 2019), it became the National Basketball Association (NBA).

The creation of these leagues represents a period of growth and structure for the international sports world. Nevertheless, one sport league, compared to others, truly exemplifies an international conglomeration of different countries: the Fédération Internationale de Football Association (FIFA). Founded in Paris in 1904 (“History of FIFA: Foundation,” 2019), this international soccer league originally consisted of only European associations up until 1909, when South Africa joined the Federation. In the years following, Argentina, Chile, and the United States joined the league to make it the first of its kind (Bennett, 2008). FIFA is an important example of international sport not only because of its success, but also because of its ability to foster social harmony across borders. Some may say that more than any other league, FIFA has become a league that brings together different regions, people, and nations.

The expansion and formation of these leagues became harmonious with the growth of sport business. Accordingly, in 1950 a famous quote surrounded the sport business world: “Baseball is too much of a sport to be a business and too much of a business to be a sport” (Seymour, 1960, p. 4). It was clear that at the end of the 1940s, sport was not simply a business, but a profitable one at that. It was a perfect time therefore to have advancement, leading to a new stream of sport business.

The Television Generation (1950-1989)

The time frame from 1950 through 1989 is aptly named the Television Generation due to international sport becoming popular through the medium of television. Though television was invented in the early 1900s, it was not until the mid 1900s when television became a commodity, and the majority of households in the United States owned a television set (Hilmes & Jacobs, 2008). Due to a vast increase in the amount of television being watched, the world’s culture started to change. For many, watching television served as the first time people in one country could watch events that were taking place in another country. Whereas in previous years individuals would read or hear about the happenings in foreign countries, the infiltration of television marked the first time in history where these individuals could actually see what was happening.

Society was changing, and sport organizations had to cater to a new consumer. Consequently, sport organizations would have to redefine how they would market their products towards a new audience. Sports that were reliant upon live, in-person spectatorship, such as horseracing, boxing, and traditional wrestling, were now replaced by sports that were considered aesthetically pleasing and therefore more suitable for television viewership (Hughson, 2009). During this era, the popularity of sports such as basketball and football increased greatly (Hughson, 2009). Sport programs became specialized and saw an increase in marketing, communication, and advertising.

Newspapers and magazines had to change their styles in order to compete with television. This process eventually led to a sequence of patterns that concluded with a shift in the power structure between owners and players. As newspapers and magazines began changing their approach to reach a different type of audience, they began to emphasize personal story lines for players instead of focusing on in-game action. The campaign brought success to the newspaper and magazine industry, but also brought an increased amount of attention towards the players themselves (Lambie, 2010). Players, realizing their significance, sought representation to capitalize on their newly discovered star power. This led to an increase in the number of players seeking personal representation, and thus led to the creation of player management groups or agencies. In 1960, Mark McCormack signed American golfer Arnold Palmer. In doing so, he created one of the first sport agencies, which eventually expanded globally, the International Management Group or IMG (Futterman, 2016).

Agencies such as IMG were able to promote players and events to world-wide audiences, emphasizing their abilities. Such emphasis on player abilities enabled fans to become accustomed to high skill levels, and cleared a path for the next generation of international sport – the Highlight Generation.

The Highlight Generation (1990-Present)

As technology increased, so too did the world's attraction to sports. Starting in the 1990s, the world had evolved into an ever-changing information society. The Highlight Generation features traditional sports, but reconfigures the sports so they are heavily reliant upon short clips (i.e., highlights), and therefore the individuals in these short clips. During the 1990s, the world was taking full advantage of the Internet, and countries were able to obtain more information about other countries than ever before (Friedman, 2005). Leagues witnessed an increase in the number of players and coaches coming from overseas (Thibault, 2009).

The 1990s witnessed an overall growth of individualism in the United States. From a consumer perspective, this echoed throughout the sports world as highlights of individuals were (and still are) at an all-time high. Individual sports, such as extreme sports, started to gain momentum in the 1990s, and in 1995 the first X-Games tournament was held in Rhode Island (Pickert, 2009). The X-Games featured athletes from around the world, and once again exemplified the idea that sport was still able to bring together individuals from all over the world to unite in competition.

As even more attention was being given to individuals, many sports players found themselves with a unique opportunity. Whereas owners and league officials once had the majority of power over sports, players could now make demands because of their highly-touted star power. For the first time, the Highlight Generation showed that athletes were no longer considered to be mere laborers. Instead, the athletes were widely recognized and were able to have significant influences on society.

Such influence only increased with the onset of social media. As social media became popular amongst common consumers, so too did it become popular with premier athletes. Sports fans, for the first time, were not only able to interact with each other through various social networks, but were able to interact with their favorite teams and/or athletes regardless of global region. Furthermore, fans were now able to procure snippets of international sport content at will. And, while social media was able to change the ways consumers interact with content, it's influence upon the sports-cape also represents the vast power shift in the owner/player relationship. The onset of social media marked the first time athletes were able to possess personal platforms for which they could directly broadcast personal opinions (Futterman, 2016). What was once a landscape dominated by the input of a few owners, has since shifted to a landscape dominated by athletes who have the ability to influence millions due to their massive social media following.

While the history of sport globalization has been filled with various inventions, developments and happenings, one sport segment that has greatly influenced international sport history is the Olympics. In the following section, we detail the fundamental aspects of the Olympics and their impact on international sport today.

THE OLYMPIC GAMES

As many know, the Olympic Games are a group of worldwide events featuring summer and winter sports. Both the Summer and Winter Games take place every four years, and host thousands of athletes from various parts of the world. Athletes represent their country as a testament to the capacity of sport for fostering togetherness (Torres, 2006). The Olympic Games have come to be known as the world's primary sport competition involving athletes from multiple countries (Torres, 2006). While the first modern Olympic Games were held in 1896 in Athens, Greece with 14 nations and 241 athletes, much has changed. For example, the Rio Games of 2016 featured 206 nations and over 10,000 athletes.

The Olympic Games characterize the very meaning of international competition, and also serve as precursors for change inside and outside of the sports world. The Olympics have impacted the way sport business is conducted, and have impacted society itself. Here, we provide examples of how the Olympics have accomplished such feats.

The Olympics Impacting Sport Business

The Olympics have impacted sport business in notable ways throughout history. The 1984 Olympics provide an example as to how these events have altered sport business. The 1980 Olympics saw the United States and other countries boycott the Games in protest against the Soviet War in Afghanistan (Crossman & Lappage, 1992). Because the boycott caused the Olympics to lose a vast amount of money and popularity, the subsequent hosting city (Los Angeles, California) had a number of financial and marketing concerns. The Organizing Committee was therefore determined to ensure the 1984 Games would bring in enough revenue to help the city of Los Angeles, and uphold the Olympics' brand name. Olympic coordinator Peter Ueberroth conducted a plan to use at least some existing venues from around the area, and to have these venues sponsored by widely known corporations (Dyreson & Llewellyn, 2008). His plan was a success; the Games went down as one of the more popular Olympic Games due to the unique combination of revenue and sponsorship acquisition. Not only did the Levi Corporation give ten million dollars in cash and in-kind to the Games and to the participating athletes, but also corporations such as Seven-Eleven and McDonalds built facilities as part of their sponsorship deals. These sponsor partnerships, along with other business dealings, brought in hundreds of millions of dollars in revenue, and were the first of their kind (Dyreson & Llewellyn, 2008). The success of the 1984 Games served as a blueprint for other sport organizations. In the 1980s, sponsor partnerships with sport organizations were at an all-time high and are still a main source of revenue for sport businesses today (Dyreson & Llewellyn, 2008).

The Olympics Impacting Society

On more than one occasion, the Olympic Games have been used as a platform to promote societal justice (see also Cunningham et al., in press). In 1968, during the Mexico City Olympic Games, track and field athletes Tommie Smith and John Carlos won first and third place in the 200-meter dash. While on the victory stand, accepting their medals, both athletes wore black gloves, and raised their fists representing a symbolic salute to underrepresented minorities (Parks et al., 2002). The athletes did so to bring attention to America's civil rights movement, which they believed had not sufficiently eliminated the injustices that Black Americans were facing. Though they faced considerable criticism for their actions, Smith and Carlos' salute had a lasting effect on racial equality in sport. For example, soon after the Mexico City games, African nations boycotted the 1976 Montreal Games over South Africa's policies towards Apartheid.

Though these demonstrations were for a peaceful outcome, there have been other instances where the Olympic Games have witnessed violent outcomes. In 1972, spectators of the Munich Olympics witnessed a horrible act, as 11 Israeli Olympic athletes and coaches were murdered by Palestinian terrorists. The incident was over 20 hours and was watched by over 900 million viewers (Parks et al., 2002). The catastrophe permanently changed security procedures for the Olympics, and left an everlasting memory which has since tarnished Munich's reputation for hosting the Olympics (Parks et al., 2002). Such examples serve as illustrations as to how powerful sport can be on an international scale, a power that seems to continue to grow. In the following section, we will discuss the current state of international sport from a business perspective.

INTERNATIONAL SPORT BUSINESS

According to Parks and Quarterman (2003), "The international sport industry in the beginning of the 21st century has shifted from being perceived as a niche in the sport marketplace to representing the foundation of the sport enterprise" (p. 376). Defining the term international as having an influence on two or more nations, currently, international sport business entities operating in the global market influence each other across national boundaries. Countless amateur and professional athletes are playing internationally (Masteralexis, Barr, & Hums, 2015). For example, according to the National Collegiate Athletic Association (NCAA), around 20,000 international student-athletes representing over 170 countries are enrolled and competing at NCAA institutions (NCAA, 2019). As North American major professional sport leagues, such as National Football League (NFL), Major League Baseball (MLB), National Basketball Association (NBA), National Hockey League (NHL), and Major League Soccer (MLS) continue to grow internationally, these leagues are being more globalized than ever.

Advances in transportation, information, and communication technology have allowed professional sport leagues to strategically expand their global presence over the last several decades. These major professional leagues play actual games outside the United States and Canada (Masteralexis et al., 2015). MLB teams have played through international events (e.g., Japan Opening Series, MLB London Series, Mexico Series) around the globe (Major League Baseball, 2019). The NFL has played numerous international games including NFL regular season games in London. NBA and NHL teams have also played preseason and regular season games outside the U.S. and Canada. International sport fans are watching major league games broadcast on television and the internet.

Even though television still remains the most popular method of watching sporting events or competitions around the world, a growing number of sport fans are using their mobile devices (e.g., smartphones, tablets, laptops) to view live-streaming online sport contents. For example, English Premier League Association Football is televised in 152 nations (Falcous & Maguire, 2006). The 2017 NBA Finals on ABC were the most-watched NBA Finals since 1998, capturing a total live audience (television plus streaming) of over 20 million average viewers in 215 nations and territories in 50 different languages (National Basketball Association, 2017).

Environment of International Sport Business

In the environment of sport business in the global marketplace, market share and international investment in a given sport product or service are currently measured on a worldwide basis rather than national basis (Macintosh, Bravo, & Li, 2019; Parks & Quarterman, 2003). Although there will be some attempts to protect domestic industries from foreign competition, Parks and Quarterman illustrate that “the future in the early decades of the 21st century portends an almost seamless integration and movement of goods, services, and personnel on a grand global scale” (p. 376). In the context of worldwide trends in sport, wide-ranging sport programs involving youth will likely also continue to grow by reducing international trade and exchange barriers. As most sports have strengthened the exchange of internationally talented people or sport programs at all levels, major international trade agreements have begun to directly influence the sport industry (Macintosh et al., 2019; Parks & Quarterman, 2003). National and international sport federations have challenged professional sports leagues and franchises for the global market share of their revenues and profits from the licensing of trademarks, merchandise, and broadcasting rights. Furthermore, these sport federations and their major sporting events will profit from growing broadcasting rights (Parks & Quarterman, 2003; Smith & Stewart, 2010). The revenues and profits made from these rights come from several sources, including deregulation of worldwide cable, expanded Internet access agreements, and stretched access through satellite broadcasting (Parks & Quarterman, 2003; Smith & Stewart, 2010). Moreover, sport teams, celebrities, superstars, and branded sport products are globally recognized. Parks and Quarterman (2003) argue that the conglomeration of these aspects will bring new challenges to the global sport industry, which will be compounded by cultural differences, national laws, and traditions.

Global Sport Business

More than ever, sport governing bodies, corporations, and sport franchises have attempted to increase popularity and revenue in the global sport market (Masteralexis et al., 2015). Technology, particularly with respect to the broadcasting of visual images, significantly enhances the ease with which sport marketers or practitioners can introduce and sell their products to foreign markets (Masteralexis et al., 2015). Corporations have attempted to benefit from this trend by sponsoring international sporting events in an effort to increase the distribution tools for their products and services (Jozsa, 2009; Parent & Slack, 2007). Moreover, major professional franchises have also endeavored to utilize the shrinking global market to increase exposure for their sport leagues in an effort to increase their profits (Jozsa, 2009; Pitts & Stotlar, 2002). Masteralexis et al. (2015) argue that professional sport leagues and corporations have both attempted to improve the global market share for their products.

With technological advances, such as satellite broadcasting technology and high-speed Internet service, sport fans have access to a variety of major international sporting events. Corporations are therefore utilizing sport to sell their products to customers in other nations (Masteralexis et al., 2015). Such activities can be categorized into two aspects: (a) international marketing efforts by sport organizations to distribute their products or services globally while attracting and obtaining a large number of prospective customers, and (b) sport sponsorship efforts by non-sport-related companies utilizing sport to promote and sell their products or services in the international marketplaces (Masteralexis et al., 2015).

Similar to other corporations in the world, sport related manufacturers have attempted to capitalize on potential foreign markets since the volume of sport products or services in the North American markets has in some ways been maximized. A number of sport related manufacturers have reached a point where the corporations can no longer dramatically increase their sales in the national market. Therefore, sport organizations in a saturated market are required to strategically design, develop, and promote their products or services for international target markets. Previous study has indicated that sport sponsorship programs may provide sponsors with tangible and intangible benefits (e.g., sales growth, increased brand awareness and brand image, overcoming cultural barriers in a new market; Biscaia et al., 2013). Shank (2005) argues: “One of the most basic objectives of any sponsor is to generate awareness or raise levels of awareness of its products and services, product lines, or corporate name” (p. 333). Given the importance of sport sponsorship programs in a new market, non-sport-related corporations have utilized sport to promote and sell their products or services in the international markets through sponsorship of sport events, leagues, teams, or star athletes (Masteralexis et al., 2015).

Examination how major sporting events are developed and established can further enhance the current understanding of international sport business. The following section details the development of major international sport events.

THE DEVELOPMENT OF MAJOR INTERNATIONAL SPORTING EVENTS

Mega events have become prominent in a few decades (Roche, 2000). More recently, large-scale sporting events have become prominent due to local and national governments concentrating on planning and development. Frequently, committees in charge of local or national development plans consider sporting events as viable catalysts for both short and long-term economic growth. The reasons for this are threefold. To begin, major sporting events are often noted for their perceived ability to encourage and attract a greater amount of foreign and domestic investment. Second, hosting an international sporting event such as the Olympics or the World Cup means that the national infrastructure, such as roads and public transportation, will likely be improved (Muller, 2017). Finally, individual events can cause a surge in hospitality and tourism since they attract a number of spectators and athletes into the hosting nation (Bale & Moen, 1995; Hall, 1992; Baade & Matheson, 2002).

Mega events can bring a number of changes in the host country. However, the impact of hosting a large-scale event is still quite complex. Advocates and opponents often wage heated debates about whether such events will help or hinder the economy. Naturally, most arguments, both pro and con, center on economic dimensions and financial gains. A number of scholars continue to look beyond dollar signs, and instead investigate such aspects as the socio-cultural dimensions of events (Chalip, 2006; Hall & Hodges, 1996; Owen, 2002; Valera & Guardia, 2002). This is an area lacking official discussions between authorities and the consultants they employ (Waitt, 2003). Due to the fact that socio-cultural dimensions are often overlooked in the planning stages of events, the debates of their impact are often unbalanced. In addition, discussions of how these impacts articulate with broader processes of development towards their host cities or countries are lacking a holistic outlook (Smith & Fox, 2007). The very concept of development (i.e., tangible and sustainable improvement in the life situation of a given population) may be thought of as being largely undocumented in the body of research, which has grown substantially (Horne & Manzenreiter, 2006).

Literature on development has recently demonstrated a noticeable shift where there has been an attempt to analyze the effects of these events, and how the events influence the development of a hosting city/country (for a review, see Thomson et al., 2019; see also Byers, Hayday, & Pappous, in press). Within the realm of the Olympic Movement, there have been more concerted efforts at improving sustainability standards. Such was the case when, in 1999, the International Olympic Committee (IOC) adopted a resolution that would have members promote sustainable development through sport.

Nevertheless, there has been little consensus on which particular benefits are gained from hosting sporting events (Jones, 2001). Interestingly, the lack of consensus or empirical evidence has done little to diminish promoters' boasts regarding the potential benefits that come along with hosting a major event (Hall, 2006). The claims seem to have originated in the Global North, represented by the economically developed societies of Europe, North America, Australia, Israel, and South Africa amongst others (Odeh, 2010). In more recent decades however, the Global South, which represents the still-economically developing countries of Africa, India, China, Brazil, and Mexico, among others, has been making strong attempts to host these major events. There are slightly different reasons as to why the Global South is seeking to host international events. While both the North and South are eager to attract foreign capital and investment, Southern hosts (more so than the Northern hosts) want to showcase their accomplishments and display to the world their modernization (Cornelissen, 2008; Van der Westuize, 2007).

Economic Impact of International Sporting Events

Hosting a mega event is a goal many countries strive for, yet it is not without economic impact. There have been numerous studies suggesting that the money spent on preparing the infrastructure of the country for the event (such as repairing roads, building stadiums and improving public transport) may actually outweigh the financial gains the nation may receive (Kazmin, Mokrousova, & Tovkaylo, 2013). While this may be true, the global auditors of Klynveld Peat Marwick Goerdeler (KPMG) reported that the 2010 World Cup held in South Africa had a very positive effect on that nation's economy (Prinsloo, 2010). They estimated that the World Cup contributed to approximately 5% of the quarterly GDP growth in South Africa for 2010. Tourism increased 20% higher than it normally is in July, which led to a positive impact on employment (Prinsloo, 2010). When surveyed, 95% of the visitors to South Africa during the World Cup stated that they might visit the country again and would recommend it to a friend as a travel destination. Furthermore, the 2010 Vancouver Olympics created more than 1500 new businesses from 2003 through 2010 (Vanwysberghe, 2015). Finally, when Russia hosted the 2018 FIFA World Cup, the government saw the event as an instrument for developing long-term needs of cities and communities (Kazmin et al., 2013).

Social Impact of International Sporting Events

In addition to economic impact, international sport events have also been known to have a social impact. For example, a prominent effect of the 2010 World Cup was that it inspired young South Africans to become international players and induced much needed investments in youth soccer and training facilities in South Africa. This led to a surge in soccer academies in South Africa. More recently, the 2018 PyeongChang Winter Olympic game played a huge role in the relationship between South Korea and North Korea. After the unified Korean women's ice hockey team played in the 2018 PyeongChang Olympic, reunification between South and North has been a subject of both debate and wishful thinking ever since the World War II (Rothman, 2018). Given that, hosting a mega event can have a huge impact on a host country in a various ways. Conversely, international sport events can also generate some negative social impacts on host countries. Studies have shown that mega events result in social problems such as disruption of quality of life and decrease in the ability of law enforcement to police prostitution and increased crime (Lorde, Greenidge, & Debonish, 2011). Large-scale sport events have thus demonstrated the capacity to impact local and national development in ways that are both sustainable and long lasting. Major sporting events may assist in the socio-cultural development of a nation as a side effect of hosting a major event.

CHAPTER SUMMARY

International sport has many facets that influence its very nature. The history of international sport shows that an introduction of sports to other nations did not come from a desire to introduce other countries to their sports; rather, the notion of imperialism allowed countries to take in foreign culture, and therefore foreign sports. The globalization of sport developed across three distinct, yet important phases: The Monopoly Generation which took place during 1900-1949, the Television Generation which took place during 1950-1989, and the Highlight Generation which took place during 1990-present time. International sport business is currently expanding, with corporations across the globe flocking towards sport for a source of revenue. Manufacturers who see North American markets as saturated are expanding their businesses globally. Moreover, broadcasting, licensing, exhibition games, and marketing foreign athletes are all aspects of sport business that have impacted the globalization of sport. As countries seek to host major international sporting events, they are realizing both the risks and benefits for doing so. International sport has showcased a conglomeration of countries, regions, and people. In doing so, it has echoed a society that is ripe for expansion, growth, and harmony.

DISCUSSION QUESTIONS

1. Name the three major time periods of modern international sport, and briefly describe each.
2. Describe how the Olympic Games have had an impact on modern day business and society.
3. In what two ways has the sport product been globalized?
4. How have international offices focused on increasing the popularity of sport across the globe?
5. Why have economies been interested in developing international sporting events?

RECOMMENDED READINGS

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- Thibault, L. (2009). Globalization of sport: An inconvenient truth. *Journal of Sport Management*, 23, 1-20. (Thibault concentrates on the various implications of international sport and discusses issues such as labor development, the increasing number of athletes migrating to foreign countries, and the global media.)

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