

Sport Management

OVERVIEW

This chapter reviews the development of sport into a major sector of economic and social activity and outlines the importance of sport management as a field of study. It discusses the unique nature of sport and the drivers of change that affect how sport is produced and consumed. A three-sector model of public, non-profit and professional sport is presented, along with a brief description of the salient aspects of the management context for sport organizations. The chapter serves as an introduction to the remaining sections of the book, highlighting the importance of each of the topics.

After completing this chapter the reader should be able to:

- _ Describe the unique features of sport
- _ Understand the environment in which sport organizations operate
- _ Describe the three sectors of the sport industry
- _ Explain how sport management is different to other fields of management study.

WHAT IS SPORT MANAGEMENT?

Sport employs many millions of people around the globe, is played or watched by the majority of the world's population and, at the elite or professional level, has moved from being an amateur pastime to a significant industry. The growth and professionalization of sport has driven changes in the consumption, production and management of sporting events and organizations at all levels of sport. Managing sport organizations at the start of the 21st century involves the application of techniques and strategies evident in the majority of modern business, government and non-profit organizations. Sport managers engage **3** in strategic planning, manage large numbers of human resources, deal with broadcasting contracts worth billions of dollars, manage the welfare of elite athletes who sometimes earn 100 times the average working wage and work within highly integrated global networks of international sports federations, national sport organizations, government agencies, media corporations, sponsors and community organizations. Students of sport management therefore need to develop an understanding of the special features of sport and its allied industries, the environment in which sport organizations operate and the types of sport organizations that operate in the public, non-profit and professional sectors of the sport industry. The remainder of the chapter is devoted to a discussion of these points and highlights the unique aspects of sport organization management.