

### /// 4<sup>TH</sup> INTERNATIONAL SPORT BUSINESS SYMPOSIUM – INNSBRUCK (AUT)

The Olympic Games are the most prestigious sport event in the world which provides extraordinary sport, social, cultural and environmental opportunities for the host city, region and country. In 2007 the International Olympic Committee decided to introduce the Youth Olympic Games, which have been successfully hosted in Singapore in 2010.

The Olympic City Innsbruck will host the first ever Winter Youth Olympic Games from January, 13 – 22, 2012. Innsbruck and Tyrol have made a huge effort to not only fulfill all requirements to stage this Games, but also maximize the benefits and potentially create a great legacy from this first edition. For example the University of Innsbruck has established the first Youth Olympic Games study Centre, the 'Youth Olympic Laboratory for Youth and Innovation' (YOGINN 2012). The Youth Olympic Games try to place equal emphasis on the sports competition as well as to the cultural and educational aspects of sports. For example all competitors are required to stay for the duration of the entire Games and to take part in a unique Culture and Education Programme (CEP). Furthermore the Youth Olympic Games can, as a typical Hallmark event, create legacies to the host city and stakeholders of the event. Since Turin 2006 it is already a tradition for Olympic scholars to meet for a symposium during the Olympic Games.

The 4<sup>th</sup> International Sport Business Symposium is acknowledged by the IOC Olympic Studies Centre.

### /// 2. INNSBRUCKER SPORTÖKONOMIE & -MANAGEMENT SYMPOSIUM

Das Symposium ist eine Gemeinschaftsveranstaltung der Institute für Sportwissenschaft der Leopold-Franzens-Universität Innsbruck und der Johannes Gutenberg-Universität Mainz. Ziel des Symposiums ist der Austausch aktueller Forschungsergebnisse auf internationaler Ebene. Im Zentrum stehen allgemeine Themen der Sportökonomie und des Sportmanagements. Das Symposium findet nach einer erfolgreichen ersten Ausgabe im März 2011 am 12.01.2012 an der Universität Innsbruck, Institut für Sportwissenschaft, Fürstenweg 185, statt.

Die Teilnahme ist kostenfrei! Anmeldung unter [research@innsbruck2012.com](mailto:research@innsbruck2012.com)

<p>Ausrichter</p> <ul style="list-style-type: none"> <li>• Prof. Dr. Holger <b>Preuß</b> (JGU Mainz, GER)</li> <li>• Prof. Dr. Erich <b>Thöni</b> (LFU Innsbruck, AUT)</li> </ul>	<p>Organisation</p> <ul style="list-style-type: none"> <li>• Mag. Martin <b>Schnitzer</b> (LFU Innsbruck, AUT)</li> <li>• Dr. Norbert <b>Schütte</b> (JGU Mainz, GER)</li> </ul>
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/// 12.01.2012  
**4<sup>TH</sup> INTERNATIONAL SPORT BUSINESS SYMPOSIUM**

**2. INNSBRUCKER SPORT-ÖKONOMIE & -MANAGEMENT SYMPOSIUM**

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 UNIVERSITÄT INNSBRUCK

/// DEPARTMENT OF SPORT SCIENCE  
 UNIVERSITY OF INNSBRUCK

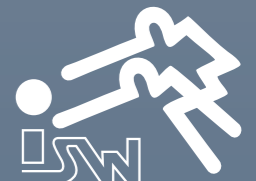
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4 <sup>TH</sup> INTERNATIONAL SPORT BUSINESS SYMPOSIUM				2. INNSBRUCKER SPORTÖKONOMIE & MANAGEMENT SYMPOSIUM							
TIME	THEMES	SPEAKER	LOCATION	THEMES	SPEAKER	LOCATION	THEMES	SPEAKER	LOCATION	TIME	
12:00-12:30	<i>Welcome &amp; Lunch Snack</i>									12:00-12:30	
12:30-12:50	<b>Opening</b>	<ul style="list-style-type: none"> <li>Greetings of Tilman Märk (Rector of University of Innsbruck)</li> <li>Greetings of Martin Burtscher (Head of Department)</li> <li>Presentation of the Special Issue „Nikephoros“ Youth – Sport – Olympic Games (Christoph Ulf)</li> </ul>	Hall 1							Hall 1	12:30-12:50
12:50-13:20	<b>Keynote I</b>	Gilbert Felli (IOC): Youth Olympic Games							Hall 1	12:50-13:20	
13:20-13:30	<i>Short Break</i>									13:20-13:30	
13:30-14:50	<b>YOG</b> Chair: Robert Kaspar	<ul style="list-style-type: none"> <li><b>Bogatov, Alexey:</b> Innsbruck 2012 Winter Youth Olympic Games brand influence on the image of Innsbruck as an international sport tourist destination (GBR)</li> <li><b>Schnitzer, Martin; Brandstetter, Elisabeth; Lang, Madeleine Therese; Kopp, Martin:</b> Evaluation of the innovative elements of the Innsbruck 2012 Winter Youth Olympic Games sports programme (AUT)</li> <li><b>Gulbe, Antra; Luika, Signe:</b> Latvian Youth Olympic Games – take off for European and World Youth Olympic Games (LET)</li> </ul> <p><i>Discussion (20 min.)</i></p>	Hall 1	<b>Sustainability</b> Chair:	<ul style="list-style-type: none"> <li><b>Haag, Anton:</b> Development of a social sustainability index for mega sport events (GER)</li> <li><b>Otsu, Katsuya:</b> The Role of Sport in Global Environmental Issues from International Perspectives – An Approach to Creating Sustainable Society (JPN)</li> <li><b>Baim, Dean; Misch, Marylin:</b> Wind Beneath the Rings: The Incubation Effect of the Olympic Games (USA)</li> </ul> <p><i>Discussion (20 min.)</i></p>	Hall 2	<b>New Sports &amp; Marketing</b> Chair: Norbert Schütte	<ul style="list-style-type: none"> <li><b>Schießl, Daniel:</b> Freeskiing – ein Sport wird olympisch. Auswirkungen auf Profisport und Nachwuchsförderung</li> <li><b>Peters, Mike; Müller, Claudia:</b> Antrieb und Motivation von Freestyle Sportlern – Eine Fokusgruppenanalyse</li> <li><b>Grohs, R.; Ruggiero, M.:</b> Effects of contribution vs. affiliation approaches on consumer attitudes toward the sponsor (AUT)</li> </ul> <p><i>Discussion (20 min.)</i></p>	Hall 3	13:30-14:50	
14:50-15:10	<i>Coffee Break</i>									14:50-15:10	
15:10-15:40	<b>Keynote II</b>	Prof. Dr. J.-L. Chappellet: Mega Sports Event Legacy: The case of Innsbruck							Hall 1	15:10-15:40	
15:40-15:45	<i>Short Break</i>									15:40-15:45	
15:45-17:05	<b>YOG &amp; Education</b> Chair:	<ul style="list-style-type: none"> <li><b>Miura, Yutaka:</b> What „educational significance and ethical value“ do sports have? The class design of „the cultural role played by international sports events“ in lower secondary schools (JPN)</li> <li><b>Psimopoulos, Constantine:</b> What can the youth of Innsbruck 2012 teach the elite of London 2012 in terms of Olympic education and pedagogy? (USA)</li> <li><b>Masumoto, Naofumi:</b> Educational significance of the CEP of the Singapore 2010 Youth Olympic Games (JPN)</li> </ul> <p><i>Discussion (20 min.)</i></p>	Hall 1	<b>Mix</b> Chair: Mike Peters	<ul style="list-style-type: none"> <li><b>Alfs, Christian:</b> The Market for Olympic Winter Sports in Germany – Size, Structure and Characteristics (GER)</li> <li><b>Melnikova, Nataliya Y.; Nikiforova, Alexandra Y.:</b> Olympic Tourism: Traditions and Innovations (RUS)</li> <li><b>Kristiansen, Elsa:</b> Coping with stressors in youth sport events (NOR)</li> </ul> <p><i>Discussion (20 min.)</i></p>	Hall 2	<b>Sport Sociology</b> Chair: Michael Barth	<ul style="list-style-type: none"> <li><b>Verleger, Jörn:</b> Corporate Social Responsibility in Sports (GER)</li> <li><b>Könecke, Thomas:</b> Helden, Stars, Idole oder Legenden? Eine soziologische Analyse von Olympiaathleten (GER)</li> <li><b>Dresen, Antje:</b> Doping im Spitzensport als Störfaktor wirtschaftlicher Nutzenorientierungen</li> </ul> <p><i>Discussion (20 min.)</i></p>	Hall 3	15:45-17:05	
17:05-17:25	<i>Coffee Break</i>									17:05-17:25	
17:25-18:25	<b>Vancouver 2010 Winter Olympics</b> Chair: Holger Preuss	<ul style="list-style-type: none"> <li><b>Kristiansen, Elsa; Hanstad, Dag Vidar:</b> Coping with the media during the Vancouver Winter Olympics (NOR)</li> <li><b>Parent, Milena M.:</b> Describing the Olympic Games Knowledge Transfer Stakeholder Network (CAN)</li> </ul> <p><i>Discussion (20 min.)</i></p>	Hall 1	<b>Olympic Games</b> Chair: Martin Schnitzer	<ul style="list-style-type: none"> <li><b>Kaspar, Robert:</b> Olympic Venues Reloaded. The Innovation Gaps between sports venue infrastructure needs of the Youth Olympic Venues and Olympic Venues (AUT)</li> <li><b>Bernardi, Volker:</b> Olympic TV Rights and European Law (GER)</li> </ul> <p><i>Discussion (20 min.)</i></p>	Hall 2	<b>Mix</b> Chair: Antje Dresen	<ul style="list-style-type: none"> <li><b>Klos, Stefan:</b> Jagd auf weiße Elefanten – nachhaltige Planung für Mega Sport Events am Beispiel Qatar 2022 und München 2018 (GER)</li> <li><b>Kocholl, Dominik:</b> Sportregeln als Wert und Risiko für Veranstalter und Verbände – die rechtliche Sicht (AUT)</li> </ul> <p><i>Discussion (20 min.)</i></p>	Hall 3	17:25-18:25	
18:30-18:45	<b>Closing</b>	Holger Preuss, Martin Schnitzer & Norbert Schütte							Hall 1	18:30-18:45	
18:45	<i>Aperitif offered by the Partners of the Symposium</i>									18:45	