

第72回東伏見スポーツサイエンス研究会

日時 2022年7月22日 (Friday) 16:00~17:30

場所 東伏見キャンパス79-401室

演題

Social Impacts in SMEs: The case of Rio 2016 Olympic Games

Dr Tiago Ribeiro (University of Lisbon)

■ Abstract:

This presentation is part of the research set in sport management towards social impacts of sport mega-events. Four case-studies will be presented that examine the Rio 2016 Olympic Games' impact on host communities. Rio de Janeiro is an interesting occasion to discuss the supposed legacies and the support behaviors of hosting future events particularly given its clear strategic objectives when it bid for the Rio Olympics. There were both positive and negative impacts on the lives of residents of the host city that need to be discussed and questioned, in order to help event managers in planning the future events. This presentation seeks to provide an understanding of the social effects of hosting the Olympic Games in the city of Rio de Janeiro. It provides an updated lens of the social benefits and risks of sport mega-events, allowing a better understanding of winners and losers.

■ **Bio:** Dr Tiago Ribeiro is currently working as an Assistant Professor in the Faculty of Human Kinetics at the University of Lisbon, Portugal, Europe. His research interests relate to Olympics studies of sport management, in particular, social impacts, legacies and social capital. His work has been successfully applied for the PhD Students Research Grant Programme in 2017 (OSC) and the FAPERJ Research Grant in 2016 (Brazil). Dr Tiago is a research member of CinTurs - Research Center for Tourism Sustainability and Well-being (PT) and of SMSG - Sport Marketing Research Group (BR). His research has been published in books, chapters and international journals. He is also a member of the Editorial Advisory Board of the Event Management Journal (US) and local coordinator of the GOALS Erasmus Mundus Master (EU).

