



Department	14 Tourism
Course Title	Mega Events and Destination Development
Hours per week (SWS)	2
Number of ECTS Credits	3
Learning Outcomes	
Prerequisites	
Recommended Reading	
Teaching Methods	seminar style
Assessment Methods	
Language of instruction	English
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Link

Course Content

The economic effects of mega events in sports (such as Olympic Games) and culture (such as European Capitals of Culture) on host cities and regions have been a highly debated issue. Potential benefits and channels of actions can be expected in the short run (from positive signaling to event tourism and a high investment demand for event venues and general infrastructure) and in the long run (such as return on investment of the new infrastructure, higher quality of life, legacy of modern facilities, increased tourism, foreign direct investment, and international trade).

However, not all economic and touristic activities around a mega event generate an additional stimulus: Substitution and deterrence in tourist and leisure activities are common among locals, frequent visitors and business travelers during the course of an event. In addition, many activities only shift in time and the money spent on event facilities is missing in other parts of the public budget. Therefore, impacts on host economies found in academic ex-post studies have been typically only a fraction of those predicted by event proponents and ex-ante studies. With respect to tourism, the literature suggests that potential effects crucially depend on the level of popularity of a destination prior to an event, and on the nature and timing of the event.

Against this background, the seminar will be dedicated to investigating the empirical evidence on economic and tourism development of host destinations for different types of (one-time and recurring) mega events in sports and culture. Events to be analyzed may include, for instance, Olympic Games, FIFA World Cup, Super Bowl, League Sports, Formula 1, European Capital of Culture, etc. Seminar participants should be interested in economic issues and quantitative analysis.

Remarks

