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ИНСТИТУЦИОНАЛЬНАЯ ТРАНСФОРМАЦИЯ ЭКОНОМИКИ: ЧЕЛОВЕК И СОЦИУМ (ИТЭ-ЧС 2021)

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Wladimir Andreff¹
University Paris 1 Pantheon-Sorbonne

THE RELOCATION OF INTERNATIONAL MEGA-SPORTING EVENTS FROM DEVELOPED TO EMERGING ECONOMIES: NAMELY IN THE BRICS (BRAZIL, RUSSIA, INDIA, CHINA, SOUTH AFRICA)

Since the first Summer Olympics in 1896 and until 1990, major international mega-sporting events (IMSEs) had been mostly hosted in developed economies with only ten exceptions (20% of occurrences), two in communist countries (Moscow 1980, Sarajevo, 1984) and eight in emerging or developing economies. The trend has changed during the past three decades.

Working on a sample of comparable of 18 IMSEs from 1990 to 2021 (217 observations), it is observed that, indeed, there is a move in IMSE location toward emerging economies, in particular to the BRICS (Brazil, Russia, India, China, South Africa) and to a much lesser extent toward post-communist transitional economies and developing (less-developed) countries.

From basic economic data collected it appears that the relocation of IMSEs in the world is following the path of economic development, more or less mitigated by the economic size of host countries. When they are not located in developed countries, IMSEs are hosted in emerging economies with, on average, an increasing GDP per inhabitant over time. The latter are big countries in terms of population (more than 100 million inhabitants on average) and of an increasing market size (GDP in million dollars). The minimal level of economic development and economic size of those countries which have been chosen by sport governing bodies (IOC, FIFA, etc.) for hosting their IMSEs are way beyond what developing countries can offer as potential hosts; this is not without concern about the ‘dream’ of relocating IMSEs in less developed Third World economies.

A final part of the paper checks (using the Transparency International Index of perceived corruption) that, since 1995, a number of IMSEs have been hosted in economies perceived as highly corrupt, which does not mean that corruption is always a determinant of their location; but in some cases corruption must have played a significant role.

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¹ Honorary Professor, University Paris 1 Panthéon-Sorbonne; President of the Scientific Council at the Observatory of the sports economy, French Ministry of Sports; 2019 Chelladurai Award of the European Association of Sport Management; Honorary President of the International Association of Sports Economics and of the European Sports Economics Association.