THE SMALL-SCALE EVENT PROBLEMATIC

Due to the ease of participation, small sporting events are a good opportunity to improve the quality of life for groups of people who do not belong to the category of professional athletes. Careful planning of sports that could be developed strategically by the administrative authority of an area in order to attract visitors, strengthen the health of residents and residents in the area are important milestones in a sustainable development plan for a sports event. In this effort, small-scale sporting events contribute positively to the economic and social balance caused by the effects they have, especially on sports and participation teams of non-professional athletes, e.g. such as quality of life, income for professionals, liveliness and human activity in outdoor areas or areas with reduced or aging population, creating shared empathy for the need for exercise in wider population groups and volunteering, employment opportunities and health and lifelong support members of society. Small-scale sport events can be part of the whole strategic destination-planning program. They can contribute to the local financial and social aspects of such kind of planning programs. Small-scale sport events can have an important impact on local host communities.

In many cases, small sporting events can and do support the effort to reduce seasonal demand fluctuations for visits to spring or winter destinations. Careful study of the characteristics of an area that can, along with attractions, appropriate infrastructure and services, contribute to this effort would enhance the prospects and potential for the implementation of a portfolio of selections suitable for a variety of small-scale sports that could help strengthen visitors. in a geographical area. Studying the relevant literature, one realizes that there is a significant gap in the research and analysis of the usefulness of the application of management workshops in small-scale sporting events. In fact, the literature is limited even to the issues of detecting the positive and / or negative effects caused by the organization of small-scale sports events. In difficult times, the smallest events in the field of sports are easier to adapt their strategies to the new conditions. Small-scale events do not present the high risk of failure experienced by large-scale or mega events, they also need fewer human,
financial and infrastructure/facility resources. Larger-scale sporting events should address the high risks of failure and the high adverse effects on participants like the companies and organizations contracted to the event. Small-scale events can meet the particular interests of groups of athletes who would not be interested in wider groups of professional athletes. For example, the emergence of some historical sports activities in a geographical unit may not be of interest to professional athletes but to non-professionals who are motivated by, among other things, leisure, socializing and having fun opportunities.

THE NEED FOR ORGANIZING SMALL-SCALE SPORT EVENTS

In the final writing and publishing process of this book, we all realized that the need to support sports and strengthen our physical condition remains a biological requirement that during the covi19 epidemic seemed to be a major priority in the quarantine’s bizarre daily life. Thus, this book has made another important contribution to the development of this primary commodity, which is in line with our biological nature. The need for exercise and group approach in common areas has been replaced by the pandemic in several countries by limited and geographically defined physical activity control and the need for protection. The sport has remained active even in the face of restrictions imposed by governments on a need that has evolved into home sports activities with or without the support of new technologies. There are organizations today such as the VR Institute of Health and Exercise that highlight the importance and contribution of new technologies in the development of physical movement in individuals and between groups. We therefore believe that changes in the environment of societies and businesses can affect in the near future, our needs and perceptions for more participation in sports services, for volunteering in the promotion of sports and positive changes in our lifestyle. We also believe that after returning from the epidemic crisis, people will appreciate the physical need for exercise, communication, and body motion even more.

THE CHAPTERS AND THEIR CONTENT

To support the readership to understand the wide range of this knowledge area we present at next the content of this book based on the involved book-chapters.

In this chapter the readership can be informed about the planning procedures and the similarities and the differences between Sport Event Management, Project Management and Sports Management. The scope of this chapter is to enforce the point of view that the small-scale sport events are related significantly on project management as they have a specific budget, a specific timeframe, and specific performance criteria. The difference is that they focus on customer perspective and local society contribution.

Different Types of Sport Events

This chapter sets out the variety of sporting events and hint at the potential of developing these alternative activities. In order to pursue the above objective of the chapter, the various criteria for categorizing sporting events are presented first. The chapter then focuses on providing relevant examples to inform the reader about the practices and trends of sporting events that are prevalent internationally. The reality of the emergence of a variety of sporting events and activities locally and internationally is an element of interpretation of modern lifestyles. At the same time, a careful study and analysis of the varieties and types of sports, facilitates managers and such as designers of sports activities and sports programs at a visitor destination, to identify easily and identify opportunities for their development and exploitation.

The Engagement of Community and Volunteers in a Small-Scale Sport Events and the Impact on Sustainable Tourism

The aim of the chapter is to define the characteristics of sport community and volunteering network, taking in consideration the previous literature studies on the subject and the reasons that push people to volunteer. The key role of the community and volunteers in the organization of small-scale sport event is illustrated, and the impact of event organization on local community has been explained through the triple bottom line approach (social, economic and environmental pillars). This work provides a list of indicators to measure the sustainable impact of the event on the local community. Best practices in community engagement and volunteer management in an event organization are described, focusing the attention on the recruiting and selection stage, training, and development. A study case is illustrated at the end of the chapter as evidence of the community and volunteer engagement in a small-scale sport event.
Preface

Small-Scale Sport Events and Local Community Perception

This chapter is an adoption of simultaneously connected two approaches namely the inductive and deductive approaches. From a methodological point of view, the study is going to be based on data collected from a previous study by the lead author. That said, for this study, only the data collected on sport events are analyzed and discussed. The findings of this study (focused on small scale events in Winchester), has been compared to the perception that locals have of other types of events. This comparison helps the authors to draw some conclusion regarding the position that small-scale events are holding within communities. As a destination, Winchester is not well researched. The same could be said for small-scale event. This chapter is therefore going to fill some gaps. Additionally, this chapter is to some extent offering a connection with over-tourism and tourism phobia, which are at the moment ‘hot topics’.

Small-Scale Event Volunteering: Insights From Three Greek Running Events

This chapter evaluates the contribution of the volunteerism to small-scale sport events. More specifically it presents a study that was implemented to identify the volunteer motivations and intentions and to compare them with those of two small-scale events, organized annually. Through this study it also explores whether volunteer participation increases the sense of community. Insights from three small scale sport events are provided with a view to helping the reader comprehend the working areas where volunteers may offer their services and the package that they gain after their contribution.

Basic Marketing Strategies and Marketing Mix in Small-Scale Sports Events

Preface

Organizing Small-Scale Sports Events: Issues and Challenges

This chapter addresses the issues and challenges in organizing small-scale sports event. Existing study on sporting events tends to focus on mega-sporting events compared to small-scale sports events. This is due to mega-sporting events gives more benefits in terms of economic to the destinations besides attract more visitors’. To ensure the continuity of the growth of tourism products for a local destination, small-scale sports events is one of the good choices for a destination to diversify their local tourism products. Besides, this event also special due to the uniqueness of the activities that have been offered. However, besides the uniqueness of this small-scale event, there are also issues and challenges facing by the organizer and also the local community. Consequently, the aim of this chapter is to provide an overview of the issues and challenges that have been facing by the organizer and also the local community. Understanding the key issues in organizing this small-scale sports event will help this event to become as one of the tourism attractions for a local destination.

Basic Marketing Strategies and Marketing Mix in Small-Scale Sports Events

According to the literature study of this chapter, the following aims are made in the section that is titled “Small-Scale Sports Event Marketing”. Firstly, the concept of event marketing has been discussed, the differences between large-scale and small-scale sports events are examined by considering the marketing factor according to the distinction made considering the size of each event, questions in the process of small-scale sports event marketing has been answered, also a detailed marketing process has been offered for the small-scale sports events. Finally the elements of the event marketing mix are discussed in detail in the light of the above discussion.

Small-Scale Sports Event Marketing Using New Marketing Concepts and Communication Tools

This chapter analyses the marketing planning stages to be more effective. The basic concept is that although small-scale sports event marketers may be constrained by limited resources – budgets, time and people – creative planning is achievable for everyone. Setting out a coordinated marketing plan at the beginning can at least improve the odds for delivering a successful event, reflected in a positive experience enjoyed among all attendees. Concentrating limited efforts into critical marketing activities is the key to delivering a positive experience. The author supports that following this marketing framework is one way to improve the odds.
Preface

Small-Scale Sports Event Sponsorship

The readers of this chapter are expected to understand, through the description of the basic sponsorship operation procedures, the importance of supporting sport event-based business operations. To this end, following a brief introduction including a description of the international situation in the Sports Sponsorship Market, as well as the necessary concepts, types of sponsorships, and developments, the structure of the book chapter focuses also on the key elements of the content of a sponsorship management plan for Small Scale Sporting Events. Additionally, important is the contribution of this chapter in clarifying how sponsors of a sporting event can be attracted.

When Ethical Values Drive the Creation and Development of Sport Events

In this chapter the authors analyze a case study of ColleMarathon. More specifically this chapter aims to describe how local volunteers were able to transform a very small-scale sport event into a successful happening that merges sport with ethical values and generates positive outcome for the local communities. Members of local sport associations and volunteers are the inventors, managers and workers of a marathon that wants to communicate the spirit of care and authentic values as its title suggests “the Marathon of Values”. Ongoing growth (from 350 to more than 1000 athletes) and participation of new businesses and entities did not transformed the governance and the aim of the race: after 17 years ColleMarathon is still managed by an Organizing Committee made by representatives of the sport associations and volunteers, who are triggered by the values they want to disseminate with the event. Values are the glue that binds all actors and still attract participants that have to run through villages, hills, old castles and meet the local people and their cultural traditions.

Analyzing Spectators’ Behavior at a Motor Sport: The World Rally Championship Case Study

This chapter provides useful information about segmentation practices based on consumer behavior differences. The authors use empirical data from a primary data analysis study with the scope to compare first and repeat sports event tourists in terms of their spending behaviors, satisfaction, and intention to return and to recommend others for visit the same event. Finally, solutions, recommendations, future research directions, and a conclusion are presented.
SUMMARY

The book, which has been completed as a single project, as you can see from the above chapter abstract presentations, contains sections that illuminate the reader on important applications and related theoretical directions of sports events. After a thorough research of the literature review process and after the results of relevant research conducted and published by the responsible book editors and authors of this publication, they considered that there was a significant scientific literature gap in the coverage and research related with the management of small-scale sporting events. So, following the suggestion of the IGI publishing house, we came up with this publication that we think can be a helpful contribution as a textbook that could support the interested reader e.g., student, postgraduate student, doctoral candidate and professional in the field of sports management and the administration of small scaled sports event problematic. Our collaboration with, the authors, the reviewers, the IGI publisher and his support-team, have been very productive and we thank them in particular for this unique collaborative experience. Each chapter of the book was reviewed by anonymous reviewers (blind review process), and after the chapter proposal and final chapter acceptance, we are happy that the result for the readers is this present book structure. More specifically, the chapter based structure follows the thematic sections dealing with the next ten important scientific topics in the knowledge field of Small Scaled Sports Event Management, namely the:

- Sports, Project & Event, Management
- Types of Sport Events
- Sports Event Planning
- Sports Event Marketing
- Sports Event Sponsorship
- Community engagement and volunteer, sport event management
- Local community perception analysis
- Motor sport events & Visitor behavior and satisfaction aspects
- Organizational small event management tools and practices
- Ethical issues related to the development of small-scale sport event practices

Given that in the modern environment of internationalized economies and societies, the administration of events and more specifically of small scaled sport events can make a significant contribution to the development and destination management of outdoor and urban area small scale sport events, we hope that the present material of this volume is considered to satisfy various readers interested in destination management, event management and visitor management topics of this volume.