

SPORTING MEGA-EVENTS AND TOURISM: Bibliometric Relationships in Academia

MEGAEVENTOS ESPORTIVOS E TURISMO: Relações Bibliométricas No Âmbito Da Academia

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ABSTRACT

Sports mega-events are occasionally studied under the category of urban management and related areas. However, in other areas of science, such as tourism, their discussion is still incipient. In this context, this project aims to contextualize the academic literature on topics of interest, especially in regard to the relations between two central themes: tourism and mega-events. Therefore, based on bibliometric analysis, articles published in the proceedings of two major domestic scientific events were selected, evaluating the appropriation of themes, individually or together. Two well-known international journals on this topic were chosen in order to search for interaction between the sources of analysis. Preceded by a theoretical-conceptual discussion, the results allowed us to trace the history of interrelatedness of the themes in the Brazilian academic view and worldwide, marking new studies on the ephemerality of mega-events' benefits for tourism, and about their real contributions to the process of urban management.

Keywords: *mega-event; sporting event; tourism; urban management; bibliometry*

RESUMO

Megaeventos esportivos são, ocasionalmente, estudados sob a temática da gestão urbana e áreas afins. Entretanto, em outros setores da ciência, como o turismo, sua abordagem é ainda incipiente. Nesse contexto, este trabalho objetiva contextualizar a literatura acadêmica sobre temas de interesse, especialmente no que tange às relações entre dois temas centrais: megaeventos e turismo. Para tanto, com base em análise bibliométrica, foram selecionados, em nível nacional, artigos publicados em anais de dois grandes eventos científicos, avaliando-se a apropriação dos temas, isolados ou em conjunto. Em âmbito internacional, foram eleitas duas revistas de destaque nos temas, visando à interação entre fontes de análise. Antecedidos por discussão teórico-conceitual, os resultados encontrados permitiram o traçado do histórico sobre o inter-relacionamento dos temas na visão acadêmica brasileira e mundial, balizando novos estudos sobre a efemeridade dos benefícios de megaeventos para o turismo e sobre as suas reais contribuições ao processo de gestão urbana.

Palavras-chave: *megaevento; evento esportivo; turismo; gestão urbana; bibliometria*

INTRODUCTION

As a consequence of the choice of Brazil to host the 2014 FIFA World Cup, and Rio de Janeiro's selection as the host city for the 2016 Olympic Games, mega-events and large sporting events have become a focus on the national stage. Consequently, the topic of this present study involves the relationship between these subjects and the process of urban management, as well as its potential effects on tourist activity.

Supported by the bibliometric analysis conducted on a selection of articles published in the proceedings of important domestic scientific events (meetings of the National Association of Post-Graduate Studies and Research in Urban and Regional Planning, ANPUR, and seminars from the National Association of Research and Post-Graduate Studies in Tourism, ANPTUR) within the respective fields of interest, and also in magazines which stand out on the international scene (*Urban Studies* and *Estudios y Perspectivas en Turismo*), this study traces a comparison between both sources, seeking to interpret the presence of the themes and the way they are treated.

Bibliometry is a field of science which is occupied with the measure or the quantity applied to books, reducing statistics and providing comparative indices; in other words, it includes the attempt to quantify the processes of written communication. This type of study is useful for assessing the academic production of a determined group on a certain topic during a given time period. As production in the area evolves, the researchers dedicate themselves to quantitative and qualitative analysis in order to discover who, what, and where is being researched, while determining its degree of relevance (Otlet, 1986).

Therefore, the general objective of this present study consists of contextualizing the academic literature on these topics of interest, identifying points of connection or academic consensus about these topics, especially for subjects related to the relationship between mega-events and tourism. To this end, we first construct a brief theoretical background as a base for our analysis.

MEGA-EVENTS AND SPORTING EVENTS

Mega-events principally occur in the city; chief among these are sports competitions. These are short-duration happenings, with permanent results (positive or negative) on the locales which host them, generally associated with the creation of infrastructure and commodities (Roche, 1994).

Triggered by these events are environmental, cultural, political, social, and economic relationships designed to promote positive results, while at the same time conflicts arise, both during the planning process as well as in the post-event phase, which can produce long-term consequences for tourism (Roche, 1994), for industry, and for the entrance of financial capital, as well as for the urban landscape. Among today's main mega-events, large sporting events stand out.

In this scenario, large events have become opportunities for city managers to implement solutions for urban restructuring and for strengthening identities. The fact that mega-events can attract the attention of wide sectors of the media leads governments to engage in strong efforts to promote them. For Raeder (2010), the sporting events most coveted by urban managers are the Olympic Games, the Pan-American Games, and the men's World Cup of Football.

According to Tambucci (2007), there are four main benefits of capturing large events for the host city: the legacy of infrastructure constructed for the event, the short-term economic stimulus for new investments with the increase in the number of visitors, increased viability and a wide range of marketing opportunities which catalyze business and tourism promotion, and the most difficult to obtain, urban development.

On the other hand, Preuss (2007) affirms that there are three negative social implications for the host of sports mega-events: transformation of public spaces into private spaces; relocation of certain neighborhoods; and, gentrification.

The social and economic aspects of mega-events cannot be predicted for the use of standards of excellence or case studies, since they require individualized analysis based on the city's long-term development plans, as well as their needs and social conditions including the assessment of activities, outstanding among which is tourism (Preuss, 2007).

TOURISM AND MEGA-EVENTS

Acclaimed as the main economic force in evolution, tourism involves a large industry and is responsible for attracting the attention of professionals and researchers with various motivations and purposes (Rejowski, 2002a).

The practice of modern tourism activity grew continuously in the nineteenth century, an era characterized by novelties and large transformations which were reflected largely in the world fairs. These fairs led to the beginning of a fruitful period for large events, which were intended to highlight man's important technological conquests, as well as to receive a large flux of visitors to the area where they took place, propelling the interest of tourism enterprises (Rejowski, 2002b).

Sporting events have been one of the largest-growing types of tourism in the world, especially in Brazil. Many city administrations spend substantial amounts of their financial resources to improve their infrastructure for hosting important sporting events which, despite being able to generate economic well-being through long-term impacts deriving from tourism, do not guarantee that the benefits will exceed the costs (MTUR, 2011). For Solberg & Preuss (2007), mega-events like the Olympic Games and the World Cup require large investments in sporting installations and support infrastructure. Obviously, there are risks that the investments in those host cities will become so elevated that that applications towards other nearby needs will diminish or even be completely suspended. This fact is particularly true for smaller urban centers, which often have difficulties meeting extraordinary demand during the event without investing in permanent installations. In summary, large events may generate income which covers operational costs, but they rarely compensate for the investment in infrastructure in the short term.

However, it is evident that mega-events affect tourism in the host-cities, but it is necessary to identify the process that leads up to their realization, which goes from the city's application to its being chosen (Matias, 2008).

The major legacy of sporting mega-events may not be the assistance that the games themselves provide, but other benefits which may extend to the population. Large events are an important catalyst for improvements in quality of living, and can accelerate the process of restructuring a city in the most diverse areas such as transportation, security, housing, and education, among others. In this sphere, tourism can transform into a benefit that endures not only during the event, but also after it takes place.

METHODOLOGY

Considering the theoretical and conceptual presuppositions that have already been discussed, and seeking to identify the characteristics of domestic and international scientific production based on bibliometric assessment and complementation by qualitative analyses, the following were analyzed through 2013: articles from ANPUR meetings (since 2003), from ANPTUR seminars (since 2005), and from the international publications *Urban Studies* and *Estudios y Perspectivas en Turismo* (both since 2000).

These temporal delineations are justified, first and foremost, by the availability of data. It should also be noted that ANPTUR was founded in 2002, and its first edition (from that year) is not available online; its articles only returned to publication in 2005. Therefore, the years for the annals that are available online through the moment of the study (2005 to 2013) were selected, remembering that ANPTUR seminars are annual, and that ANPUR meetings are biennial. Their contemporary nature should also be emphasized, since both include the beginning of the twenty-first century.

The choice of scientific events was based on their importance in the country in the areas of urban management and tourism. The ANPUR meetings have a highlighted relevance in the field of studies around cities and regions, as well as urban and regional planning. In the area of tourism, ANPTUR seminars seek to stimulate studies in this new science.

Urban Studies magazine, among those classified, was chosen from the area of urban and regional planning/demography with a Qualis rating of A1 – the highest quality rating of periodicals in Brazil – from the Coordination for Superior-Level Professional Development (CAPES), the government agency which classifies vehicles of academic information (periodical classification available at: <http://qualis.capes.gov.br/webqualis>). Besides this categorization, the publication was ranked in tenth place in the area of Urban Studies by the Thomson Reuters classification (available at: http://usj.sagepub.com/?WT.mc_id=1094006LA&WT.mc_ev=click). The content available on CAPES' "Portal Periódicos" portal from 2000 to 2013 was used. In order to establish parameters for comparison, we sought a journal in the area of tourism with the same CAPES Qualis rating, but none was found.

The first journals in the specific area of tourism appear in the Qualis B1 stratum. There are four: *Estudios y Perspectivas en Turismo*, *the Journal of Sustainable Tourism*, *Revista Encontros Científicos: tourism and management studies*, and *Worldwide Hospitality and Tourism Themes*. For the latter three, no key words in the sphere of this present survey were found, therefore we opted for the first publication.

Using the Mendeley Desktop software (additional information available at: <http://www.mendeley.com>), a file manager for academic articles in a portable document format (PDF), a search was conducted in the set of articles in each of the publications analyzed, by year of publication, to find the key words in the title and in the body of the abstract. It should be noted that, due to the differences in format in the articles, in some years the texts were published without abstracts. In this case, only the title was analyzed.

The key words we searched for were: sporting event, mega-event, Olympic Games or Olympiad, World Cup, Pan-American, and large event, including derivations such as variations for gender, plural, and alternatives for hyphenation, as well as translations into the official languages of the publications. In the articles of the meetings of ANPUR and the journal *Urban Studies*, besides these terms the word “tourism” was also sought. This same search would not be justified in the projects presented in the ANPTUR seminars and in the journal *Estudios y Perspectivas en Turismo* since these focus specifically on studies of this topic.

The results of this selection were tabulated, determining the number of publications referring to each of the searched words within each of the academic publications. Furthermore, the existence of articles was verified using more than one of the reference terms, in order to relate the topics evaluated here.

RESULTS AND DISCUSSION

With relation to the results of the ANPUR meetings, Table 1 presents a total of 102 articles which were selected from the search criteria, from a total group of 1,777 articles produced during the 2003-2013 period, which represents 5.74% of the total.

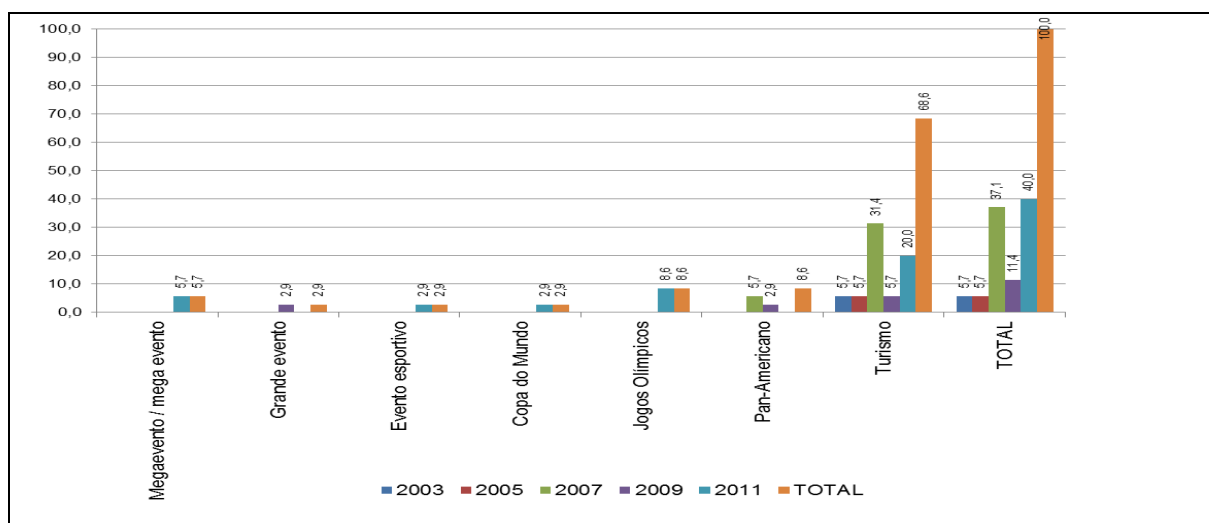
TABLE1 – Quantity of keywords found in articles of the meetings of the National Association of Post-Graduate Studies and Research in Urban and Regional Planning (ANPUR) – 2003 to 2013

KEYWORDS	YEAR OF PUBLICATION							TOTAL
		2003	2005	2007	2009	2011	2013	
Megaevento / mega evento (mega-event/mega event)		0	0	0	0	2	17	19
Grande evento (large event)		0	0	0	1	0	2	3
Evento esportivo (sporting event)		0	0	0	0	1	1	2
Copa do Mundo (World Cup)		0	0	0	0	1	14	15
Jogos Olympicos (Olympic Games)		0	0	0	0	3	16	19
Pan-Americano (Pan-American)		0	0	2	1	0	1	4
Turismo (tourism)		2	2	11	2	7	16	40
TOTAL		2	2	13	4	14	67	102

Source: Based on the bibliometry conducted.

It is possible to verify the significant number of works produced on the theme in question in 2013, principally for the terms mega-events, World Cup, and Olympic Games (Figure 1).

FIGURE 1 – Graph showing the proportion of keywords found in the articles of the National Association of Post-Graduate Studies and Research in Urban and Regional Planning (ANPUR) – 2003 to 2013



Source: Based on the bibliometry conducted.

As for keywords, “tourism” showed the highest rate of occurrence in the articles studied, but only by looking at the numbers it was impossible to establish its relationship with the other topics. Therefore, we returned to the analysis of the titles and abstracts of the works presented in Table 2.

TABLE 2 – Article Titles in the meetings of the National Association of Post-Graduate Studies and Research in Urban and Regional Planning (ANPUR) – 2003 to 2013

MEGAEVENTO	YEAR
O espetáculo na cidade e a cidade no espetáculo: grandes projetos, megaeventos e outras histórias	2011
As políticas públicas nas favelas cariocas em tempos de megaeventos esportivos na cidade	2011
O paradigma neoliberal e os megaeventos: como a copa e as olimpíadas servem à produção de cidades mais excludentes no Brasil	2013
Para uma “nova cidade” um “novo plano”: o processo de revisão do Plano Diretor do Rio de Janeiro à luz dos preparativos para os megaeventos	2013
Grandes projetos fazem cidades melhores? Os limites do megaevento Copa 2014 em Natal - RN	2013
Megaeventos e expansão geográfica do capital na metrópole: o caso de São Lourenço da Mata - PE	2013
Megaeventos e o desenvolvimento urbano e regional: uma análise das especificidades e impactos provenientes dos Jogos Olímpicos e um panorama para a cidade do Rio de Janeiro	2013
Políticas públicas e (in)justiça socioespacial nas favelas do Rio de Janeiro, no contexto da organização dos mega-eventos esportivos	2013
Megaeventos e metrópoles: projetos em disputa	2013
Impactos socioespaciais dos megaeventos esportivos nas metrópoles brasileiras: espaços de exclusão X territórios de resistência	2013
Rio na rede: pacificação e expropriação no Jogo Olímpico	2013
Fortaleza e Natal. A aparência como imagem refletida do desejo nas cidades-sede da Copa de 2014	2013
A Copa do Mundo de 2014 em Porto Alegre	2013
Dilemas, tendências e constrangimentos na metrópole: o Rio de Janeiro como síntese	2013
Moradia popular em tempos de copa: o desenvolvimento urbano como um mito	2013
Empresariamento da cidade e geração de conflitos: as várias faces da Copa 2014 em Belo Horizonte	2013
Discurso e ideologia no planejamento urbano estratégico. Zona leste e a Copa do Mundo em Itaquera como estudo de caso	2013
Concessa Venia: a concessão urbana da produção do espaço em grandes obras públicas	2013
Cidade-marca e disputas simbólicas no projeto Rio 2016	2013
GRANDE EVENTO	YEAR
Pan Rio 2007: manifestações e manifestantes	2009

Planejamento de grandes eventos e transformações urbanas	2013
Planejamento estratégico e sustentabilidade urbana: teoria versus prática no contexto da Copa do Mundo 2014	2013
EVENTO ESPORTIVO	YEAR
As políticas públicas nas favelas cariocas em tempos de megaeventos esportivos na cidade	2011
Discurso e ideologia no planejamento urbano estratégico. Zona leste e a Copa do Mundo em Itaquera como estudo de caso	2013
COPA DO MUNDO	YEAR
As políticas públicas nas favelas cariocas em tempos de megaeventos esportivos na cidade	2011
O paradigma neoliberal e os megaeventos: como a copa e as olimpíadas servem à produção de cidades mais excludentes no Brasil	2013
Fortaleza e Natal. A aparência como imagem refletida do desejo nas cidades-sede da Copa de 2014	2013
A Copa do Mundo de 2014 em Porto Alegre	2013
Grandes projetos fazem cidades melhores? Os limites do megaevento Copa 2014 em Natal - RN	2013
Moradia popular em tempos de copa: o desenvolvimento urbano como um mito	2013
Planejamento estratégico e sustentabilidade urbana: teoria versus prática no contexto da Copa do Mundo 2014	2013
Empresariamento da cidade e geração de conflitos: as várias faces da Copa 2014 em Belo Horizonte	2013
A cidade e a copa: exceções do Estado e do direito em favor da FIFA	2013
Discurso e ideologia no planejamento urbano estratégico. Zona leste e a Copa do Mundo em Itaquera como estudo de caso	2013
Megaeventos e metrópoles: projetos em disputa	2013
Do empresariamento ao empreendedorismo urbano: o caso de Porto Alegre	2013
Rio maravilha: desapropriações, remoções e reforço do padrão de organização espacial centro-periferia	2013
O plano popular da Vila Autódromo, uma experiência de planejamento conflitual	2013
Impactos socioespaciais dos megaeventos esportivos nas metrópoles brasileiras: espaços de exclusão X territórios de resistência	2013
JOGOS OLÍMPICOS	YEAR
Rio 2016: o projeto olímpico e sua economia simbólica	2011
Força-de-lei: rupturas e realinhamentos institucionais na busca do “sonho olímpico” carioca	2011
As políticas públicas nas favelas cariocas em tempos de megaeventos esportivos na cidade	2011
Rio na rede: pacificação e expropriação no Jogo Olímpico	2013
Megaeventos e o desenvolvimento urbano e regional: uma análise das especificidades e impactos provenientes dos Jogos Olímpicos e um panorama para a cidade do Rio de Janeiro	2013
Transformações urbanas e mega projetos	2013
Megaeventos e metrópoles: projetos em disputa	2013
Para uma “nova cidade” um “novo plano”: o processo de revisão do Plano Diretor do Rio de Janeiro à luz dos preparativos para os megaeventos	2013
O paradigma neoliberal e os megaeventos: como a copa e as olimpíadas servem à produção de cidades mais excludentes no Brasil	2013
Fluxo e permanência: a reorientação de discurso em torno aos projetos urbanísticos e a questão do legado olímpico	2013
Rio maravilha: desapropriações, remoções e reforço do padrão de organização espacial centro-periferia	2013
Moradia popular em tempos de copa: o desenvolvimento urbano como um mito	2013
Londres 2012 e o Rio de Janeiro 2016: modelos e conflitos na produção da cidade olímpica	2013
Discurso e ideologia no planejamento urbano estratégico. Zona leste e a Copa do Mundo em Itaquera como estudo de caso	2013
O plano popular da Vila Autódromo, uma experiência de planejamento conflitual	2013
Planejamento de grandes eventos e transformações urbanas	2013
Cidade-marca e disputas simbólicas no projeto Rio 2016	2013
Políticas da ordem, políticas da criação	2013
Impactos socioespaciais dos megaeventos esportivos nas metrópoles brasileiras: espaços de exclusão X territórios de resistência	2013
PAN-AMERICANO	YEAR

Jogos Pan-americanos Rio 2007: uma análise trans-dimensional do projeto urbano	2007
Da terra de ninguém a terra dos fidalgos	2007
Pan Rio 2007: manifestações e manifestantes	2009
O plano popular da Vila Autódromo, uma experiência de planejamento conflitual	2013
TURISMO	YEAR
Análise multisensorial aplicada aos projetos urbanos de lazer e turismo: o recanto do trovador	2003
Intervenções urbanas em Salvador: turismo e “gentrificação” no processo de renovação urbana do pelourinho	2003
Modernização espacial e pós turismo em Belo Horizonte: ressignificações culturais e imaginários híbridos na periferia do turismo internacional	2005
Turismo e desenvolvimento em Salvador	2005
Análise da hierarquia dos centros urbanos prestadores de serviços turísticos ao longo da estrada real	2007
Análise sócio-ocupacional da estrutura intra-urbana da região metropolitana de Fortaleza	2007
Articulações e contradições da estrutura urbana e metropolitana no turismo internacional de sol e mar em Natal	2007
Bahia terra da felicidade: uma imagem turística de Salvador	2007
Favelas, regularização fundiária e requalificação urbana	2007
Mudanças e determinantes na dinâmica socioeconômica na região metropolitana da baixada santista – 1980 / 2005	2007
Novas dinâmicas imobiliárias e redefinição da estrutura territorial - o caso da área metropolitana de Natal/RN	2007
Planejamento e gestão para a internacionalização de cidades: um modelo de análise aplicado ao caso de Belo Horizonte (MG)	2007
Políticas urbanas e de preservação: os casos de Diamantina e Tiradentes	2007
Regionalização e gestão territorial: o turismo na região metropolitana de Curitiba (PR)	2007
Requalificação urbana e gentrificação em Fortaleza – CE: o caso da favela do poço do poço da draga na praia de Iracema	2007
A (re)produção do espaço como mercadoria: pólo 3 – projeto orla extensões-latências	2009
Embates entre o turismo praticado em bases locais e bases globais em Porto Seguro-BA	2009
A dimensão política no processo de territorialização turística no município de Tibau do Sul/RN	2001
A urbanização turística de Florianópolis: o papel das redes hoteleiras nacionais e internacionais	2011
Dinâmicas demográfica e econômica dos municípios da zona costeira paulista e as mudanças climáticas	2011
Imobiliário-turístico e o planejamento territorial local: novos desafios à gestão urbana no nordeste brasileiro	2011
<i>Políticas de cultura y turismo: desplegando el city marketing. el caso de la ciudad de Buenos Aires (Argentina)</i>	2011
Urbanização dispersa e expansão urbana: complexo turístico da Costa do Sauípe e consequências sociais, ambientais e espaciais	2011
Urbanização turística em Belém – PA	2011
“Turismo residencial” e urbanização na região metropolitana de Fortaleza (RMF)	2013
Sorria: você está na Bahia. A urbanização e a turistificação do litoral baiano	2013
Desenvolvimento urbano nas regiões litorâneas da Espanha e do Marrocos: turismo, mercado imobiliário e as novas espacialidades produzidas	2013
Regionalizações e os “novos” espaços do turismo no estado do Rio de Janeiro	2013
O turismo comunitário na favela Santa Marta: perspectivas sobre o programa Rio Top Tour no contexto eufórico do Rio de Janeiro pacificado	2013
Assistência técnica, um caminho para a discussão do turismo cultural pela UNESCO	2013
O processo de urbanização e o turismo: desafios na preservação do patrimônio natural e cultural	2013
Turismo, cultura, lazer e planejamento urbano e regional	2013
Grandes projetos fazem cidades melhores? Os limites do megaevento Copa 2014 em Natal - RN	2013
Empresariamento da cidade e geração de conflitos: as várias faces da Copa 2014 em Belo Horizonte	2013
Os circuitos turísticos como manifestações atuais da governança territorial: o caso do circuito das frutas do estado de São Paulo	2013
A euforia do capital. Muito além da demanda solvente	2013
Por uma cidade turística: a história da Estância de Campos de Jordão – SP	2013

Desenvolvimento urbano nas áreas turístico residenciais: um estudo nas áreas turístico residenciais: um estudo sobre o fenômeno das segundas residências nas cidades balneárias do litoral do Paraná	2013
Entre cantos, batuques e grafias: vivências culturais nos espaços públicos da zona portuária do Rio de Janeiro	2013
Os desencantos da ilha da magia: projetos urbanos e manutenção da cultura açoariana em Florianópolis – SC	2013

Source: Based on the bibliometry conducted.

Note: Articles in red contain repetitions of more than one keyword.

Of the 40 articles which contain the keyword “tourism” in the title or the abstract, only two were found which had any of the other six terms which were researched, indicating that the projects found within the theme of tourism have a reduced relation to large events or sporting events, showing that studies in the sphere of the nexus between tourist activity and its effects related to these terms are still lacking.

Besides the word tourism, these articles share the terms “megaevents” and “Cup”. The article – “Grandes projetos fazem cidades melhores? Os limites do megaevento Copa 2014 em Natal – RN” [“Do large projects make better cities? The limits of the mega-event World Cup 2014 in Natal, RN”] – consists of a proposal to characterize the impacts of the 2014 FIFA World Cup in that city, reflecting on the insertion of large urban projects and, as a background for this physical intervention, international business and the service economy, notably for tourism, showing the small amount of social relevance allotted to pre-existing grave urban problems. The objective of the other common project – “Empresariamento da cidade e geração de conflitos: as várias faces da Copa 2014 em Belo Horizonte” [“Entrepreneurism in the city and generation of conflicts: various facets of the 2014 World Cup in Belo Horizonte”] – was to explore urban conflicts and their relationships with mega-events in the Cup host cities, principally when structural and image changes related to the tourist economy occur, with spaces structured especially for the events without concern for the priorities of the local population.

The significant increase in the number of articles produced in 2013, mainly involving the themes megaevents, World Cup, and Olympic Games, is evident. This fact is due in large part to the proximity of the events which will take place in Brazil and which have produced changes in the host cities, both in the social arena (with the expulsion of many families from their places of residence) as well as in the area of infrastructure of routes, airports, highways, and stadiums, among other components. However, tourism, since it is not a priority among government actions, still has a small quantity of articles produced, even though it is fundamental for the success of large happenings.

Next, the data obtained from the analysis of the ANPTUR seminars reveal, as can be seen in Table 3, a group of 23 articles selected from a total of 1,363 produced (1.69%) during the period 2005 - 2013.

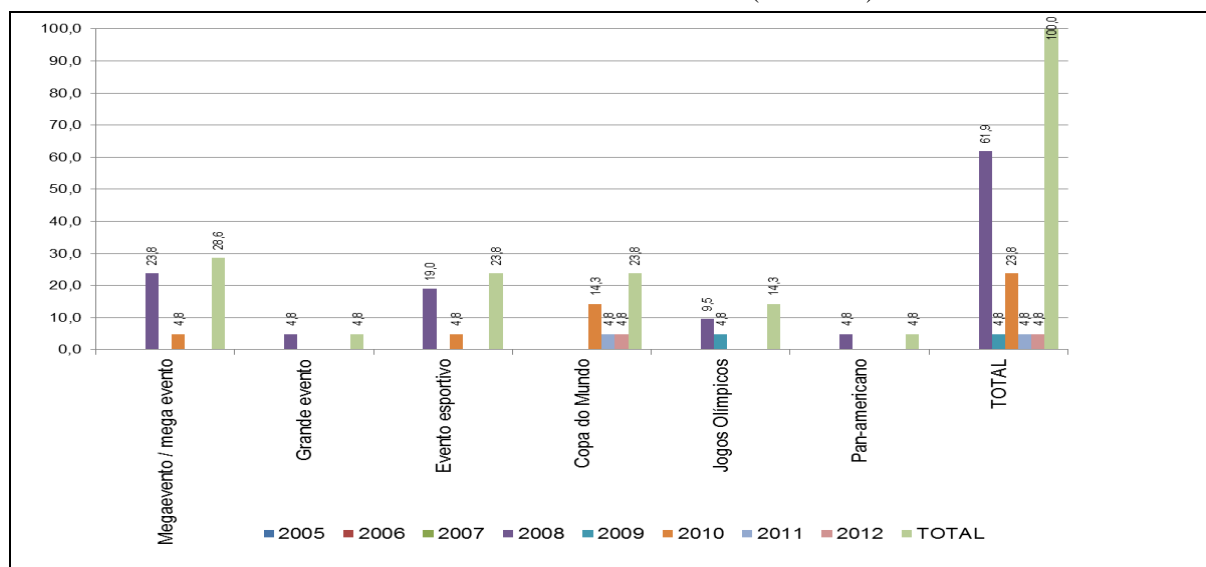
TABLE 3 – Quantity of keywords found in the articles from the National Association of Research and Post-Graduate Studies in Tourism (ANPTUR) Seminars – 2005 to 2013

KEYWORDS	YEAR OF PUBLICATION											TOTAL
		2005	2006	2007	2008	2009	2010	2011	2012	2013		
Megaevento / mega evento (mega-event/mega event)		0	0	0	5	0	1	0	0	1	7	
Grande evento (large event)		0	0	0	1	0	0	0	0	0	1	
Evento esportivo (sporting event)		0	0	0	4	0	1	0	0	0	5	
Copa do Mundo (World Cup)		0	0	0	0	0	3	1	1	1	6	
Jogos Olímpicos (Olympic Games)		0	0	0	2	1	0	0	0	0	3	
Pan-americano (Pan-American)		0	0	0	1	0	0	0	0	0	1	
TOTAL		0	0	0	13	1	5	1	1	2	23	

Source: Based on the bibliometry conducted.

Based on the data presented, it was identified that until 2007, even with the perspective of the Pan-American Games in Rio de Janeiro, no articles were published in the ANPTUR seminars using the search terms. The year 2008 was most productive with reference to the terms which were searched for, mainly with relation to sporting events and mega-events. The confirmation of Brazil as the host country for the 2014 World Cup on October 30, 2007 can indicate the beginning of studies and justify the greater number of publications in 2008 in this area (Figure 2).

FIGURE 2 – Graph showing the proportion of keywords found in the articles of the National Association of Research and Post-Graduate Studies in Tourism (ANPTUR) Seminars – 2005 to 2013



Source: Based on the bibliometry conducted.

From Table 4, we can see that one article – “O olimpismo de Pierre de Coubertin e sua contribuição para o megaevento esportivo Jogos Olímpicos” [“Pierre de Coubertin’s Olympism and his contribution to the sporting mega-event, the Olympic Games”] – includes the keywords sporting event, mega-event, and Olympic Games, seeking not only to verify the competitive character based on humanist ideas of integration and participation through sports but also to analyze the process of capturing this type of event based on the possibilities for public and private investments in the host-cities and the entrance of international exchange.

TABLE 4 – Titles of the articles of the National Association of Research and Post-Graduate Studies in Tourism (ANPTUR) Seminars resulting from the search for keywords – 2005 to 2013

MEGAEVENTO	YEAR
O olimpismo de Pierre de Coubertin e sua contribuição para o megaevento esportivo Jogos Olímpicos	2008
O megaevento: a Parada Gay de São Paulo	2008
Os XV Jogos Pan-Americanos Rio 2007 e a comunidade anfitriã	2008
Patrimônio ameaçado – reflexão sobre os impactos ocasionados na cidade de Olinda em consequência do Carnaval	2008
Características do planejamento estratégico de mega eventos esportivos	2008
A cidade de Curitiba e suas imagens simbólicas	2010
Inovação para os megaeventos esportivos no Brasil: aplicativos de viagens para guiar o turista estrangeiro	2013
GRANDE EVENTO	YEAR
A análise do fenômeno da sazonalidade na perspectiva estratégica do marketing: o estudo dos hotéis da via costeira de Natal / RN	2008
EVENTO ESPORTIVO	YEAR
O turismo de eventos esportivos e a promoção do desenvolvimento local: uma análise das potencialidades de Ilhéus – BA	2008
Características do planejamento estratégico de mega eventos esportivos	2008
O olimpismo de Pierre de Coubertin e sua contribuição para o megaevento esportivo Jogos Olímpicos	2008
Os XV Jogos Pan-Americanos Rio 2007 e a comunidade anfitriã	2008
Comportamento turístico do participante de eventos: o caso das competições de handebol em	2010

cidades turísticas mineiras	
COPA DO MUNDO	YEAR
Canais de distribuição da hotelaria e o posicionamento atual de Belo Horizonte	2010
Gestão participativa de turismo: uma análise sobre o uso das ferramentas de tecnologia da informação e comunicação pelos órgãos públicos de turismo	2010
A cidade de Curitiba e suas imagens simbólicas	2010
Avaliação da competitividade turística das cidades-sede da Copa do Mundo de 2014 por meio da análise por envoltória de dados (DEA)	2011
Oportunidades e desafios para a Copa do Mundo de Futebol de 2014: uma análise das unidades de alimentação da praia Canoa Quebrada – Aracati/Ceará	2012
As mídias sociais como ferramenta estratégica no marketing turístico	2013
JOGOS OLÍMPICOS	YEAR
O olimpismo de Pierre de Coubertin e sua contribuição para o megaevento esportivo Jogos Olímpicos	2008
Características do planejamento estratégico de mega eventos esportivos	2008
Rio 2016 – uma marca que marca?	2009
PAN-AMERICANO	YEAR
Os XV Jogos Pan-Americanos Rio 2007 e a comunidade anfitriã	2008

Source: Based on the bibliometry conducted.

Note: Articles highlighted in red contain repetitions of more than one keyword.

Another article includes the terms sporting event, mega-event, and Pan-American: “Os XV Jogos Pan-Americanos Rio 2007 e a comunidade anfitriã” [“The Fifteenth Pan-American Games in Rio 2007 and the host community”]. It is a partial field study that presents the results from the population of the city of Rio de Janeiro regarding the positive and negative impacts resulting from the event.

Other published articles present case studies for non-sporting events, such as The Gay Pride Parade in São Paulo, or the Carnival cultural event in Olinda, Pernambuco.

The article “Rio 2016 – uma marca que marca” [“Rio 2016 – a brand that registers”] shows the importance of marketing in constructing an image that identifies the city of Rio de Janeiro, not only in the process of candidacy but also in the event itself, which is capable of capturing a large number of visitors.

It should be noted that during the course of the study, various articles with the keyword in the body of the text, but not in the abstract or title, were analyzed. This fact demonstrates that although they are not central themes of the study, they are tangential to the analysis conducted by the researchers.

The first international source analyzed was the journal *Urban Studies*, in which we planned to find what was being studied worldwide with relation to sports mega-events and tourism. Of the 1,493 articles studied between 2000 and 2013, 52 were found in searches for the keywords *sports events*, *megaevents*, *Olympic Games*, *World Cup*, *Pan American*, *big event* and *tourism*, which represent 3.48% of the total (Table 5).

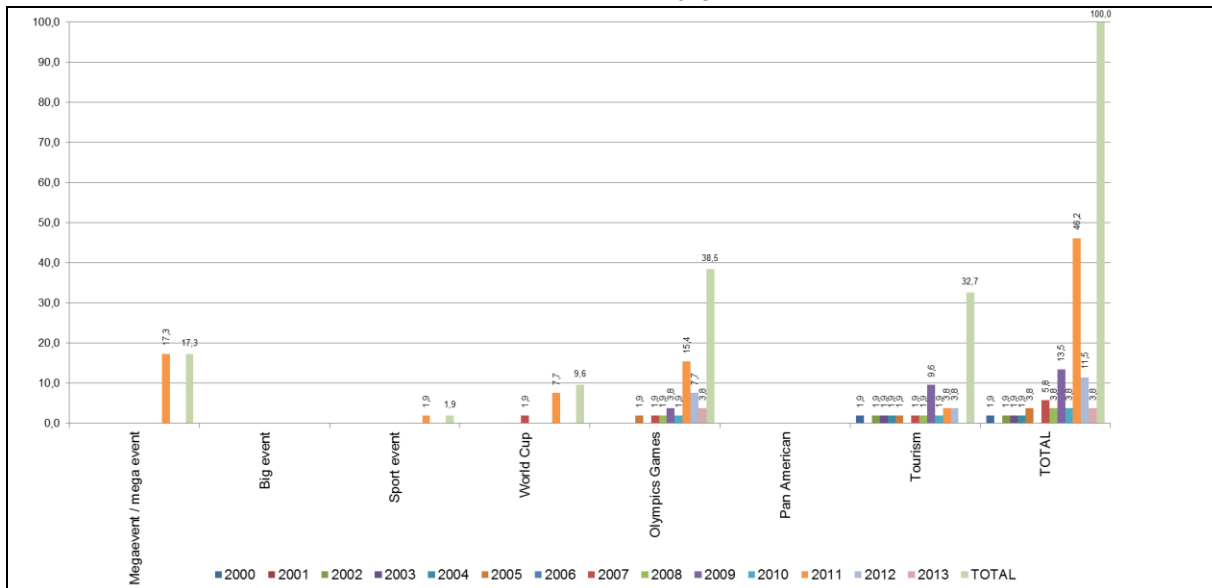
TABLE 5 – Quantity of keywords found in articles from the journal *Urban Studies* – 2000 to 2013

KEYWORDS	YEAR OF PUBLICATION															TOTAL
		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	
Megaevent/mega event		0	0	0	0	0	0	0	0	0	0	0	9	0	0	9
Big event		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sport event		0	0	0	0	0	0	0	0	0	0	0	1	0	0	1
World Cup		0	0	0	0	0	0	0	1	0	0	0	4	0	0	5
Olympics Games		0	0	0	0	0	1	0	1	1	2	1	8	4	2	20
Pan American		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tourism		1	0	1	1	1	1	0	1	1	5	1	2	2	0	17
TOTAL		1	0	1	1	1	2	0	3	2	7	2	24	6	2	52

Source: Based on the bibliometry conducted.

Until 2004 (Figure 3), the articles found contained only the term “tourism”, without relation to the other themes. Over the rest of the years studied, the word which appeared most in the articles are related to the Olympic Games.

FIGURE 3 – Graph showing the proportion of keywords found in articles in the journal *Urban Studies* – 2000 to 2013



Source: Based on the bibliometry conducted.

The year with the largest number of articles found was 2011, mainly involving mega-events and the Olympic Games, with one of them including the competitions in London which would take place the following year (2012).

TABLE 6 – Titles of articles from the journal *Urban Studies* resulting from a keyword search – 2000 to 2013

MEGAEVENT or MEGA EVENT	YEAR
<i>Sport mega events, urban football carnivals and securitised commodification: the case of the English Premier League</i>	2011
<i>The aesthetics of control: mega events and transformations in Japanese urban order</i>	2011
<i>Introduction: security and surveillance at sport mega events</i>	2011
<i>Trans-urban networks of learning, mega events and policy tourism: the case of Manchester's commonwealth and Olympic Games projects</i>	2011
<i>Resisting urban spectacle: the 1984 Louisiana World Exposition and the contradictions of mega events</i>	2011
<i>Surveillance in Athens 2004 and Beijing 2008: a comparison of the Olympic surveillance modalities and legacies in two different Olympic host regimes</i>	2011
<i>Laminated security for London 2012: enhancing security infrastructures to defend mega sporting events</i>	2011
<i>The exemplification of 'Fan Zones': mediating mechanisms in the reproduction of best practices for security and branding at euro 2008</i>	2011
<i>Mega event securitisation in a third world setting: glocal processes and ramifications during the 2010 FIFA World Cup</i>	2011
SPORT EVENT	YEAR
<i>Ensuring safety at Australian sport event precincts: creating securitised, sanitised and stifling spaces?</i>	2011
WORLD CUP	YEAR
<i>Assessing the environmental consequences of major sporting events: the 2003/04 FA Cup Final</i>	2007
<i>The aesthetics of control: mega events and transformations in Japanese urban order</i>	2011
<i>The exemplification of 'Fan Zones': mediating mechanisms in the reproduction of best practices for security and branding at Euro 2008</i>	2011
<i>Mega event securitisation in a third world setting: glocal processes and ramifications during the 2010 FIFA World Cup</i>	2011
<i>Lack of legacy? Shadows of surveillance after the 2006 FIFA World Cup in Germany</i>	2011

OLYMPIC GAMES	YEAR
<i>The local politics of 'Going Global': making and unmaking Minneapolis-St Paul as a world city</i>	2005
<i>From 'event-led' to 'event-themed' regeneration: the 2002 commonwealth games legacy programme</i>	2007
<i>Are we willing to pay enough to 'Back the Bid?': valuing the intangible impacts of London's bid to host the 2012 Summer Olympic Games</i>	2008
<i>Arenas, arena architecture and the impact on location desirability: the case of 'Olympic Arenas' in Prenzlauer Berg, Berlin</i>	2009
<i>Post-industrial trajectories of Mediterranean European cities: the case of post-olympics Athens</i>	2009
<i>Visibilities and invisibilities in urban development: small business communities and the London Olympics 2012</i>	2010
<i>Laminated security for London 2012: enhancing security infrastructures to defend mega sporting events</i>	2011
<i>Calling the shots: the pre-2012 London Olympic contest</i>	2011
<i>Resisting urban spectacle: the 1984 Louisiana World Exposition and the contradictions of mega events</i>	2011
<i>The aesthetics of control: mega events and transformations in Japanese urban order</i>	2011
<i>Laminated security for London 2012: enhancing security infrastructures to defend mega sporting events</i>	2011
<i>Surveillance in Athens 2004 and Beijing 2008: a comparison of the Olympic surveillance modalities and legacies in two different Olympic host regimes</i>	2011
<i>Trans-urban networks of learning, mega events and policy tourism: the case of Manchester's commonwealth and Olympic Games projects</i>	2011
<i>Civil cities and urban governance: regulating disorder for the Vancouver Winter Olympics</i>	2011
<i>The price of victory: the impact of the Olympic Games on residential real estate markets</i>	2012
<i>The impact of the London Olympics announcement on property prices</i>	2012
<i>The redevelopment of Olympic sites: examining the legacy of Sydney Olympic Park</i>	2012
<i>Lessons from the volunteering legacy of the 2002 commonwealth games</i>	2012
<i>'Borrowing' public space to stage major events: the Greenwich Park controversy</i>	2013
<i>Emerging polycentricity in Beijing: evidence from housing price variations, 2001–05</i>	2013
TOURISM	YEAR
<i>Singapore's little India: a tourist attraction as a contested landscape</i>	2000
<i>Marketing Mardi Gras: commodification, spectacle and the political economy of tourism in New Orleans</i>	2002
<i>Regional tourism satellite accounts: a useful policy tool?</i>	2003
<i>Ethnoscapes as spectacle: reimagining multicultural districts as new destinations for leisure and tourism consumption</i>	2004
<i>Tourism gentrification: the case of New Orleans' Vieux Carre (French Quarter)</i>	2005
<i>Selling avant-garde: how Antwerp became a fashion capital (1990-2002)</i>	2007
<i>The challenge and response to global tourism in the post-modern era: the commodification, reconfiguration and mutual transformation of Habana Vieja, Cuba</i>	2008
<i>Urban tourism competitiveness: networks and the regional asset base</i>	2009
<i>Displacement and the new spaces for informal trade in the Latin American city centre</i>	2009
<i>Creating a city of the tourist imagination: the case of Cape Town, 'The Fairest Cape of Them All'</i>	2009
<i>Geographies of displacement in the creative city: the case of Liberty Village, Toronto</i>	2009
<i>The embeddedness of tourism-related activity: a regional analysis of sectoral linkages</i>	2009
<i>Latin American cities and globalisation: change and permanency in the context of development expectations</i>	2010
<i>Trans-urban networks of learning, mega events and policy tourism: the case of Manchester's commonwealth and Olympic Games projects</i>	2011
<i>Bilbao and Barcelona 'in motion'. How urban regeneration 'models' travel and mutate in the global flows of policy tourism</i>	2011
<i>Developing a framework for assessing the socioeconomic impacts of museums: the regional value of the 'flexible museum'</i>	2012
<i>Global urban frontiers through policy transfer? Unpacking Seoul's creative city programmes</i>	2012

Source: Based on the bibliometry conducted.

Note: Articles highlighted in red contain repetitions of more than one keyword.

Only one article presents the terms mega-events, Olympic Games, and tourism– “*Trans-urban networks of learning, mega events and policy tourism: the case of Manchester’s commonwealth and Olympic Games projects*” – which approaches the construction of networks and circuits in the process of urban knowledge and in the public policies aimed at tourist activity, in the case of the community in Manchester during the projects for the London Olympics.

In the journal *Estudios y Perspectivas en Turismo*, only three articles were found in a group of 462 which were searched, representing 0.65% of the total, the lowest rate among the publications and the scientific meetings which were surveyed (Table 7).

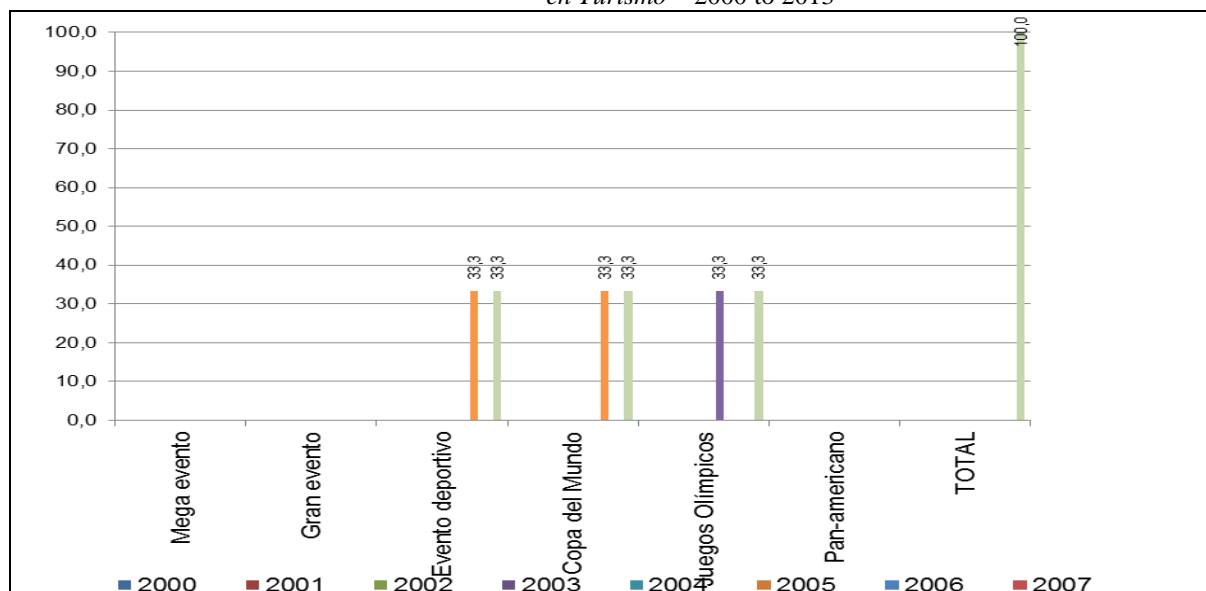
TABLE 7 – Quantity of keywords found in articles in the journal *Estudios y Perspectivas en Turismo* – 2000 to 2013

KEYWORDS	YEAR OF PUBLICATION															TOTAL		
		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013			
Mega evento		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Gran evento		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Evento deportivo		0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1
Copa del Mundo		0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1
Juegos Olímpicos		0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Pan-americano		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL		0	0	0	0	0	0	0	0	0	1	0	2	0	0	0	3	

Source: Based on the bibliometry conducted.

In Figure 4, it is evident that in the first seven years (2000 to 2007) no results were found, and the incidence for the remaining years (until 2013) is very low.

FIGURE 4 – Graph showing the proportion of keywords found in articles in the journal *Estudios y Perspectivas en Turismo* – 2000 to 2013



Source: Based on the bibliometry conducted.

One of the articles (Table 8) approaches sporting mega-events and tourism in the city of Ilhéus, in the state of Bahia, through quantitative and qualitative study to verify the level of satisfaction of the athletes and participants in sporting events. It was again possible to verify in the study the lack of planning on the part of government bodies to organize the schedule of events for the region.

The article “*Gestión participativa del turismo: un análisis sobre el uso de las herramientas de las TIC'S por parte de los organismos públicos de turismo*” [“Participative tourism management: an analysis of the use of TIC tools on the part of public tourism agencies”] focuses on the use of this technology on the part of the 2014 World Cup host cities in order to investigate the existence of a space for citizens to participate during the decision-making process. This approach confirms, as in the other areas, that the local community is not invited or has little access to express their opinions.

The article “*Educación ambiental y planificación de un evento turístico: los desfiles y las Olimpiadas Coloniales de la Fiesta Nacional de la Uva - RS, Brasil*” [“Environmental education and planning of a tourist event: parades and the Colonial Olympics of the National Grape Festival, RS, Brazil”], despite containing the keyword “Olympics”, discusses a regional event that is unrelated to large events.

TABLE 8 – Titles of articles in the journal *Estudios y Perspectivas en Turismo* resulting from the search for keywords – 2000 to 2013

EVENTO DEPORTIVO (SPORTING EVENT)	YEAR
<i>Los eventos deportivos y el desarrollo turístico en Ilhéus-Bahia -Brasil.</i>	2011
COPA DEL MUNDO (WORLD CUP)	YEAR
<i>Gestión participativa del turismo: un análisis sobre el uso de las herramientas de las TIC'S por parte de los organismos públicos de turismo.</i>	2011
JUEGOS OLÍMPICOS (OLYMPIC GAMES)	YEAR
<i>Educación ambiental y planificación de un evento turístico: los desfiles y las Olimpiadas Coloniales de la Fiesta Nacional de la Uva - RS, Brasil.</i>	2009

Source: Based on the bibliometry conducted.

From the numerical data, it is observed that of the 5,095 articles surveyed from ANPUR, ANPTUR, *Urban Studies*, and *Estudios y Perspectivas en Turismo*, only 180 had one or more of the keywords, representing only 3.53% of the total. It was also seen that even with the event and publication specifically in the area of tourism, the production of surveys involving the actual topic is low, and indicates that studies in this direction are still incipient, implying difficulties in the planning and development of tourism, even internationally. As shown by the data above, in Brazil there is still an urgent need to encourage investigations in the area, especially with regards to creating appropriate prognostics for the events that Brazil has been chosen to host, and will host in the future.

FINAL CONSIDERATIONS

Through the results obtained from the bibliometric analysis, it is possible to conclude that despite the fact that the topic “sporting mega-events” recurs in the media due to the choice of Brazil as the host country for the 2014 World Cup and Rio de Janeiro as the host-city for the 2016 Olympic Games, the numbers are not significant in the scientific field with relation to the academic contributions on this subject.

In this context, the intersection of the themes “tourism and sporting mega-events” is still incipient in scientific surveys, especially through the lens of city management, through mechanisms of urban planning.

The low rates of articles encountered in national events indicate the need to encourage surveys both in the sense of sporting events as well as with relation to their interferences, whether in the field of urban transformations or in the area of increasing tourism.

The case of the Pan-American Games in Rio de Janeiro is a clear example that in the majority of cases, the facts must take place in order for studies to begin afterward, subsequently delaying analysis on the topic. Moving the studies of mega-events forward could encourage the more efficient development of public activities, generating benefits in the practice of urban management.

It is also possible to indicate that there is greater concern on the part of studies of urban and regional planning with classical questions such as housing, mobility, and the environment, among other matters, than there is with notions related to tourism, identifying that this area is not among the priorities for academic surveys and public management itself.

As for the international periodicals, there is also a lower incidence of articles which relate the study of tourism with mega-events, even in journals focused on that area.

The most evident limitation of the present study consists of the choice of keywords, which despite being based on the reviewed academic literature and conducted in a discretionary manner, is not free of faults. Another limitation refers to the mechanisms of publication which were analyzed. The Brazilian events which were studied are, in principle, relevant in their respective areas. However, the choice of the international journal *Urban Studies* also was undertaken essentially due to its classification by the official Brazilian institution (CAPES). In the area of tourism, no periodical was found within the Qualis A category, which made it difficult to maintain an even footing with the other periodical. Therefore, we diagnosed the need for a larger quantity of well-regarded publications in this area. The small base of periodicals studied, in turn, cannot be considered to be representative of academic production, neither domestic nor international. However, it offers indispensable preliminary support to the interpretation of this topic.

With regard to the previous considerations, among the contributions of this study, the initiative to analyze the intersection between the chosen themes, both in domestic and international production, stands out. It is, however, a preliminary attempt to delineate the lines of research on the urban context and its relation with tourism and large sporting events. In this manner, future investigations can conclude the real lack of connection between the topics covered, as well as expand the analysis by studying other periodicals and academic events of relative importance to the understanding of the relationships between sporting mega-events and tourism, established by academia or other sources.

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