01 - (IM)POSSIBLE LEGACIES OF SPORTS MEGA-EVENTS

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INTRODUCTION

The Football World Cup in 2014 represents a great sport event set to be held in Brazil, marking a subject that has not been much explored before on academic researches in Brazil: mega-events. This word appears multiple times “in the speeches of the media, politicians, administrators and entrepreneurs, but also in the speech of the common man” (TAVARES, 2011, p. 11).

Sports mega-events are big events which involve a collection of people and factors around it, mobilizing countries, governments and their economy, stimulating the population in general (TAFFAREL; SANTOS JUNIOR; SILVA, 2013). This phenomenon is characterized as one of the most significant, relevant and complex of contemporary society. Its prominence results in great part from mediatic coverage, “for its capacity for constructing senses and meanings in the interior of each culture” (MEZZAROBA; PIRES, 2011, p. 338).

Therefore, the interest of the scientific community in carrying out deep reflections, criticism and perspectivations of the so-called sports mega-events is understandable (TAVARES, 2011), besides investigating public policies established for the adjustment of structural requirements for the organization of such events in Brazilian territory” (DALONSO; LOURENÇO, 2011, p. 519).

In that context, this study has done bibliographical research regarding the impacts of sports mega-events and more precisely the World Cup. The following subjects were approached as theoretical foundation: what are sports mega-events, their legacies and contributions to the host country, as well as economic issues that depict the possible “white elephants”, demands on budget, financing, renovation or construction projects, infrastructure of the surroundings, environmental licensing and others.

Starting from these aspects, the article's aim is: to present theoretical data on sports mega-events based on FIFA World Cup 2014 in Brazil. In order to achieve this, a bibliographical research consisting of publications on magazines and scientific journals specialized in the study area was done. The initial search occurred on Portal CAPES website, with the keywords: Mega-event, finding 25 articles, Legacy – Mega-event, providing only 4 articles and finally World Cup, when it was made a thorough gathering of 623 articles found and the book “O Brasil na Copa, a Copa no Brasil” organized by Giovani de Lorenzi Pires.

1 SPORTS MEGA-EVENTS AND LEGACIES

Sport has become a great financial investment because of its peculiarities and the ability of attracting spectators of all ages and social status, turning itself into an endless source of news, audiences and profit, giving an opportunity to display spaces for sponsors getting larger and larger (MEZZAROBA; PIRES, 2011).

A World Cup match nowadays is considered as trade good, for it is related with an audience who appreciates football and pays directly or indirectly, supporting this worldwide show (DAMO, 2011). Thus, Brazil hosting the World Cup will allow broad global visibility for the country, since events of this caliber generate an increase in the promotion of its image abroad. (DALONSO; LOURENÇO, 2011).

In short, mega-events are identified from their:

> Extent, as for the audience, target market, level of financial involvement of the public sector, political effects, television coverage range, construction of facilities and the impact on the hosting society economic and social system (HALL apud TAVARES, 2006, p. 17).

As stated by Mezzaroba, Messa and Pires (2011, p. 27) mega-events mobilize various values, whether symbolic, political, ideological or economic, “that are mixed up with the sports event in itself, broadening its significations into something that extrapolates a lot the field of sport to establish itself in the wider cultural dynamic guideline of the country”.

Thus, in order that institutions organizing events make their demands, the host country must have “economic stability, consolidation of democracy and reduction of social problems” (OLIVER, 2012, p. 3). While promoting the Football World Cup, the Brazilian government brings global stares which attempt to watch the competitions and see what the country has to show. In other words, the image Brazil consolidates is the one that will remain to the world (OLIVER, 2012).

However, having in view that mega-events monopolize and grab the attention of states to economic issues, they do not realize the high investments that could be used in other sectors which affect the country's functioning and structure (BRACHT; ALMEIDA, 2013). As much as this commitment accepted by the country is a lever and strategy to attract international investments, other demands lose ground, like, for instance, health and education (PORTO; CERON; ARAÚJO, 2012).

According to Mezzaroba, Messa and Pires (2011, 27) “a sports mega-event is much more a social and economic fact, which impacts on different scopes of the society that is welcoming it, than a sports event”. It has the ability to boost and accelerate investments in fundamental areas that should have already happened (DOMINGUES; BETARELLI JUNIOR; MAGALHÃES; 2011).

With the carrying out of the World Cup it is hoped that there is an improvement in the country's infrastructure with the intense private investment in a general context, attracting external capital while relating with governments and international companies (OLIVER, 2012), associating sports mega-events with the legacies left by it.

Hence, the legacies of mega-events “are offered as elements capable of overcoming the social fracture existent in cities, through the justification of the legacy which starts to constitute the representation of a united and consensual city” (BENEDICTO, 2008, p. 16), that is, they are used by people in charge as a marketing strategy, being presented as something positive that will bring visible and intangible benefits to the city, helping it overcome the urban “crisis” so that population will endorse this context.

> Comparatively, the matter of legacy has much less importance in the scope of FIFA. This relative unconcern by the organization directing world football with a discourse of social responsibility of its mega-event is probably related to the fact that, on the contrary to the International Olympic Committee, FIFA has developed a discourse showing little regard to sport's values as a mission to be promoted though football. It seems to us that, in its opinion, the World Cup is just competitive sport and business (TAVARES, 2011, p. 19).

Therefore, the concept of sports legacies is diffuse, being differentiated in material and abstract heritage, in dreams and realities. Their essence involves from constructions to improve infrastructure of cities to the lessons learned and habits of the population involved, i.e., this action causes the "intersection between Sport, Politics, Culture and Market" (MEZZAROBA; MESSA; PIRES, 2011, p. 30; DANTAS JUNIOR, 2013).

As stated by Ribeiro (2008, p. 115), "the ideal legacy is the one that succeeds in being positive in every aspect: sports, economic, social and environmental ones." Thus, in order to achieve a complete planning, the negotiation between the tangible (referring to every structure of the mega-event that is subject to economic analysis) and the intangible (effects that may have repercussions) should be present, when the legacies of sports mega-events are approached.

Unfortunately, once their carrying out is accepted, the organizations, FIFA in this case, start to induce from the investment of public budget resources to urban architecture, education, public transport and security, involving even the training of children and youths in the face of this context, creating and developing habits, customs linked to the mega-events (TAFFAREL; SANTOS JUNIOR; SILVA, 2013).

Therefore it is required, besides will and funds, comprehensive studies so that the constructions made do not cause any damage to the population and the environment, however the greatest difficulty is not respecting these goals, but where to raise funds for the conservation of the construction of stadiums after the execution of the event (PORTO; CERON; ARAÚJO, 2012).

The same authors state that this is not exclusively an issue in Brazil, they exemplify that in other mega-events which occurred, the legacies left to the country were the losses with the maintenance of those stadiums. Like, for instance:

> In 2010 Africa's World Cup one can see very well which was the legacy left by the event. With an approximate investment of 8 billion, South Africa has built five stadiums and a structure that was necessary for the matches to happen. However, two years after the end of the World Cup, South Africa writes up the losses with the maintenance of these stadiums. The cost of just one of them is approximately R$10,5 million a year. (PORTO; CERON; ARAÚJO, 2012, p. 443).

According to Barclay (2009), building new stadiums may even cause an increase in the economic activity in the country, also coming to existence the need to extend the expenses to the public sector, having as a result, most of the times, loans from the government or higher taxes to society. Hence, the greatest apprehension in 2014 World Cup in Brazil is with the stadiums that will be installed, "particularly in some host towns with no tradition in football, such as Manaus, Cuiabá and Brasília, and that are at risk of being underused after the event, called as possible "white elephants" in the post 2014 World Cup period." (BRUGGEMANN; POFFO; SOUZA; et al; 2011, p.108)

1.1 Economy of Sports Mega-events

With relation to the sports mega-event the economic standpoint is one of the most important these days. It is notable that sport itself is not just an event with a technical and tactical purpose anymore, seen today as a great deal. According to Damo (2011) sports shows can be considered as symbolic goods converted into trade goods and the author has also defined the World Cup as FIFA's most valuable trade good.

As stated by Domingues, Betarelli Junior and Magalhães (2011) the economic benefits that mega-events may bring are the main argument used to justify the public expense and effort to become the host of an event such as FIFA's World Cup. But economic impacts analysis is very relative for a mega-event's host country, involving sectors like infrastructure, tourism, private investment, hotels and even stadiums.

In the same way these outcomes may be negative to the country, we have a great example of a host country, Barcelona in 1992's Olympic Games, which made great part of its investment in matters of urban infrastructure, leaving this way a positive result for the city after the end of the event. In fact, instead of carrying out the classic construction of a big Olympic park, Barcelona chose decentralization, creating four smaller parks, scattered through the city. This way, outsized facilities, condemned to the condition of "white elephants" after the Games, were avoided (MASCARENHAS, 2008).

The World Cup or other competitions in which the national football team is involved tend to arouse interest of a larger audience than the one usually interested in football matches (DAMO, 2011). According to Gastaldo (2009) the World Cup is a social fact of huge importance in Brazilian contemporary culture, and whose access is strictly linked to its mediatized character. For instance, in 1998's World Cup, in Brazil vs. Morocco match, 96% of the TV viewers stayed tuned to follow the event in the country. Such data show how profitable it is to FIFA bringing a sports mega-event to a country that consumes football. Thus, the state is responsible for matters that are directed to the game field, without considering the amounts reaching the millions mark which involve these events, such as FIFA's World Cup.

Authors like Domingues, Betarelli Junior and Magalhães (2011) through many theorists, such as, Porter, Barclay, Noll and Zimbalist and Brenke and Wagner, expose the economic reality of sports mega-events. They give an account of the high cost invested by public authorities to the maintenance of these constructions, emphasizing the case of Greece, host country of the 2004's Olympic Games, which generated a current expense of approximately 202 million per year for infrastructure maintenance, not to mention the fact of the non-occurrence of the predicted national GDP boom, a false hope of all host countries.

Thus, it is noticed that the ones most financially benefited in these cases are the organizations linked to the event, such as FIFA (International Federation of Football Association) and the IOC (International Olympic Committee). Not mentioning the disloyal promises, fake employment growth, tending to suffer a big rise of unemployment numbers in the end of the event.

Domingues, Betarelli Junior and Magalhães (2011) convey that a possible reality in mega-events is what happened to Sydney, 2000's Olympic Games host city. In 2004, four years after the Mega-event, the state had to take on all the expenses to maintain the constructions, because the company who used to administrate the facilities went bankrupt; for that, the oceanic country spends millions annually, from its public funds, in order to maintain the constructions designed for Sidney's Olympic Games.

The greatest economic criticism regarding sports mega-events comes from two factors: one of them refers to developing countries, Brazil's case, being aware that great part, if not the majority of the amount invested in these events are

originated from the public sector, with a country in the middle of its developing process, this sum invested in mega-events is taken from other vital arteries of national development, like health and education, besides that, there is also a factor that exists regardless of country, which is lack of planning for the post mega-event occurrence, which sometimes cause cases of unused infrastructures, and with that, a rise in the maintenance cost (DOMINGUES, BATERELLI JUNIOR E MAGALHÃES, 2011).

FINAL CONSIDERATIONS

We have reached the conclusion that there are several examples spread around the world left as legacies in mega-events, however, we understand that legacy is not always when everything goes right, for even a mistake in planning may become a future legacy, an example on how not to do things. There is the possibility of "white elephants", which use public and even private resources in order to be kept preserved after the end of the event, becoming a negative legacy of the 2014 World Cup. Possible legacies are also related with urban infrastructure, even a so-called permanent legacy, the country's culture may suffer alterations and with that, more legacies.

In the field of sport the impact may become positive too, a reorganization in the way of seeing sport can be born, similar to what happened in the United States in the 70's with the Super Bowl, but we emphasize that it is a longer distance to cover, because it does not depend solely on new sports arenas, a demand of the sports culture directed to the spectacularization of sport.

Finally, and maybe the most important, is about the economic aspect, the criticism in Brazil's case shows itself in many ways, one of them, the reason why the arrival of a sports Mega-event in Brazilian lands was necessary so that urban infrastructure investments would start to be done, and in a denser and deeper way, why bringing a mega-event to our lands, when actually, we need investments in basic areas of society, keep sports Mega-events for when we have a Social Mega-structure.

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(IM)POSSIBLE LEGACIES OF SPORTS MEGA-EVENTS
ABSTRACT

This study does a bibliographical research regarding the impacts of Sports Mega-events and more precisely the World Cup. The following subjects were approached for theoretical foundation: what are sports mega-events, their legacies and contributions to the host country, as well as economic issues that depict the possible “white elephants”, demands on budget, financing, renovation or construction projects, infrastructure of the surroundings, environmental licensing and others. The initial search occurred on Portal CAPES website, with the keywords: Mega-event, finding 25 articles, Legacy – Mega-event, providing only 4 articles and finally World Cup, when it was made a thorough gathering of 623 articles and a book that were found. Regarding sports mega-events we have worked with a critical and investigative view, thus being able to realize that the legacies so much intoned by all organizations and media related with the Mega-events are, in fact, not always clearly shown, or worse, they do not always actually happen, therefore becoming an inexistent scenario.

KEYWORDS: Sports Mega-event, World Cup, Legacy.

RETOMBÉES (IM)POSSIBLES DES MÉGA-ÉVÉNEMENTS SPORTIFS
RESUME

Cette étude effectue une recherche bibliographique sur les impacts des méga-événements sportifs, et plus particulièrement de la Coupe du Monde. Les fondements théoriques reposent sur l'approche des thèmes suivants : définition des méga-événements sportifs, retombées et contributions pour le pays d'accueil, questions économiques illustrant d'éventuels « éléphants blancs », demande de subvention, financement, projets de réforme ou de construction, infrastructure des alentours, permis environnementaux et autres. La recherche de départ a été réalisée sur la page internet de la CAPES, à partir des mots-clés : Méga-événement (25 articles rencontrés), Retombée-Méga-événement (seulement 4) et Coupe du Monde (après recherche minutieuse, 623 articles et un livre trouvés). Un regard critique et analytique sur les méga-événements sportifs permet de constater que les retombées tant annoncées par toutes les entités et les médias qui y sont liés n'apparaissent pas toujours de manière claire. Pire, elles ne se produisent pas toujours et constituent parfois un scénario inexistant.

MOTS-CLÉS : méga-événement sportif ; Coupe du Monde ; retombées.

(IM)POSSIBLES LEGADOS DE LOS MEGAEVENTOS DEPORTIVOS
RESUMEN

Este estudio realiza una investigación bibliográfica en lo que se refiere a los impactos de los megaeventos deportivos, más precisamente a la Copa Mundial de Fútbol. Para la fundamentación teórica, se abordaron los siguientes temas: qué son megaeventos deportivos, sus legados y contribuciones al país sede, así como cuestiones económicas que retratan los posibles “elefantes blancos”, la demanda de presupuesto, financiación, proyectos de reforma o de construcción, infraestructura del entorno, licenciamientos ambientales y otros. La búsqueda inicial se hizo en el sitio web Portal CAPES, con las palabras clave: Megaevento, encontrándose 25 artículos, Legado – Megaevento, obteniéndose solamente 4 artículos, y por último Copa Mundial de Fútbol, cuando entonces, después de una investigación minuciosa, se encontraron 623 artículos y un libro. En lo que se refiere a megaeventos deportivos, trabajando desde una mirada crítica e investigativa, fue posible percibir que los legados tan propagados por todas las entidades y medios de comunicación relacionados a los Megaeventos en realidad no siempre aparecen de forma clara, o peor, no es siempre que ellos realmente ocurren, convirtiéndose así en un escenario inexistente.

PALABRAS CLAVE: Megaevento deportivo; Copa Mundial de Fútbol; Legado.

(IM)POSSÍVEIS LEGADOS DOS MEGAEVENTOS ESPORTIVOS
RESUMO

Este estudo realiza uma pesquisa bibliográfica no que diz respeito aos impactos dos Megaeventos esportivos e mais precisamente à Copa do Mundo. Para fundamentação teórica foram abordados os seguintes assuntos: o que são megaeventos esportivos, seus legados e contribuições para o país-sede, como também questões econômicas que retratam os possíveis “elefantes brancos”, demanda de verba, financiamento, projetos de reforma ou de construção, infraestrutura do entorno, licenciamentos ambientais e outros. A busca inicial se deu no site Portal CAPES, com as palavras chaves: Megaevento, encontrando 25 artigos, Legado – Megaevento, fornecendo somente 4 e por último Copa do Mundo, onde se fez uma coleta minuciosa dos 623 artigos encontrados e um livro. No que diz respeito a megaeventos esportivos trabalhamos com um olhar critico e investigativo, podendo assim perceber, que os legados tão entoados por todas as entidades e meios de comunicação relacionados com os Megaeventos, na verdade nem sempre aparecem de forma clara, ou pior, nem sempre, eles realmente acontecem, tornando-se assim um cenário inexistente.

PALAVRAS–CHAVE: Megaevento esportivo; Copa do Mundo; Legado.