

19.2.2026

15. INNSBRUCKER SPORT- ÖKONOMIE & -MANAGEMENT SYMPOSIUM

INSTITUT FÜR SPORTWISSENSCHAFT
UNIVERSITÄT INNSBRUCK

Ausrichter: Prof. Dr. Martin Schnitzer (LFU Innsbruck, AUT)
Prof. Dr. Holger Preuß (Johannes Gutenberg Universität Mainz)

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Dr. Norbert Schütte (Johannes Gutenberg Universität Mainz)

PARTNER DES SYMPOSIUMS



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15. Innsbrucker Sportökonomie & - Management Symposium

PROGRAMM – 15. SPORTÖKONOMIE- UND MANAGEMENT SYMPOSIUM

Anmeldung: Die Teilnahme ist kostenfrei! Anmeldung bis 16.2.2026 unter sportmanagement-symposium@uibk.ac.at

VORTRAGSTHEMA „SAAL INNSBRUCK“		
Eröffnung	14.00–14.20	Eröffnung des Symposiums durch Prof. Martin Schnitzer, PhD (Innsbruck, AUT), Institutsleiter Begrüßung der DAISI Winterschool durch Prof. Dr. Holger Preuß (Mainz, GER) Kurzvorstellung des Buchs „Olympische Winterspiele in Innsbruck“ Dr. Joachim Bürgschwentner, Dr. Matthias Egger, Ass.-Prof. Dr. Wolfgang Meixner
Nachhaltigkeit & Sportinfrastrukturen	14.20–14.40	Schunk, H.; Könecke, T.; Schnitzer, M. & Spindler, V. (Mainz, GER; Innsbruck, AUT): Mehrzahlungsbereitschaft für Nachhaltigkeit beim Kauf von Tagesskipässen in Tirol
	14.40–15.00	Rinker, Y. (Mainz, GER): Wie Nachhaltigkeitswahrnehmungen die Akzeptanz von Sportevents prägen – Ein integratives Modell öffentlicher Unterstützung
	15.00–15.20	Köck, J. & Schnitzer, M. (Innsbruck, AUT): Die Zukunft öffentlicher Bäder: Zwischen öffentlicher Verantwortung, gesellschaftlichem Nutzen und ökonomischen Realitäten – Ergebnisse einer Tiroler Studie
	15.20–15.40	Schu, K.; Widmann, R. & Preuß, H. (Mainz, GER): Integrität und Governance: Implementierung von Anti-Cheating-Strategien im Deutschen Schachbund
	15.40–16.10	Pause
Ehrenamt, Fußball & Integration	16.10–16.30	Hannawacker, A. (Mainz, GER): Begeistert im Moment. Engagiert darüber hinaus? Sport-Event-Volunteering & Volunteering Legacy
	16.30–16.50	Bär, S. (Bayreuth, GER): Intermediale Aufbereitung von Mythen eines Fußballclubs. Eine qualitative Medieninhaltsanalyse der Berichterstattung über den 1. FC Union Berlin
	16.50–17.10	Rose, L. (Mainz, GER): Wandel im professionellen Fußball: Die Integration des Frauen-Fußballs in Bundesligaclubs
	17.10–17.30	Stura, C. & Wojciechowski, T. (Kufstein, AUT; Backnang, GER): Sport in den Nationalen Aktionsplänen „Behinderung“ im österreichisch-deutschen Vergleich
	17.30–18.00	Pause
Events & Infrastructure	18.00–18.20	Kaspar, R. (Seeburg, GER): From Tahiti to Anholz: The challenges of the innovative polycentric Olympic sports venue model
	18.20–18.40	Brandt, C. (Bayreuth, GER): Do Rival Sporting Events Reshape Governance Structures?
	18.40–19.00	Kurscheidt, M. & Launay, M. (Bayreuth, GER): The 2024 Olympic Games of Paris as a Model of IOC's Agenda Policy? Evidence on Attitudes of Sport Fans
	19.00–19.20	Yilmaz, H. (Mainz, GER): The Influence of Accessibility to Sport on the Well-being of Low-Income Residents: A Representative Empirical Study in Istanbul
Saal Innsbruck	19.20–19.40	Kolumne: Schütte, N. (Mainz, GER): Leadership in Sport – Zwischen größter Strahlkraft und geringfügiger Bearbeitung anschließend: Abschluss und Ausblick auf Veranstaltungen 2027
anschließendes Abendessen für alle Vortragenden in der Mensa		

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VORTRAGSTHEMA „SAAL TIROL“		
Eröffnung	14.00–14.20	Eröffnung des Symposiums durch Prof. Martin Schnitzer, PhD (Innsbruck, AUT), Institutsleiter Begrüßung der DAiSI Winterschool durch Prof. Dr. Holger Preuß (Mainz, GER) Kurzvorstellung des Buchs „Olympische Winterspiele in Innsbruck“ Dr. Joachim Bürgschwentner, Dr. Matthias Egger, Ass.-Prof. Dr. Wolfgang Meixner (Saal Innsbruck)
Sustainability & Events	14.20–14.40	Anderian, R. & Schnitzer, M. (Innsbruck, AUT): Measuring the Travel Carbon Footprint and Willingness to Offset: First results of a Survey Experiment among Spectators of the Bergiselspringen 2026
	14.40–15.00	Aigner, G. (Innsbruck, AUT): Snowmaking in Austria: Key data, resource consumption and CO ₂ emissions
	15.00–15.20	Wicker, P. ; Scharfenkamp, K. & Breuer, C. (Bielefeld, Köln, GER): Digital and non-digital pro-environmental innovations at the UEFA EURO 2024
	15.20–15.40	Wicker, P. ; Lesch, L. & Breuer, C. (Bielefeld, Köln, GER): How a major sport event reduces socio-economic inequalities in attitudes towards sustainability
	15.40–16.10	Pause
Technology & AI	16.10–16.30	Zhang, M. (Innsbruck, AUT): Applications, Characteristics and Challenges of Extended Reality Technologies in Sports Tourism Research: A Systematic Review
	16.30–16.50	Niemuth, L. (Hall in Tirol, AUT): Factors Shaping the (Non-)Use of Active On-Site Mobility in Alpine Tourism: A Virtual Reality Study
	16.50–17.10	Wachholz, F. (Innsbruck, AUT): Trusting the Machine: A Mixed-Methods Study on Recreational Athletes' Trust and Experts' Evaluation of AI-Generated Strength Exercise Images
	17.30–18.00	Pause
Managing & Measuring	18.00–18.20	Wicho, T. & Schnitzer, M. (Innsbruck, AUT): Volunteerism in Sports Clubs: Current Challenges and Adaptive Strategies
	18.20–18.40	Otto, F. (Tübingen, GER): Truncation of extreme scores: An effective method to eliminate judgingbias?
	18.40–19.00	An der Heiden, I. (Berlin, GER): Effects of definition on the measurement of sports behavior
	19.00–19.20	Winkelmann, D. (Bielefeld, GER): Quantifying Uncertainty in Football: Fan Emotions and Competitive Predictions
Saal Innsbruck	19.20–19.40	Kolumne: Schütte, N. (Mainz, GER): Leadership in Sport – Zwischen größter Strahlkraft und geringfügiger Bearbeitung anschließend: Abschluss und Ausblick auf Veranstaltungen 2027
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VORTRAGSTHEMA „SAAL MAINZ“		
Eröffnung	14.00–14.20	Eröffnung des Symposiums durch Prof. Martin Schnitzer, PhD (Innsbruck, AUT), Institutsleiter Begrüßung der DAISI Winterschool durch Prof. Dr. Holger Preuß (Mainz, GER) Kurzvorstellung des Buchs „Olympische Winterspiele in Innsbruck“ Dr. Joachim Bürgschwentner, Dr. Matthias Egger, Ass.-Prof. Dr. Wolfgang Meixner (Saal Innsbruck)
Performance & Integrity	14.20–14.40	Kristiansen, E. (Drammen, NOR): The Road to Elite performance: Supportive Steps toward national team success
	14.40–15.00	Reuß, K. (München, GER): Year-Round Green Exercise
	15.00–15.20	Hufft, R. (Mainz, GER): Cheating in League of Legends – Perceptions and attitudes of players towards alleged performance-enhancing substances
	15.20–15.40	Müller, A. (Innsbruck, AUT): „Breaking the Silence“ – Analysis of communication- and prevention concepts against interpersonal violence in sports
	15.40–16.10	Pause
Climate Crisis	16.10–16.30	Zach, F. (Virginia, USA): The effect of Red Tide harmful algal bloom on tourism and leisure activities
	16.30–16.50	Horbel, C. & Wågan, F. A. (Oslo, Bodø; NOR): Governing climate risk in winter sports: National ski federations' perceptions, strategies, and stakeholder tensions
Saal Innsbruck	19.20–19.40	Kolumne: Schütte, N. (Mainz, GER): Leadership in Sport – Zwischen größter Strahlkraft und geringfügiger Bearbeitung anschließend: Abschluss und Ausblick auf Veranstaltungen 2027
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Anmeldung: Die Teilnahme ist kostenfrei! Anmeldung bis 16.2.2026 unter sportmanagement-symposium@uibk.ac.at

VORTRAGSTHEMA „SAAL DAISI“	
14.00–14.20	Eröffnung des Symposiums durch Prof. Martin Schnitzer, PhD (Innsbruck, AUT), Institutsleiter Begrüßung der DAISI Winterschool durch Prof. Dr. Holger Preuß (Mainz, GER) Kurzvorstellung des Buchs „Olympische Winterspiele in Innsbruck“ Dr. Joachim Bürgschwentner, Dr. Matthias Egger, Ass.-Prof. Dr. Wolfgang Meixner (Saal Innsbruck)
14.20–14.35	Alkayal, M. (Mainz, GER): Mega Sport events Legacy and Governance
14.35–14.50	Meneses, A. (Leuven, BEL): Ethics Management in International Sport Federations
14.50–15.05	Delgado, M.F. (Mainz, GER): A Dynamic Continuum: Navigating Ethical Misconduct in Sport via Social Media-Based Crisis Communication
15.05–15.20	Smirnova, V. (Mainz, GER): Through Challenges and Disruptions: The Autonomy of Sport
15.20–15.35	Günalp, S.S. (Leuven, BEL): Protecting Minors in Football: Article 19 of the FIFA RSTP and CAS Case Law
15.35–15.50	Von Werhern, E. (Leuven, BEL): Do fans really care? An analysis of football fans' perceptions of match-fixing in different cultures
15.50–16.10	Pause
16.10–16.25	Kirtovska, L. (Swansea, GB): Education for anti-competition manipulation: a narrative review.
16.25–16.40	Sesa, G. (Leuven, BEL): Restricting Sports Participation on Public Health and Individual well-being grounds: Reflections from Infectious Diseases to Sport Injuries
16.40–16.55	Da Silva Candeo, A.L. (Mainz, GER): Integrity challenges in Esports
16.55–17.10	Reyes, S. (Lausanne, SUI): Fraud in Esports as a Forensic Science Problem: From Cheating Incidents to Trace-Based Proof
17.10–17.25	Semenova, A. (Swansea, GB): Vulnerability of Elite Athletes across Sport Integrity Contexts: A Review of Potentially Influencing Factors
17.25–18.00	Pause
18.00–18.15	Vuorinen, N. (Oslo, NOR): Approaching AI Ethics in Sport: From Athlete Rights to Performance Enhancement
18.15–18.30	Walsh, B. (Swansea, GB): Anti-doping education in women's soccer across FIFA's six continental confederations: Challenges and innovations
8.30–18.45	Grimes, H. (Lausanne, SUI): The challenges of Trust and Credibility in Anti-Doping
18.45–19.00	Gjkolli, N. (Lausanne, SUI): Magnitude and Associated Risks: Interpersonal Violence Against Child Athletes in Kosovo's Organized Sport Context
19.00–19.15	Richards, K. (Oslo, NOR): Global North rules, Global South realities: Safe sport policies in SDP in Southern Africa
19.20–19.40	Kolumne: Schütte, N. (Mainz, GER): Leadership in Sport – Zwischen größter Strahlkraft und geringfügiger Bearbeitung anschließend: Abschluss und Ausblick auf Veranstaltungen 2027 (Saal Innsbruck)
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Scientific Board des Symposiums

Prof. Dr. Markus Kurscheidt, Universität Bayreuth

Prof. Dr. Thomas Könecke, Katholieke Universiteit Leuven

Prof. Dr. Holger Schunk, Universität Mainz

Dr. Norbert Schütte, Universität Mainz

Prof. Mag. Martin Schnitzer, PhD, Universität Innsbruck

Prof. Dr. Holger Preuß, Universität Mainz

Opening

Eröffnung des Symposiums durch Schnitzer, M. (Innsbruck, AUT), Institutsleiter, Preuß, H. (Mainz, GER)

Buchvorstellung „Olympische Winterspiele in Innsbruck“ von Ass.- Prof. Dr. Wolfgang Meixner

(DO 19.02.26, 14:00-14:20 Uhr)

Block I, 14:40-15:40

Nachhaltigkeit & Sportinfrastrukturen

Saal Innsbruck

- **Schunk, H., Könecke, T., Schnitzer, M. & Spindler, V. (Mainz, GER; Innsbruck, AUT):** Mehrzahlungsbereitschaft für Nachhaltigkeit beim Kauf von Tagesskipässen in Tirol
- **Rinker, Y (Mainz, GER):** Wie Nachhaltigkeitswahrnehmungen die Akzeptanz von Sportevents prägen- Ein integratives Modell öffentlicher Unterstützung
- **Köck, J. & Schnitzer, M. (Innsbruck, AUT):** Die Zukunft öffentlicher Bäder: Zwischen öffentlicher Verantwortung, gesellschaftlichem Nutzen und ökonomischen Realitäten – Ergebnisse einer Tiroler Studie
- **Schu, K.; Widmann, R. & Preuß, H. (Mainz, GER):** Integrität und Governance: Implementierung von Anti-Cheating-Strategien im Deutschen Schachbund

Sustainability & Events

Saal Tirol

- **Anderlan, R. & Schnitzer, M. (Innsbruck, AUT):** Measuring the Travel Carbon Footprint and Willingness to Offset: First results of a Survey Experiment among Spectators of the Bergiselspringen 2026
- **Aigner, G., Steiger, R. & Mayer, M. (Innsbruck, AUT):** Snowmaking in Austria: Key data, resource consumption and CO2 emissions
- **Wicker, P.; Scharfenkamp, K. & Breuer, C. (Bielefeld, Köln, GER):** Digital and non-digital pro-environmental innovations at the UEFA EURO 2024
- **Wicker, P.; Lesch, L. & Breuer, C. (Bielefeld, Köln, GER):** How a major sport event reduces socio-economic inequalities in attitudes towards sustainability

Performance & Integrity

Saal Mainz

- **Kristiansen, E., Johnsen, K., Holmeset, V. & Kampenhaus Rodal, B. (Drammen, NOR):** The Road to Elite performance: Supportive Steps toward national team success
- **Reuß, K. (München, GER):** Year-Round Green Exercise
- **Hufft, R. (Mainz, GER):** Cheating in League of Legends – Perceptions and attitudes of players towards alleged performance-enhancing substances
- **Müller, A. (Innsbruck, AUT):** „Breaking the Silence“ – Analysis of communication- and prevention concepts against interpersonal violence in sports

Saal Daisi

- **Alkayal, M. (Mainz, GER):** Mega Sport events Legacy and Governance
- **Meneses, A. (Leuven, BEL):** Ethics Management in International Sport Federations
- **Delgado, M.F. (Mainz, GER):** A Dynamic Continuum: Navigating Ethical Misconduct in Sport via Social Media-Based Crisis Communication
- **Smirnova, V. (Mainz, GER):** Through Challenges and Disruptions: The Autonomy of Sport
- **Günalp, S.S. (Leuven, (BEL):** Protecting Minors in Football: Article 19 of the FIFA RSTP and CAS Case Law
- **Von Werthern, E. (Leuven, BEL):** Do fans really care? An analysis of football fans' perceptions of match-fixing in different cultures

Nachhaltigkeit & Sportinfrastrukturen

Köck, J. & Schnitzer, M. (Innsbruck, AUT) Die Zukunft öffentlicher Bäder: Zwischen öffentlicher Verantwortung, gesellschaftlichem Nutzen und ökonomischen Realitäten – Ergebnisse einer Tiroler Studie

Universität Innsbruck

Problemstellung: Die Tiroler Gemeindebäder stehen aktuell unter massivem ressourcen- und kostenbedingtem Druck. Obwohl Schwimmbäder als zentrale Orte des Schulsports und als sozialer Treffpunkt einen essenziellen Bildungsauftrag erfüllen und maßgeblich zur Gesundheitsförderung beitragen (Metz, 2006; Rütten, 2002), ist das historische Modell des isolierten „Gemeindebads“ wirtschaftlich kaum noch darstellbar. Steigende Energie- und Personalkosten treffen auf überalterte Infrastrukturen und einen massiven Sanierungsstau. Ziel der zugrundeliegenden Studie ist es daher, den ökonomischen und technischen Status Quo der Tiroler Bäderlandschaft zu erfassen und strategische Lösungsansätze für die langfristige Absicherung dieser grundlegenden Daseinsvorsorge zu identifizieren.

Theoretischer Zugang: Die ökonomische Schieflage der Bäder lässt sich durch zentrale Markt- und Strukturversagen erklären. Erstens existiert ein struktureller „Pricing Cap“: Da die Eintrittspreise aus sozialen Gründen gedeckelt sind, sind Erlöse und tatsächliche Betriebskosten faktisch voneinander entkoppelt. Zweitens unterliegen kommunale Bäder starken räumlichen Spillover-Effekten, die zu einem klassischen Free-Rider-Problem führen: Die Standortgemeinde trägt die Finanzierungslast, während Umlandgemeinden und Tourismus profitieren. Gleichzeitig zwingt der gesellschaftliche Legitimationsdruck (Suchman, 1995) die kommunalen Akteure dazu, diese defizitäre Infrastruktur aufrechtzuerhalten, um ihre politische und soziale „License to Operate“ nicht zu verlieren.

Fragestellung und methodischer Zugang: Um die realen Betriebsstrukturen und Herausforderungen im Tiroler Bäderwesen zu evaluieren, wurde in Kooperation mit der Wirtschaftskammer Tirol ein Mixed-Methods-Ansatz gewählt. Die Datenbasis bildet eine quantitative Online-Befragung von 50 Tiroler Bäderbetrieben. Zur Vertiefung der Ergebnisse und zur Identifikation von Best-Practice-Strategien wurden ergänzend 32 qualitative Expert:inneninterviews mit Betriebsleiter:innen vor Ort geführt.

Ergebnisse: Die quantitativen Daten widerlegen die Annahme einer rein touristischen Infrastruktur: Über 70 % der Nutzer:innen stammen direkt aus der Region. Dennoch decken die Eintrittsgelder im Durchschnitt nur 52,3 % der Kosten ab, wodurch die Abhängigkeit von öffentlichen Zuschüssen hoch bleibt. Die Analyse bestätigt die prekäre Lage durch vier Hauptbelastungsfaktoren: Investitionsstau, ungedeckte Betriebskosten, akuter Personalmangel sowie das Struktur-Problem der fehlenden Lastenverteilung (vgl. IMAD, 2024). Trotz dieses Drucks lehnen aktuell 70 % der Betriebe Kooperationen ab, meist aufgrund von räumlicher Distanz, technischer Heterogenität und lokalem „Kirchturmdenken“.

Diskussion: Um den drohenden Verlust der Daseinsvorsorge abzuwenden, zeigt die qualitative Auswertung erfolgreicher Betriebe vier strategische Erfolgsmuster auf: Regionalisierung durch Zweckverbände, Interne Erlösmodelle (Querfinanzierung durch In-Sourcing der Gastronomie), Sektor-Kopplung im Bereich Energie und Tourismus sowie Personal-Sharing. Die Studienergebnisse unterstreichen die Notwendigkeit politischer Reformen. Das Land muss interkommunale Kooperationen finanziell gezielt belohnen, um von

isolierten Gemeindebädern zu funktionierenden Regionalbädern überzugehen und so das Legitimitätskapital bei der Bevölkerung langfristig zu sichern.

Literatur

IMAD – Marktforschung und Datenanalyse. (2024). *Hallenbäder in Tirol: Bevölkerungsbefragung*. Auftraggeber: Hallenbäder in Tirol.

Metz, U. (2006). *Kommunale Sportverwaltung in Deutschland*. Universitätsverlag Karlsruhe.

Rütten, A. (2002). Kommunale Sportentwicklungsplanung. Ein empirischer Vergleich unterschiedlicher Ansätze. *Sportwissenschaft*, 32(1), 80–94.

Suchman, M. C. (1995). Managing legitimacy: Strategic and institutional approaches. *Academy of management review*, 20(3), 571-610.

**Schu, K., Wiedmann, R. &
Preuß, H. (Mainz, GER)**

**Integrität und Governance:
Implementierung von Anti-Cheating-
Strategien im Deutschen Schachbund**

Johannes-Gutenberg-Universität Mainz

In den vergangenen Jahrzehnten hat künstliche Intelligenz das Schachspiel grundlegend verändert. Spätestens seit 1997, als IBMs Deep Blue den amtierenden Weltmeister Garri Kasparov besiegte, übertrifft KI im Schach die menschliche Leistungsfähigkeit. Sogenannte „Engines“ sind heute unverzichtbare Werkzeuge der Spielvorbereitung und -analyse, eröffnen jedoch zugleich Möglichkeiten zum Betrug. Da sie für jede Stellung eine Vielzahl möglicher Züge berechnen und den optimalen Spielzug vorschlagen können, kann sich jeder Spieler, der während einer Partie eine solche Engine konsultiert, einen erheblichen Vorteil verschaffen.

Zur Eindämmung dieser Betrugsform hat der Weltschachverband (FIDE) verschiedene Anti-Cheating-Maßnahmen eingeführt, darunter das Verbot von Smartphones am Brett sowie großflächige Einlasskontrollen mit Metalldetektoren. Die nationalen Mitgliedsverbände sind angehalten, diese Vorgaben zu übernehmen oder vergleichbare Regelungen umzusetzen. Vor diesem Hintergrund analysiert die vorliegende Studie die Implementierung einer ganzheitlichen Anti-Cheating-Strategie im Deutschen Schachbund (DSB), einem der größten FIDE-Mitgliedsverbände mit rund 90.000 Mitgliedern. Aufgrund seiner föderalen Struktur mit autonomen Landesverbänden kann es dabei zu Unterschieden in der Implementierung und Umsetzung der Maßnahmen und Richtlinien auf nationaler, regionaler und lokaler Ebene kommen.

Methodisch folgt die Studie einem sequenziell-explanatorischen Forschungsdesign. Zunächst wurden 1.697 aktive deutsche Schachspieler:innen in einer Online-Befragung zur Verbreitung ausgewählter Anti-Cheating-Maßnahmen auf verschiedenen Spielniveaus befragt. Anschließend wurden qualitative, halbstrukturierte Interviews mit neun zentralen Akteuren (darunter DSB-Funktionäre, Schiedsrichter sowie Vertreter der Landesverbände) durchgeführt, um Herausforderungen bei der Umsetzung dieser Richtlinien und Maßnahmen zu identifizieren.

Die Ergebnisse zeigen eine insgesamt uneinheitliche Durchsetzung der Maßnahmen. Insbesondere Spieler:innen in nationalen Ligen berichten deutlich häufiger von Kontrollen als Teilnehmende auf regionaler und lokaler Ebene. Die qualitative Analyse identifiziert zentrale Herausforderungen bei der Umsetzung, darunter begrenzte finanzielle, personelle und infrastrukturelle Ressourcen, unzureichende Schulungs- und Bildungsangebote sowie Defizite in der verbandsübergreifenden Kommunikation.

Zur Verbesserung der Durchsetzung sollte der Deutsche Schachbund einen partizipativen und agilen Ansatz verfolgen, der die Landesverbände stärker in die Entwicklung und Umsetzung der Strategie einbindet. Die Anti-Cheating-Arbeitskreis sollte dabei eine stärker koordinierende Rolle übernehmen und die Landesverbände gezielt unterstützen. Eine differenziert Anti-Cheating Strategie mit strikter Handhabung auf nationaler Ebene und größerer Flexibilität auf unteren Ebenen, ergänzt durch finanzielle Unterstützung, Schulungen und einheitliche Berichtsformate, kann dazu beitragen, Betrug im deutschen Schachsport wirksamer zu bekämpfen.

Sustainability & Events

Anderlan, R. & Schnitzer, M.
(Innsbruck, AUT)

Measuring the Travel Carbon Footprint and Willingness to Offset: First results of a Survey Experiment among Spectators of the Bergiselspringen 2026

Universität Innsbruck

International winter sport events face increasing expectations to mitigate their environmental impact. In fact, Major Sporting Events (MSEs) rely on multiple industries, including transportation, accommodation, food and beverage, entertainment and apparel, which collectively create substantial ecological footprint (Cooper & McCullough, 2021). Research consistently highlights environmental damage, increased waste, elevated energy consumption, air pollution and noise as characteristic environmental impacts of MSEs (Grofelnik et al., 2023). As both active sport participation (Thormann & Wicker, 2021) and passive participation (Cooper, 2020; Loewen & Wicker, 2021) (such as spectating) requires considerable travel, transportation emerges as the largest contributor to event-related greenhouse gas emissions (Collins et al., 2009; McCullough et al., 2019). Given the dominance of travel emissions, voluntary carbon offsetting has emerged as a relevant mitigation mechanism at MSEs, leading to increasing scholarly attention in spectators' willingness to financially contribute to such measures.

Lintumäki et al. (2023), for instance, report a median WTP levels between €10 and €20 for voluntary carbon offsetting at the Winter World Masters Games, with mean values ranging from €19 to €34. In our own research at the FIS Alpine World Ski Championships Saalbach 2025, 53% of visitors were willing to make an additional payment for CO₂ compensation, reporting minimum contributions of €30.6 and maximum values of €49.3. These findings highlight the potential of voluntary offsetting and informed the decision to apply a novel methodological approach in the present study.

To generate causal evidence, this research uses a survey experiment, a method widely employed in economics but still rare within sport tourism. By manipulating information about travel-related CO₂ emissions and the vulnerability of winter sport to climate change, we assess whether personalized disclosure increases spectators' WTP for voluntary offsetting. In addition, we calculate the individual travel carbon footprint, following the methodological frameworks of Grofelnik et al. (2023) and Loewen & Wicker (2021), of each participant using standardized emission factors, transportation mode, travel distance, occupancy levels.

The study focuses on spectators of the Bergiselspringen (74th Vierschanzentournee). The event will take place on January 4th, 2026, and will attract more than 22,000 spectators. Data collection will be conducted via an online questionnaire between January 4th to 25th, 2026, accessible on-site through QR codes and distributed after the event via the official newsletter of the Austrian Ski Federation (ÖSV) and their media partners. The dataset will be available in end-January, with initial results presented at the 15. Sportökonomie und -management Symposium in Innsbruck.

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Aigner, G. (Innsbruck, AUT)

Snowmaking in Austria: Key data, resource consumption and CO₂ emissions

University of Innsbruck
Munich University of Applied Sciences

Keywords: Snowmaking, ski tourism, sustainability, energy consumption, CO₂ emissions.

Excerpt:

This study examines the consumption of water and electricity and the CO₂ footprint of snowmaking, which is the central adaptation measure for ski tourism in the face of climate change.

Introduction & Purpose

Global warming has steadily increased the pressure on ski tourism (Steiger et al., 2021) which is of great economic importance in Austria (MANOVA, 2019). Snowmaking is considered a central adaptation strategy for ski tourism in the face of climate change (Knowles et al., 2023). Despite the poor reputation of snowmaking in public discourse (Die Presse, 2022), there has been little research to date on its resource consumption (Knowles et al., 2023). This study provides key data on energy and water consumption of snowmaking and resulting CO₂ emissions.

Methods

A questionnaire was sent out to 141 ski resorts in Austria. Data for six ski seasons was returned at the required quality level from 30 small, medium-sized and large ski resorts. The sample covers 34% of Austrian skier visits. To draw conclusions about overall figures of snowmaking in Austria, the data from the sample was extrapolated using the variables skier visits and slope kilometers with snowmaking.

Results

The ski resorts in the sample convert an average of 3,254 m³ of water per hectare and season into snow. This corresponds to a water column of 32.5 cm or a snow depth (slope thickness) of 56.9 cm. The energy input is 18,378 kWh per hectare or 5.5 kWh per skier visit. Assuming hydropower produced electricity, the carbon footprint in the sample is 132 grams of CO₂ per skier visit. The projections for the whole of Austria show a water turnover of between 48.9 and 53.4 million m³ and an electricity requirement of 260 to 309 GWh per season. The CO₂ emissions are estimated between 6,246 and 7,424 tons considering a life cycle emissions factor of hydropower (24 t CO_{2e}/GWh) which is also used by the IPCC (International Hydropower Association, 2022).

Discussion

According to estimates in the literature, the total electricity demand for snowmaking in Austria is between 335 and 950 GWh per season (Steiger et al., 2021). Our extrapolated values of 260 to 309 GWh, which are based on the first ever survey-based data collection, are below this range. The carbon footprint of snowmaking seems small compared to the carbon footprint of ski tourists' travel to and from the resort (Steiger et al., 2021). The CO₂ footprint of snowmaking of 132 grams per skier visit corresponds to a 0.9-kilometer drive in a diesel-powered car (Bundesministerium für Klimaschutz, 2023).

Conclusion

The consumption data for snowmaking in Austria assumed in the literature appear to be too high. Incorporating the data obtained here could lead to a more objective discourse on snowmaking.

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**Wicker, P., Scharfenkamp, K. &
Breuer, C. (Bielefeld, Köln, GER)**

**Digital and non-digital pro-environmental
innovations at the UEFA EURO 2024**

Bielefeld University
German Sport University Köln

Many studies have pointed at the existence of digital generational and gender gaps, meaning that women and older people are less likely to adopt digital technology or innovations, respectively. The present study analyzes whether, to what extent, and in which areas a major sport event might assist in reducing these digital gaps. Specifically, the purpose of the present study is to examine how fans' gender or generation is linked to the adoption of digital and non-digital pro-environmental innovations (PEIs) at a major football event. The research context is the UEFA EURO 2024, which was hosted from June to July 2024 in Germany.

From the perspective of uses and gratification theory (Katz et al., 1973), individual needs and motivations determine the decision to adopt PEIs. These motivations and needs might differ due to the different socialization of men and women or across generations. Hypotheses are drawn, for example, from social role theory (Eagly & Wood, 1991), assuming that prevailing gender roles such as women's reduced interest in uncertainty determine women's lower likelihood to adopt innovations. Further, and referring to social identity theory (Tajfel & Turner, 1986), women are assumed to be less likely to adopt (non-digital) PEIs than men. Regarding generational gaps, Generation Z are expected to be more likely to adopt digital PEIs than other generations because this generation has the comparably highest technological and digital competence (e.g., Ozkan & Solmaz, 2015). According to transformational agency (Virkkunen, 2006) and because Generation Z has a comparably high awareness for environmental concerns (Sharma et al., 2025), it is assumed that Generation Z is more likely to adopt (non-digital) PEIs than other generations.

The empirical investigation uses data from an online survey of ticket holders at the UEFA EURO 2024 ($n=13,387$). Event organizers provided two digital PEIs in terms of a fan pass app and e-scooter and two non-digital PEIs such as vegetarian/vegan food at the stadium and drinking fountains in the Host Cities. The estimation of linear probability models and Tobit regressions confirm a gender gap in favor of men as they were more likely to use e-scooters than women. Regarding the number of overall and non-digital PEIs, the probability of adoption is significantly higher for women than men. Generation Z is more likely to use e-scooters than Generations X or Y. While Generation Y is more likely, Generation X or older generations are less likely to use e-scooters and non-digital PEIs than Generation Z.

Practical implications for organizers of major sport events are that the provision of digital PEIs like a fan pass app are successful tools to overcome the gender innovation gap. Further, and even turning the gender innovation gap from a higher usage of men into a higher usage by women can be achieved through the provision of non-digital PEIs like vegetarian/vegan food at the stadium or drinking fountains.

**Wicker, P., Lesch, L. &
Breuer, C. (Bielefeld, Köln, GER)**

How a major sport event reduces socio-economic inequalities in attitudes towards sustainability

Bielefeld University
German Sport University Cologne

The negative impacts of climate change need to be mitigated, but corresponding political actions require the support of the local population and positive attitudes towards ecological sustainability. Previous research has pointed at socio-economic inequalities as females, younger people, and individuals with higher education and income express more positive attitudes (Bühren & Wicker, 2024). This study examines the socio-economic correlates of attitudes towards ecological sustainability in the German resident population and the potentially moderating role of participation in a major sport event, i.e., the UEFA EURO 2024. The focus of event organizers was on delivering a sustainable event, with a number of measures being undertaken to promote ecological sustainability. Thus, participation in event-related activities that are open to the public like watching games at live sites (public viewing) and visiting a fan zone or a football village and experiencing some of these measures might be a theoretical mechanism through which attitudes might be altered. The second theoretical mechanism might be that participation in these event-related activities might not only foster individuals' feelings of belonging to society, but by engaging with other people also contribute to their social capital – another predictor of environmental attitudes. The empirical analysis uses data from a representative post-event survey of the German resident population ($n=10,934$), which includes general attitudes towards sustainability. The scales for ecological sustainability ($\alpha=0.809$) and economic sustainability ($\alpha=0.791$) are considered reliable and are converted into a mean index. The empirical analysis draws on a set of regression analysis including only socio-economic variables and economic sustainability attitudes, plus event-related activities, plus interaction terms between socio-economic and event-related variables. The results support the typical effects of socio-demographic characteristics (gender, age, income, education), suggesting that the fight against climate might yield to conflicts among different population groups (i.e., younger versus older people, poorer versus richer people, less educated versus more educated people, and men versus women). Participation in event-related activities is positively associated with attitudes towards ecological sustainability. The models with interaction terms indicate a moderating role of event-related activities, with all socio-economic effect turning insignificant with the exception of the interaction between male gender and live sites, which even turns significantly positive. The findings suggest that major sport events can fulfill different functions for society in an era of fighting against climate change.

Performance & Integrity

Kristiansen, E. (Drammen, NOR)

The Road to Elite performance: Supportive Steps toward national team success

University of South-Eastern Norway

Introduction

In this study, we investigate how elite athletes manage the transition from high school to competing at elite level and in international competitions – in other words, the transition to the mastery phase (Wylleman, 2013). In Norway, ambitious athletes choose high schools with elite sports or sports programs to enter a professional training environment early. These schools provide a supportive and structured framework for skill development, enabling players to manage high-level training and competition after graduating from high school. After high school, there is a shift in mindset, with players and their supporters becoming more focused on faster progress to justify delaying or slowing down their studies (Ekengren et al., 2020). As training intensity and academic demands increase, recovery time may decrease, with academic priorities sometimes taking precedence. For athletes struggling to establish themselves in the elite league, this phase can lead to difficult decisions, and many players either drop out or move to lower divisions to better balance their education and sports commitments (Kristiansen et al., 2024). To gain insights into *what does it take to succeed and remain in sport* at the elite level, we interviewed athletes from both summer sport and winter sport – and we have chosen successful athletes. First, we investigated the Norwegian gold-winning team in handball at the Paris 2024 Olympics. We made an overview of the steps of the entire team and interviewed three athletes and three coaches to get an understanding of the support system. Second, we investigated the largest multisport club in the region, which features athletes ranked among the top three in the world across several sports. Our focus was on cross-country skiers and the coaching philosophy of Konnerud IL, which is considered unique in Norway.

Methodology

Interviews were conducted with six athletes, and they were asked to describe the support system that taught and helped to cope with the challenges associated with this phase. Their career stages were explored through various questions, identifying shared characteristics from their high school years, and their progression to stabilizing at a high international level. The interviews were transcribed and analyzed, with multiple steps taken to ensure anonymity for the athletes and enhance the reliability of the findings. Trustworthiness was enhanced through prolonged engagement, reflexive practices, and collaborative discussions with participants and colleagues. Additionally, coaches from both sports were interviewed to provide deeper insights and to discuss the findings further.

Results and Discussion

Three themes are discussed: 1) stepwise progression, 2) the importance of the coach and the team, and 3) the support system. The handball players interviewed had been key members of the national team from a young age. One Olympic winner joined the junior national team as a prominent player and began playing elite league matches at the age of 16. Simultaneously, she had the opportunity to join the senior national team to gain experience: “I joined the national team early, even though I was more of a learner during the first years. But being part of it gave me security and helped me make decisions.” As an athlete, she embraced stepwise progression, viewing it as a valuable learning process. Similarly, the cross-country skiers interviewed were all part of small performance cells or 'local' performance cultures within grassroots clubs in Norway. These cells were created around a few athletes and a coach, gradually attracting others from nearby areas. One such club successfully balanced elite and grassroots efforts, fostering a performance culture within what is traditionally considered a

grassroots environment. The Konnerud district, for example, benefits from a strong network of influential individuals, with members of Konnerud IL including politicians, mayors, and national sports leaders. Team Snow, a group of dedicated volunteers in Konnerud, is responsible for producing snow, maintaining ski areas, and grooming trails to support winter activities. Hosting the ski sprint event has provided the financial flexibility needed to hire skilled coaches, which athletes credit as crucial to their development. All athletes emphasized the importance of a strong support system when transitioning to the world stage. The stories from two unique elite teams highlighted that there is no single pathway to success. Instead, being part of a smaller team with people who believe in you fosters confidence. As a result, the cross-country skiers preferred training with their club rather than engaging in daily training with the national team. Having coaches who allowed them the time and space to improve was also critical for all interviewees. Additionally, the role of supportive parents was discussed, as their knowledge and wisdom were seen as essential when navigating challenges

Conclusion

Success has no clear formula, as the path to development varies in both timing and progression for players striving to establish themselves at the elite level. Young adults must embrace patience throughout their journey, recognizing that progress is not always linear. Striking a balance between challenge and security is essential for growth, and open communication with coaches about one's role is a key factor when choosing a club for development. Additionally, balancing the dual roles of athlete and student often leads to feelings of guilt. However, taking extra time to complete studies can alleviate pressure and improve focus. High-achieving individuals, in particular, face a greater risk of burnout if the balance between academic and athletic responsibilities is not carefully managed. This understanding is vital not only for athletes but also for coaches, parents, and educators who aim to create environments that enable young talents to reach their full potential.

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Reuß, K. (München, GER):

**Urban Year-Round Green Exercise –
Charakteristika urbaner Grünräume
zur Förderung ganzjähriger Bewegung im
Freien**

Universität der Bundeswehr München

Mehr als die Hälfte der Weltbevölkerung lebt heute in Städten und eine Zunahme der Konzentration in urbanen Gebieten wird erwartet (Barton & Pretty, 2010, Gianfredi et al., 2021). Städte sind aber nicht zwangsläufig Orte des gesunden Lebens (Moore, et al., 2003). Urbanes Grün spielt eine Schlüsselrolle für Gesundheit, Wohlbefinden und nachhaltige Stadtentwicklung (Gianfredi et al., 2021). Aufbauend auf zwei komplexen Studien mit insgesamt 408 Teilnehmenden wurden sowohl räumlich-gestalterische Merkmale urbaner Grünräume als auch gesundheitsbezogene Effekte und Motivationen für *Year-Round Green Exercise* (YRGE) – also körperliche Aktivität in urbanen Naturräumen über alle Jahreszeiten hinweg, untersucht. Die Ergebnisse zeigen, dass Zugänglichkeit, vielfältige Wegbeläge, Beleuchtung und Wald- bzw. Schattenbereiche zentrale Faktoren für die Nutzung unter unterschiedlichen Wetterbedingungen sind. Natürliche Reize wie Geräusche und Düfte erhöhen die Aufenthaltsqualität und fördern regelmäßige Bewegung. Personen, die auch bei Kälte, Wind oder Regen aktiv bleiben, berichten signifikant bessere Gesundheits- und Wohlbefindenswerte. Hauptmotive sind die Verbesserung von Gesundheit und Fitness, das Abschalten vom Alltag, die Erfahrung von Natur sowie Ruhe und soziale Verbundenheit – unabhängig von Geschlecht oder sozioökonomischem Status. Insgesamt zeigt sich, dass YRGE ein niedrighwelliges, inklusives und gesundheitsförderndes Angebot darstellt und unterstreichen die Bedeutung einer integrierten Gestaltung urbaner Grünräume, die sowohl ökologische Vielfalt als auch funktionale Infrastruktur berücksichtigt, um gesundheitsfördernde, resiliente und sozialinklusive Städte zu schaffen. Durch gezielte Investitionen in YRGE-fördernde Grünräume können Kommunen nicht nur die körperliche Aktivität ihrer Bevölkerung steigern, sondern auch langfristig zur Reduktion von Gesundheitskosten beitragen (Reuß & Huth, 2025a; Reuß & Huth, under review).

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Müller, A. (Innsbruck, AUT):

“Breaking the Silence“ – Analysis of communication- and prevention concepts against interpersonal violence in sports

Universität Innsbruck

Background Sports clubs represent important socialization environments for individuals – they promote social, physical, and psychological competencies and contribute to the personal development of those involved. At the same time, sports clubs can, due to various structural conditions, foster interpersonal violence (IV). IV may manifest in various forms, including psychological, physical, and sexualized violence (with or without physical contact) or neglect. Prevention concepts can effectively counteract IV. However, clubs face numerous obstacles in developing and implementing such measures. The aim of this study is to assess the extent of IV in organized sports, to analyse the extent of knowledge about existing prevention concepts, and to examine the influence of gender stereotypes on this knowledge.

Methods A total of 617 individuals (245 female, 372 male), aged between 14 to 81 years, participated in an online survey. Recruitment was conducted via email lists, social media channels, and school visits in the Innsbruck metropolitan area. The questionnaire was based on the “SicherImSport” study by Rulofs et al. (2022) and consisted of four thematic sections: demographic data, gender stereotypes, interpersonal violence, and knowledge of prevention concepts within the respective clubs. Chi-square tests (χ^2) were used to identify demographic differences in prevalence rates and levels of knowledge. Differences in the expression of gender stereotypes were analyzed using the Mann-Whitney U test; the influence of these stereotypes on knowledge about preventions concepts were assessed using the Welch correction.

Results The majority of respondents reported experiences of psychological violence (78.3%), followed by physical violence (69.5%), neglect (37.9%), and sexualized violence without (29.1%) and with physical contact (28.3%). Gender-specific differences were particularly evident in cases of psychological violence, sexualized violence and neglect. Early specialization before the age of 12 was significantly associated with higher prevalence rates physical violence. Individual athletes reported experiencing physical, sexualized violence and neglect more frequently than team athletes. Regarding prevention concepts, a large proportion of respondents stated that they were unaware of such measures within their own clubs. A significant correlation was found between experiences of IV and knowledge of prevention measures: individuals without experiences of IV were more likely to be aware of such concepts. Moreover, individuals with stronger pro-masculine gender stereotypes demonstrated lower levels of knowledge about prevention concepts. Overall, men exhibited higher levels of pro-masculine stereotypes compared to women.

Discussion The results reveal high prevalence rates across all forms of IV in organized sports and emphasize the urgent need to systematically establish prevention concepts within clubs and to increase their visibility. The low awareness of existing preventive measures, as well as the influence of gender stereotypes on prevention knowledge, indicate structural deficits. Future measures should aim to promote and strengthen the direct prevention of violence in sports through the implementation of specific concepts and reduce gender stereotypes.

Saal Daisi

Alkayal, M. (Mainz, GER):

Mega Sport events Legacy and Governance

Johannes Gutenberg- Universität Mainz

This research explores the critical role of governance in sustaining the long-term legacies of mega-sporting events like the Olympic Games. While legacy promises are frequently used to justify hosting such events, attributing lasting changes directly to the Games is difficult, and evidence remains scattered. The study posits that governance acts as the foundational "operating system" for all other legacies (such as urban, social, and environmental improvements); good governance ensures these benefits persist, whereas weak governance causes them to fade after the closing ceremony.

An updated systematic mapping review of peer-reviewed literature published between 2017 and 2025 was conducted to evaluate the current state of Olympic legacy research. The review includes 120 articles encompassing 125 distinct empirical studies. The findings reveal several important limitations in the literature. Structural change is frequently referenced but remains insufficiently defined, with only 40% of studies employing a measurable indicator. The field also relies heavily on cross-sectional designs (57%), limiting the capacity to capture long-term legacy processes. Furthermore, although governments and host residents are commonly examined, disadvantaged groups remain significantly underrepresented, appearing in only 9% of studies.

To bridge the gap between research and practical application, this work outlines four core governance themes essential for host cities: legal reforms, durable institutional design, transparency and integrity, and inclusive participation. Building on these themes, the research introduces the Legacy Governance Tool (LGT), a diagnostic framework consisting of five pillars used to monitor and adapt legacy planning across three distinct event phases: pre-Games, Games-time, and post-Games. The study concludes that future research must prioritize longitudinal designs and clear mechanisms, while practitioners must codify legacy aims early and establish durable post-Games institutions.

Delgado, M. F. (Mainz, GER):

A Dynamic Continuum: Navigating Ethical Misconduct in Sport via Social Media-Based Crisis Communication

Johannes Gutenberg-Universität Mainz

Ethical misconduct, ranging from sexual harassment and doping to corruption and fraud, represents a direct threat to the integrity of sport and the reputation value of sport organizations. In the digital era, social media acts as a 'crisis force multiplier' by removing an organization's monopoly on information and transforming stakeholders into co-creators of the crisis narrative. This study investigates the dissonance between theory and practice in sport crisis management, specifically examining how response strategies shift when ethical misconduct in sport unfolds under intense digital scrutiny.

The research utilizes a qualitative deductive multiple case study approach, analyzing 37 cases of sport misconduct between 2005 and 2015. Drawing on Situational Crisis Communication Theory (SCCT), the findings reveal a significant gap: while SCCT suggest rebuild strategies for preventable crisis with high responsibility, 19 out of the 37 cases initially defaulted to denial and diminishing strategies. However, as social media facilitated collective sense-making and intensified collective sense-making and intensified crisis "stickiness" and moral outrage, 34 of these cases eventually shifted toward rebuilding and corrective action.

To address the limitations of SCCT's static categorization in a fast-paced digital environment and in the context of ethical misconduct in sport, this study proposes the "Dynamic Continuum" framework. This model reframes crisis communication as a continuous and adaptive cycle of constant monitoring, internal assessment, and strategic re-evaluation. Key recommendations include prioritizing and 'ethical base response' to protect stakeholder integrity and implementing a 'hub-and-spoke' communication design, using the organization's website as the central hub for fact-based truth while leveraging social media as spokes for rapid and targeted dissemination. Ultimately, the research argues that in a social-mediated world, in the case of ethical misconduct in sport, transparency and corrective action are the only viable paths forward for recovery when a moral promise has been broken.

Keywords: Situational Crisis Communication Theory (SCCT), Ethical Misconduct, Social Media, Crisis Communication, Sport Integrity

Smirnova, V. (Mainz, GER):

**Through Challenges and Disruptions:
The Autonomy of Sport**

Johannes Gutenberg-Universität Mainz

The concept of the autonomy of sport signifies the right to self-regulation, reflecting the ability of Sports Governing Bodies (SGBs) to determine their own structures and rules without “political, legal, and, in the modern era, commercial influences” (Parrish 2016, p. 20). The autonomy of SGBs is increasingly confined as the sport sector continues to grapple with complex governance challenges in the multi-stakeholder environment and fast-evolving world. The traditional hierarchical self-governance is being replaced by network governance, where various stakeholders wield influence differently across multiple contexts within a complex web of relationships (García and Meier, 2022). A recent scoping review of autonomy of sport concept mapped over 200 studies across the last four decades and reinforces the need to critically evaluate how autonomy of sport is conceptualised and operationalised (Smirnova et al., 2025). The increasing number of (commercial and political) stakeholders involved in sport ecosystem represents a substantial gap in the existing implementation of a fundamental principle of the Olympism: the autonomy of sport (IOC, 2025, p.8). Initial acknowledgement of the research gap derives from recognition that the autonomy of sport as the fundamental principle of Olympism is essentially normative where the analytical focus lies on what the principle of autonomy ought to be and how such a principle ought to be acted upon when applied to the Olympic Movement. On the other hand, since the start of the new century, sport has provided a rich context in which many highly visible attempts have been made to disrupt autonomous sport governance and the idea(l)s of autonomy that it ought to represent (ASOIF, 2019). There is, therefore, a significant gap between the normative understanding of autonomy and its practice in the face of the evolving expectations of a multi-stakeholder environment. The presentation provides an interdisciplinary analysis of the autonomy of sport in relation to the contemporary challenges facing the global sport. It identifies the challenges to the autonomy across seven key dimensions as applied to SGBs: political, legal, financial, pyramidal, technological, environmental, and social. For each dimension, the analysis of selected cases allows for the exploration of complex dynamics and interactions between various developments and the autonomy of sport. The findings outline a wide range of developments in the broader stakeholder ecosystem that challenge the degree and exercise of the autonomy of sport. The presentation highlights the shifting nature of sporting order, balance, and dynamics, offering a unique perspective on a rapidly evolving reality with significant disruptive potential.

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Günalp, S. (Leuven, BEL):

Legal Dimension of Labour Market Integrity in Football

KU Leuven

Academic research into trust is often conceptually vague, with the term used without definition, assuming a commonly understood meaning (Hardin, 2013). Within anti-doping, organisations discuss trust, and credibility, as central to the functioning of the system (IOC, 2014; UK Anti-Doping, 2019; WADA, 2020), yet the poor understanding of the terms makes operationalisation challenging. Understanding trust as relational, operating between actors rather than within them (Lewis & Weigert, 1985), as a way of reducing social complexity (Luhmann, 1979/2017) allows for an analysis of trust within and of the anti-doping system. With two phases of data collection, first a document analysis and then a series of interviews with practitioners, we explore the existing trust issues that seem to affect the anti-doping system, gaining insight into the way anti-doping is presented to the public, and the way those inside the system perceive these issues.

For the document analysis, we collected official statements, media releases and legal reports regarding a doping case that was discussed prominently in the media. With our corpus of over 250 documents, we looked at the way actors “do things with words” (Austin, 1962), through a Frame Analysis informed by Goffman (1974), Benford and Snow (2000), and Bourdieu (1991). This allowed us to understand the communication strategies of actors when discussing the case (Benford & Snow, 2000), the role symbolic capital (Bourdieu, 1991), and of self-presentation (Goffman, 1959) in those communications.

For the interviews, we are conducting around 30 semi structured interviews with anti-doping practitioners to understand the trust between organisations, and ways the collaboration within the anti-doping system can be improved. 10 of these interviews have been conducted, which along with the document analysis provide us with some preliminary findings.

Firstly, trust is not boundless good, there is in fact a delicate balance of trust and distrust which underlies the anti-doping system. The checks and balances on athletes and organisations represent institutionalised distrust which is harnessed to produce trust in the system. Secondly, we found that trust is not neutral, and it could sometimes be withdrawn or given for political purposes, as actors vied for position. Finally, we found that the current divisions within the system weaken the entire system. This is the paradox of trust, those claiming to be protecting the trust and credibility of the system play a role in undermining that trust and credibility, by disrupting the image of a united anti-doping movement. Overall, we see how trust is important for the system, those subject to it and those working in it. However, we challenge the naïve view that trust is boundlessly good, that the system is apolitical, or that those claiming to protect the system are not part of the process of discrediting the system.

Von Werthern, E. (Leuven, BEL):

**Do fans really care? An analysis of
football fans' perceptions of match-fixing
in different cultures**

KU Leuven

Match-fixing is widely recognised as a serious threat to the integrity of sport, yet empirical research on the phenomenon remains limited. Existing studies frequently focus on a single sport or country, leaving cross-national and cross-sport differences underexplored. This study addresses these gaps through a two-stage research design that combines the perspectives of fans and athletes. In the first stage, the study examines football and tennis fans' perceptions of match-fixing across five countries (n = 3,361). The survey focuses on three core dimensions: the perceived frequency of match-fixing, its perceived moral wrongfulness, and its perceived harmfulness. It further investigates fans' willingness to change behaviour in response to match-fixing, including whether they would alter key forms of sport-related engagement such as watching matches, purchasing merchandise, or betting on sport. The findings indicate marked regional differences in how match-fixing is assessed and show that fans evaluate different forms of match-fixing in distinct ways. In the second stage, the study shifts to athletes who have been involved in match-fixing cases. Through qualitative interviews with athletes from different sports and world regions, it explores the factors that contributed to their involvement, their perceptions of match-fixing, the harms they associate with it, and the changes, support structures, or preventive measures they believe could have reduced their vulnerability or prevented their engagement. By combining fans' assessments with athletes' lived experiences, the study contributes to a more nuanced understanding of match-fixing across sports, regions, and stakeholder groups.

Block II, 16:10-17:30

Ehrenamt, Fußball & Integration

Saal Innsbruck

- **Hannawacker, A. & Preuß, H. (Mainz, GER):** Begeistert im Moment. Engagiert darüber hinaus? Sport-Event-Volunteering & Volunteering Legacy
- **Bär, S. (Bayreuth, GER):** Intermediale Aufbereitung von Mythen eines Fußballclubs. Eine qualitative Medieninhaltsanalyse der Berichterstattung über den 1. FC Union Berlin
- **Rose, L. (Mainz, GER):** Wandel im professionellen Fußball: Die Integration des Frauen-Fußballs in Bundesligaclubs
- **Stura, C. & Wojciechowski, T. (Kufstein, AUT):** Sport in den Nationalen Aktionsplänen „Behinderung“ im österreichisch-deutschen Vergleich

Technology & AI

Saal Tirol

- **Zhang, M. (Innsbruck, AUT):** Applications, Characteristics and Challenges of Extended Reality Technologies in Sports Tourism Research: A Systematic Review
- **Niemuth, L. (Hall in Tirol, AUT):** Factors Shaping the (Non-)Use of Active On-Site Mobility in Alpine Tourism: A Virtual Reality Study
- **Wachholz, F. (Innsbruck, AUT):** Trusting the Machine: A Mixed-Methods Study on Recreational Athletes' Trust and Experts' Evaluation of AI-Generated Strength Exercise Images

Climate Crisis

Saal Mainz

- **Zach, F. (Virginia, USA):** The effect of Red Tide harmful algal bloom on tourism and leisure activities
- **Horbel, C. & Wågan, F. A. (Oslo, Bodø; NOR):** Governing climate risk in winter sports: National ski federations' perceptions, strategies, and stakeholder tensions

Saal Daisi

- **Kirtovska, L., Schubert, M., Cox, L., Boardley, I. & McNamee, M. (Swansea, GB):** Education for anti-competition manipulation: a narrative review
- **Sesa, G., Borry, P., Loland, S., Peek, K., Serner, A., Massey, A. Camporesi, S. (Leuven, BEL):** Restricting Sports participation on Public Health and Individual well-being grounds: Reflections from Infectious Diseases to Sport Injuries
- **Da Silva Candeo, A. L. (Mainz, GER):** Integretiy challenges in Esports
- **Reyes, S. (Lausanne, SUI):** Fraud in Esports as a Forensic Science Problem: from Cheating Incidents to trade-Based Proof
- **Semenova, A., Knight, C. J., Thing, L. F., McNamee, M. (Swansea, GB):** Vulnerability of Elite Athletes across Sport Integrity Contexts: A Review of Potentially Influencing Factors

Ehrenamt, Fußball & Integration

Hannawacker, A. &
Preuß, H. (Mainz, GER)

Begeistert im Moment. Engagiert darüber hinaus?
Sport-Event-Volunteering & Volunteering Legacy

Johannes-Gutenberg-Universität
Mainz

Einleitung & Forschungsziel

Freiwilliges Engagement im Sport ist vielfältig und umfasst weit mehr als die Arbeit als Trainer*in oder Übungsleiter*in in Sportvereinen im Breiten- oder Leistungssport. Gleichzeitig zeigen aktuelle Befunde einen Rückgang des freiwilligen Engagements in vielen Sportarten und EU-Mitgliedstaaten (European Commission, 2022). Vor diesem Hintergrund gewinnen Sportgroßveranstaltungen als spezifische Engagementkontexte an Bedeutung, da sie innerhalb kurzer Zeit eine große Zahl freiwilliger Helfer*innen mobilisieren können (Braun et al., 2022). Trotz der Diskrepanz zwischen episodischem und langfristigem Engagement ist bislang unzureichend erforscht, welche Faktoren zu einem nachhaltigen Engagement über das Sport-Event hinaus beitragen können. Die Forschung zum Thema *Volunteering Legacy*¹ fokussiert sich dabei häufig auf kurzfristige Effekte nach Veranstaltungsende und erfasst damit vor allem die sogenannten „Afterglow“-Effekte (Dickson et al., 2015).

Ziel dieser Studie ist es daher, Faktoren zu identifizieren, die zur Attraktivität von Sport-Event-Volunteering beitragen und ein weiterführendes freiwilliges Engagement über das Sport-Event hinaus fördern.

Methodik

Die Studie basiert methodisch auf einem Mixed-Methods-Design. Die quantitativen Daten wurden mittels einer standardisierten Online-Befragung von Volunteers drei bis fünf Monate nach fünf Sportgroßveranstaltungen in Deutschland in den Jahren 2024 und 2025 erhoben. Ergänzend dazu wurden qualitative Interviews mit Volunteer-Koordinator*innen eben dieser Sport-Events durchgeführt.

Ergebnisse

Die Ergebnisse zeigen, dass Sport-Event-Volunteers ihr Engagement primär aus der Möglichkeit zum Ausdruck persönlicher Werte sowie aus ihrer Liebe zum Sport heraus motivieren. Darüber hinaus machen die Befunde sichtbar, dass Sport-Events eigenständige Volunteering-Kontexte darstellen, die sich systematisch durch eine hohe Erlebnisintensität, eine ausgeprägte soziale Dichte sowie klar definierte zeitliche Begrenzungen auszeichnen. Hinsichtlich eines Engagements über das Event hinaus identifiziert die Studie keinen einzelnen ausschlaggebenden Faktor, sondern ein konsistentes Zusammenspiel individueller, organisationaler und kontextueller Faktoren. Gleichzeitig zeigen sich trotz ähnlicher Muster zwischen den untersuchten Sport-Events signifikante eventspezifische Unterschiede, insbesondere in Bezug auf Zufriedenheit mit der Volunteering-Tätigkeit sowie dem Engagement nach dem Event. Aufbauend darauf lassen sich konkrete Strategien ableiten, mit denen Event-Organisator*innen und Sportorganisationen in Zusammenarbeit die Übergänge von episodischem zu langfristigem freiwilligem Engagement gezielt unterstützen können.

Fazit

Zusammenfassend zeigen die Ergebnisse, dass Sportgroßveranstaltungen trotz fehlender einzelner, universell wirksamer Faktoren eine relevante Plattform zur Förderung einer Volunteering Legacy darstellen. Dabei sollte diese nicht als automatische Bindung von Volunteers verstanden werden, sondern als gezielte Reduzierung struktureller und relationaler Barrieren durch organisationale und kommunikative Maßnahmen. Diese ermöglichen es, episodisches Engagement in vielfältige, kontextangemessene Formen nachhaltigen Engagements zu überführen.

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Rose, L. (Mainz, GER):

Wandel im professionellen Fußball: Die Integration des Frauen-Fußballs in Bundesligaclubs

Johannes-Gutenberg-Universität Mainz

Die Integration des Frauenfußballs in die Organisationsstrukturen professioneller Männerfußballclubs hat in den letzten Jahren deutlich zugenommen, insbesondere in Europa (Hadwiger et al., 2025; Valenti et al., 2024; Welford, 2018). Diese Entwicklung lässt sich auf verschiedene institutionelle isomorphe Zwänge zurückführen, darunter Bestreben supranationaler Fußballorganisationen und Richtlinien nationaler Verbände, gesellschaftliche Entwicklungen, normative Mechanismen sowie zunehmende Legitimitätsanforderungen (Valenti et al., 2021; Peng et al., 2025; Rose & Preuss, 2026, unv. Manuskript). Trotz der wachsenden praktischen Relevanz sind die organisatorischen Konsequenzen der Integration des Frauenfußballs in bestehende Clubstrukturen bislang nur unzureichend erforscht. Vor diesem Hintergrund untersucht die vorliegende Studie, welche organisatorischen Wandelprozesse und Herausforderungen mit der Integration des Frauenfußballs in professionelle Fußballclubs einhergehen.

Methodisch basiert die Studie auf neun qualitativen Online-Experteninterviews mit Managern von Clubs der 1. und 2. Bundesliga, die eine Frauenmannschaft in der 1. oder 2. Frauen-Bundesliga integriert haben. Die Interviews wurden mittels qualitativer Inhaltsanalyse nach Mayring (2010) ausgewertet.

Die Ergebnisse zeigen, dass die Integration des Frauenfußballs umfassende organisatorische Anpassungsprozesse auslöst. Diese betreffen insbesondere die sportliche Infrastruktur, die Personalstruktur, Strategien und Prozesse sowie die Organisationskultur. Clubs berichten von Kapazitätsengpässen bei Trainings- und Spielstätten, Herausforderungen hinsichtlich der regionalen Stadionverfügbarkeit sowie Zielkonflikten zwischen Männer-, Jugend- und Frauenfußball. Auf personeller Ebene zeigt sich eine zunehmende Professionalisierung, die jedoch mit Personalüberlastung, wirtschaftlichen Abwägungen sowie vereinzelt kritischen Stimmen von Stakeholdern einhergeht. Strategisch bewegen sich die Clubs zwischen der Übertragung etablierter Logiken des Männerfußballs und dem Anspruch, Frauenfußball als eigenständiges Produkt zu entwickeln.

Insgesamt verdeutlichen die Ergebnisse, dass die Integration des Frauenfußballs weniger als punktuelle strukturelle Anpassung, sondern vielmehr als fortlaufender Organisationswandel zu verstehen ist, der bestehende Strukturen und Prozesse innerhalb professioneller Fußballclubs nachhaltig herausfordert.

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Stura, C. &

Wojciechowski, T. (Kufstein, AUT):

**Sport in den nationalen Aktionsplänen
„Behinderung“ im österreichisch-
deutschen Vergleich**

Fachhochschule Kufstein Tirol (Austria)

1. Fragestellung und Zielsetzung

Sowohl in Österreich als auch in Deutschland wurden Nationale Aktionspläne „Behinderung“ implementiert und fortgeschrieben (Österreich: 2012, 2022; Deutschland: 2011, 2016). In diesen sind auch Maßnahmen aus dem Handlungsfeld Sport inkludiert. Weder eine systematische noch eine ländervergleichende Aufarbeitung dieser hat bisher stattgefunden. Dies führt zu folgender Fragestellung: Welche sportbezogenen Maßnahmen lassen sich in den Nationalen Aktionsplänen „Behinderung“ in ländervergleichender Perspektive identifizieren? Mit dieser Fragestellung adressiert dieser Beitrag die Ebene politischer Inhalte (Policy-Dimension) (Lösche, 2010).

2. Forschungsdesign und Datenanalyse

Bereits Allhardt (1967) beschäftigte sich mit methodischen Fragen des Vergleichs in der sportwissenschaftlichen Forschung. Beiträge in vergleichender Perspektive zum Behindertensport liegen u.a. von Dowling et al. (2018) und van Lindert et al. (2023) vor. Der Vergleich zwischen Deutschland und Österreich wird aufgrund der strukturellen Ähnlichkeiten der beiden Behindertensportsysteme (van Lindert et al., 2023) als besonders gewinnbringend angesehen. Der Beitrag verwendet den Ansatz einer fallbasierten Qualitative Comparative Analysis, welcher tiefgehende Detailanalysen ermöglicht (Thomann, 2020; Wagemann, 2016). Dabei dienen die Nationalen Aktionspläne „Behinderung“ als Datengrundlage, welche mittels MAXQDA vergleichend ausgewertet werden.

3. Ergebnisse und Diskussion

In beiden Ländern werden inklusive Sportausübung und Netzwerkbildung im Behindertensport adressiert. In Österreich stehen darüber hinaus vor allem Barrierefreiheit von Sportstätten, Fortbildungsangebote für Trainerin*innen sowie Schutzmaßnahmen vor Gewalt und Missbrauch im Fokus, während in Deutschland der Blick stärker auf der Inklusion im Leistungssport und inklusiven Schulsportveranstaltungen liegt. In dieser ungleichen Schwerpunktsetzung liegen Chancen für die Weiterentwicklung der beiden Nationalen Aktionspläne „Behinderung“, wenn sie erfolgreiche Maßnahmen aus dem Nachbarland berücksichtigen. So könnten beispielsweise inklusive Sportangebote und Schutzkonzepte systematischer auf allen Ebenen des organisierten Sports verankert werden.

4. Zusammenfassung

Die Nationalen Aktionspläne Behinderung stellen ein zentrales staatliches Steuerungsinstrument zur inklusiven Teilhabe von Menschen mit Behinderungen in der Gesellschaft dar – auch im Handlungsfeld Sport. In den untersuchten Ländern werden unterschiedliche Schwerpunkte gesetzt, die ein wechselseitiges Lernen im Sinne einer Policy Diffusion (Braun & Gilardi, 2006) und ein vertieftes Verständnis von Inklusion im Sport ermöglichen können.

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Technology & AI

Niemuth, L. (Hall in Tirol, AUT): **Factors Shaping the (Non-)Use of Active On-Site Mobility in Alpine Tourism: A Virtual Reality Study**

UMIT TIROL- Private Universität für Gesundheitswissenschaften und -technologie

Research Background

Tourism is, by definition, intrinsically linked to mobility. This applies not only in terms of arrival and departure, but also for transportation within tourism destinations to access leisure attractions and (leisure sport) infrastructure (e.g., cable cars, hiking trails, swimming lakes) (Bursa et al., 2022; Gühnemann et al., 2021; Zamparini & Vergori, 2021). According to the World Tourism Organization, tourism is responsible for 22 percent of all transport-related emissions, thereby designating the industry as a significant contributor to the global ecological footprint (Rico et al., 2019; World Tourism Organization [UNWTO], 2019). This issue is particularly pronounced in Alpine-urban destinations, where tourism is facing challenges related to the management of motorized traffic (Mailer et al., 2019). Research demonstrates that nearly 80 percent of guests travel to their Alpine vacation destination by car and also use their car on-site, resulting in traffic jams, destruction of landscape, land-use-pressure, and an increase in CO₂ emissions (Molitor et al., 2023; Nagl & Spangl, 2007). Given the economic importance of the tourism and leisure sector, there is a need to promote more sustainable modes for arrival and departure, but also for transportation on-site in order to achieve sustainability goals (Bux & Amicarelli, 2023; Gühnemann et al., 2021). While much of the existing research has focused on the promotion of public transport and infrastructure developments (e.g., Kim et al., 2024; Le-Klähn et al., 2015; Zientara et al., 2024)), studies addressing active forms of mobility in a tourism context remain limited (Kim et al., 2024). The integration of walking, cycling and e-cycling as forms of transportation (= active mobility) within tourism destinations has two key benefits: Firstly, active mobility can increase the overall levels of physical activity, thus contributing to health promotion by enhancing physical and mental well-being (Dinu et al., 2019; Michel et al., 2024; Scrivano et al., 2024). Secondly, active mobility is the most sustainable form of transportation, contributing to climate protection (Ali et al., 2024; Mun Ng et al., 2024). Despite the need for active on-site mobility concepts in tourism is clearly recognized, theoretical as well as practical solutions are still lacking (Kim & Hall, 2022). According to Schlemmer et al. (2019) especially tourism destinations that focus on active and healthy vacations such as Alpine-urban destinations have the potential to foster active mobility. Furthermore, particularly younger generations express a desire to reduce car dependency and show interest in sustainable products (Papu Carrone et al., 2021; Prinzing, 2024). Thus, this study poses the following research question: *Which factors shape the decision-making process regarding the use or non-use of active on-site mobility in Alpine-urban destinations?* In order to answer the research question, this study theoretically builds on the Motivation-Opportunity-Ability (MOA) framework according to MaInnis et al. (1991).

Methodology

Empirically, the study adopts an exploratory qualitative multi-method approach and was embedded in a virtual reality (VR) experiment. In this VR experiment, groups (friends, couples, families; 2-4 persons) were placed in a virtual Alpine-urban setting and had to decide their means of transportation (walking, cycling, e-cycling, car) to get to a location (1.5 km away) within their tourism destination. The VR experiment took place at the "Core Facility" laboratory at the *Institute for Sport Science* at the *University of Innsbruck*. Data was collected between June and December 2025. In the first step, 29 groups were observed (according to Weischer

and Gehrau (2017)) during their decision-making process regarding the (non-)use of active on-site mobility in the VR experiment. In the second step, two groups took part in a focus group and 27 groups took part in a shorter qualitative group interview (according to Krueger and Casey (2015)) the VR experiment. Semi-structured observation and interview guides were used (e.g., Schlemmer et al. (2019), Zamparini and Vergori (2021)). Data was collected until the point of saturation was reached (Guest et al., 2006). Participation in the VR experiment as well as the focus groups and interviews were recorded, transcribed and analyzed using the template analysis according to King and Brooks (2017).

Results

Motivation. Results show that tourists were mainly motivated to walk, cycle or e-cycle within their vacation destination due to the avoidance of driving and car-related disadvantages (e.g., stress, finding a parking space), the enjoyment of nature and surroundings, excitement and fun as well as physical activity and health promotion. Nevertheless, barriers referred to the return journey and other planned sporting activities as well as a lack of independence. *Opportunity.* Opportunities that allow or facilitate tourists to use active mobility within their destination encompassed short distances, pleasant weather conditions, well-constructed paths as well as adequate communication and visibility of these offers. Conversely, opportunities that hinder tourists from using active on-site mobility within the destination referred to bad weather conditions, longer distances and poorly constructed paths. *Ability.* Furthermore, the ability to engage in active forms of on-site transportation within the tourism destination was shaped by habits, the travel group and fellow travelers, the level of physical fitness as well as the means of transportation for arrival.

Practical Implications

In order to promote active on-site mobility while on vacation, tourism destinations need to ensure strategic communication. The avoidance of car-related disadvantages, the experimental way of active mobility as well as the promotion of physical activity should be highlighted. Clear communication of distances, weather conditions, rental options and personalized route suggestions may increase tourists' willingness to adapt to active modes of on-site transportation. In addition, tourism destinations need to develop comprehensive walking and cycling infrastructure (e.g., separate paths, clear signage) as well as aesthetically pleasing and experience-oriented routes. The provision of multimodal mobility solutions (e.g., public transport connections) and services tailored to car-free tourists (e.g., luggage transport services) can further increase the willingness to use active modes for at least a part of their journey.

Conclusion

This study identifies drivers and barriers to the use of active on-site mobility in Alpine-urban tourism destinations. It highlights the importance of strategic communication and adequate infrastructure. To conclude, integrating active mobility into sports-oriented tourism products can enhance its overall attractiveness.

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Wachholz, F. (Innsbruck, AUT):

Trusting the Machine: A Mixed-Methods Study on Recreational Athletes' Trust and Experts' Evaluation of AI-Generated Strength Exercise Images

Universität Innsbruck

Recent advances in artificial intelligence (AI) image generation have enabled the rapid creation of photorealistic visual content and accelerated its adoption across domains such as medicine, marketing, and education (Cao et al., 2025; Hartmann et al., 2025). In sports science - and particularly in strength training - the use of AI-generated exercise images remains largely unexplored, despite the central role of visual instruction for motor learning, training effectiveness, and injury prevention (Guillot & Collet, 2008; Eaves et al., 2016). The present mixed-methods study examined trust, recognition, and biomechanical quality of AI-generated exercise images compared with real photographs. Theoretical accounts of epistemic vigilance (Sperber et al., 2010) and source monitoring (Johnson et al., 1993) suggest that recognizing AI involvement in visual exercise material may elicit heightened skepticism, leading to more conservative trust judgments regardless of objective image quality. In strength training contexts, where visual instruction plays a central role in motor learning and injury prevention, such source-based skepticism may limit the acceptance of AI-generated images to supplementary or low-risk applications.

In a quantitative online experiment, 182 recreational athletes evaluated six exercise images (three AI-generated, three real) depicting three common strength exercises. Trust in movement execution and recognition of image origin were assessed. Trust ratings were analyzed using cumulative link mixed models, while recognition accuracy was examined using generalized linear mixed-effects models. In a complementary qualitative component, seven sport scientists evaluated the same images with respect to biomechanical correctness and participated in semi-structured interviews.

Quantitative results showed that real images received significantly higher trust than AI-generated images. Recognition of AI generation was associated with a pronounced reduction in trust, independent of actual image type, whereas attitudes toward AI positively predicted trust judgments. Recognition accuracy averaged 65%, with AI-generated images being identified more reliably than real images. Recognition performance was driven by image characteristics rather than training experience, prior AI experience, or attitudes toward AI. Expert evaluations indicated that AI-generated images generally captured basic movement patterns but frequently exhibited deficits in range of motion and force transmission, limiting biomechanical precision.

Taken together, the findings suggest that recognition of AI origin activates epistemic vigilance (Sperber et al., 2010) and source-monitoring processes (Johnson et al., 1993), resulting in conservative trust judgments toward visual exercise material. While AI-generated exercise images may serve as supplementary visualization tools - particularly for low-risk or familiar movements - they are not yet perceived as equivalent to real images. Biomechanical validation, transparent communication, and continued technical refinement are essential prerequisites for broader adoption in strength training practice.

Hence, while AI-generated images show promise as supplementary tools in strength training, their broader adoption will require improved biomechanical accuracy, transparent communication of AI involvement, and continued technical refinement to ensure safe and effective use.

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Climate Crisis

Zach, F. (Virginia, USA):

The effect of Red Tide harmful algal bloom on tourism and leisure activities

Virginia Tech

Florida Red Tide (*Karenia brevis*) is one of the most notorious examples of Harmful Algal Blooms in the United States. It has impacted the South Florida Gulf Coast almost annually since systematic record taking started in the 1950s. Blooms can last for months and stretch over 100+ miles of coastline, causing widespread mortality to marine life and respiratory irritation in humans via airborne toxins. The economic consequences to this region, which represents about one fifth of the state economy, are profound and widespread. They range from revenue losses to businesses and tourism, public health costs, beach cleanup expenses, and direct welfare losses to residents and visitors via diminished recreational opportunities and interference with outdoor activities.

Recent field examples from other parts of the world, and pilot projects have shown that there exist technologies to actively *control* such blooms via neutralizing the offending organism in situ, before it reaches the shoreline. There is also room to step up *mitigation* efforts via more widespread and timely removal of fish kill. Optimal decisions on the type, scope, and location of these control and mitigation interventions depend on a better understanding of the underlying economic benefits and costs.

Our study is directly responsive to recent calls for socio-economic assessments of Harmful Algal Bloom control and mitigation strategies. The three year project was launched in Fall 2025 with focus groups to develop surveys to determine the optimal investment in control and mitigation capacity for futur

Saal Daisi

Kirtovska, L. (Swansea, GB):

Education for anti-competition manipulation: a narrative review

Swansea University

In the last two decades sport competition manipulation (MSC) has received growing attention in academia and grey literature. Among researchers, policy makers and sport practitioners there seem to be a consensus about the harmful impact that MSC has on sport, its stakeholders and the broader society. While considerable progress seems to be made in detection-based deterrence, far less seems to be known about prevention-based deterrence. This narrative literature review aims, first, to develop a broad understanding of the current landscape of anti-competition manipulation education (ACME) and, second, to identify the themes that characterize its treatment in both academic and grey literature. The results, grouped in structural, political and conceptual-ethical levels, demonstrate embryonic, yet highly complex ACME landscape. The multidimensional nature of the phenomena presents many challenges for practitioners and policy makers (at sport level and beyond) yet offers scholars great opportunities to conduct interdisciplinary research.

Sesa, G. (Leuven, BEL):

Participation on Public Health and Individual Well-being Grounds
Reflections from Infectious Diseases to Sport Injuries

KU Leuven

In the last two decades sport competition manipulation (MSC) has received growing attention in academia and grey literature. Among researchers, policy makers and sport practitioners there seem to be a consensus about the harmful impact that MSC has on sport, its stakeholders and the broader society. While considerable progress seems to be made in detection-based deterrence, far less seems to be known about prevention-based deterrence. This narrative literature review aims, first, to develop a broad understanding of the current landscape of anti-competition manipulation education (ACME) and, second, to identify the themes that characterize its treatment in both academic and grey literature. The results, grouped in structural, political and conceptual-ethical levels, demonstrate embryonic, yet highly complex ACME landscape. The multidimensional nature of the phenomena presents many challenges for practitioners and policy makers (at sport level and beyond) yet offers scholars great opportunities to conduct interdisciplinary research.

Restrictions on sports participation for health reasons have become increasingly common over the past decade, imposed both by public authorities and sport-governing bodies. These measures have ranged from limiting participation to control infectious disease outbreaks, as seen during the COVID-19 pandemic, to restricting or temporarily excluding athletes with cardiac conditions, relative energy deficiency, or sport-related injuries. Among these scenarios, concussion-related restrictions present a particularly complex intersection of medical, ethical, and regulatory considerations (1). The accurate recognition and appropriate management of concussions are essential to reducing the risk of prolonged symptoms, repeated injury, and potential immediate and long-term consequences for brain health (2). Yet concussions remain challenging for clinicians to diagnose and manage (3). Football, is a contact sport that has an associated concussion risk predominantly through player to player contact when players are competing for an aerial ball (4). This study examined current approaches to concussion management and return-to-play across FIFA Member Associations and explored stakeholder perspectives on current challenges in concussion management and potential future directions.

A document and content analysis of Member Associations concussion protocols was conducted (5). Relevant documents were identified through a systematic inspection of official Member Association websites and a direct outreach via FIFA. Semi-structured interviews were then conducted with medical professionals involved in concussion management in football and other sports, as well as experts in public health ethics, law, occupational health, and policy development.

Seventy-three MAs reported having an RTP protocol, generally following a six-stage progression (5). However, substantial variation emerged regarding the nature and duration of the initial rest stage, criteria for advancing between stages, requirements for medical clearance, and overall RTP timelines, which ranged from 30 hours to 23 days (5). The thirty-nine stakeholder interviews revealed five overarching themes capturing both current challenges and potential future directions: clinical uncertainties, ambiguity surrounding the applicability of existing guidelines, persistent gaps in awareness and education, practical

barriers to implementation, and broader institutional and cultural influences shaping concussion management.

The findings demonstrate notable inconsistencies across Member Associations protocols and reveal that challenges in concussion management extend beyond clinical decision-making to the wider structural, cultural, and governance dimensions of sport. Developing ethically grounded and context-sensitive concussion guidance will also require addressing these broader factors.

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Da Silva Candeo, A. L. (Mainz, GER): Esports Integrity: Ethics and Governance

Johannes Gutenberg- Universität
Mainz

Esports has evolved into a billion-dollar industry at the nexus of technology, media, and sport. Yet, as "organized human contests of virtual games," it faces a profound crisis of legitimacy. This crisis is driven by a fragmented governance structure where the private intellectual property rights of game publishers frequently clash with the necessity for harmonized integrity standards across the industry. Without a unified framework, the industry's foundational credibility remains at risk, necessitating a shift from disparate, reactive rules toward cohesive, evidence-based oversight.

To address this, a comprehensive scoping review was conducted, mapping 200 sources to identify systemic vulnerabilities within the ecosystem. While challenges such as illegal betting and harassment mirror those in traditional sports, the research argues that merely translating legacy concepts into the digital realm is insufficient. Moving from theoretical mapping to empirical analysis, the study mapped 831 bans from the Esports Integrity Commission (ESIC) and publishers like Valve and Riot Games.

This data served as the catalyst for analyzing "e-doping", a phenomenon distinct from traditional chemical doping. While anti-doping agencies monitor chemicals in the blood, the esports landscape must detect software or hardware "injections" in the code, such as aim-bots, wall-hacks, or macros. Current integrity efforts remain largely reactive, operating in a vacuum devoid of representative player sentiment. Without understanding athlete perceptions, frameworks lack the respect required for compliance. Consequently, this research proposes an inclusive integrity framework that transcends anecdotal policy-making. By leveraging traditional sporting expertise while respecting gaming's unique culture, this framework provides the structural stability required to legitimize esports and offers a data-driven roadmap for sports governing bodies to integrate digital competitions into future formats.

Keywords

Esports Governance, Edoping, Governance, Integrity , Sport Ethics

Semenova, A. (Swansea, GB): Vulnerability of Elite Athletes to Unethical Behaviours: A Scoping Review of Possible Influencing Factors

Swansea University

Research indicates that elite athletes could be vulnerable to a range of unethical behaviours, prompting growing scholarly interest in the factors shaping that vulnerability. This study aimed to map the factors that potentially influence elite athletes' vulnerability to engage in various behaviours underpinning doping, match-fixing, and interpersonal violence. The secondary aim was to examine whether any factors are shared across these three domains. Using the scoping review methodology by Arksey & O'Malley's (2005), a comprehensive search of English-language academic literature was carried out across Scopus, SPORTDiscus, and Web of Science databases. The academic articles were included if they addressed factors linked to doping, match-fixing, or interpersonal violence involving elite athletes. The Bioecological Theory Process-Person-Context-Time (PPCT) model (Bronfenbrenner & Morris, 2006) provided the analytical framework for mapping the identified factors. At the individual level, moral orientations and performance-related goals were prominent. Process-level factors included motivational dynamics and normalisation of certain behaviours. Contextual influences ranged from sporting culture to financial pressures, while temporal analysis revealed that athlete vulnerability shifts across different stages of a career. Some factors such as financial incentives and rationalisation strategies appeared consistently in different domains, whereas others, like sport betting-related institutional structures, were specific to match-fixing. These findings support the idea that athlete vulnerability is a dynamic state affected by interacting personal, processual, contextual, and temporal factors. A holistic approach that accounts for the interplay of these factors could therefore be beneficial to effectively address vulnerability of elite athletes to unethical behaviours.

Keywords: sport ethics, literature review, competition manipulation, harassment and abuse.

Block III, 18:00-19:20

Events & Infrastructure

Saal Innsbruck

- **Kaspar, R. (Seeburg, GER):** From Tahiti to Antholz: The challenges of the innovative polycentric Olympic sports venue model
- **Brandt, C. (Bayreuth, GER):** Do Rival Sporting Events Reshape Governance Structures?
- **Kurscheidt, M. & Launay, M. (Bayreuth, GER):** The 2024 Olympic Games of Paris as a Model of IOC's Agenda Policy? Evidence on Attitudes of Sport Fans
- **Yilmaz, H. (Mainz, GER):** The Influence of Accessibility to Sport on the Well-being of Low-Income Residents: A Representative Empirical Study in Istanbul

Managing & Measuring

Saal Tirol

- **Wicho, T. & Schnitzer, M. (Innsbruck, AUT):** Volunteerism in Sports Clubs: Current Challenges and Adaptive Strategies
- **Otto, F., Krumer, A., & Pawlowski, T. (Tübingen, GER):** Truncation of extreme scores: An effective method to eliminate judging bias?
- **An der Heiden, I. (Berlin, GER):** Effects of definition on the measurement of sports behavior
- **Winkelmann, D. (Bielefeld, GER):** Quantifying Uncertainty in Football: Fan Emotions and Competitive Predictions

Saal Daisi

- **Vuorinen, N. (Oslo, NOR):** Approaching AI Ethics in Sport: From Athlete Rights to Performance Enhancement
- **Walsh, B., Bloodsworth, A., Heydenreich, J. & Cox, L. (Swansea, GB):** Anti-doping education in women's soccer across FIFA's six continental confederations: Challenges and innovations
- **Grimes, H. (Lausanne, SUI):** The challenges of Trust and Credibility in Anti-Doping
- **Gikoli, N., Schoch, L., Knight, C., Crettaz von Roten, F., Radziszewski, S., Maliqi, T., Vertommen, T. & Parent, S. (Lausanne, SUI):** Magnitude and Associated Risks: Interpersonal Violence Against Athletes in Kosovo's organized Sport Context
- **Richards, K. (Oslo, NOR):** Global North rules, Global South realities: Safe sport policies in SDP in Southern Africa

Events & Infrastructure

Yilmaz, H. (Mainz, GER):

The Influence of Accessibility to Sport on the Well-being of Low-Income Residents: A Representative Empirical Study in Istanbul

Johannes Gutenberg- Universität
Mainz

Aim and Research Questions

This study emphasises the importance of accessibility to sports in relation to psychological well-being, considering the social, economic, and spatial factors that influence life satisfaction and subjective happiness. Although physical activity clearly benefits physical, psychological, and social well-being, the complex relationship between sports accessibility in relation to the economic and social conditions may contribute to better understand the well-being of economically disadvantaged groups in major cities. Due to limited recreational opportunities caused by the lack of time, finances, and facilities, access to physical activity should also be regarded as a vital factor for the well-being of these groups.

Theoretical Background and Literature Review

The positive impact of physical activity on individuals' psychological well-being has been previously evidenced through longitudinal and causal models (Downward & Rasciute, 2011; Frey & Gullo, 2021; Kim & James, 2019). Besides physical activity, factors such as income (Killingsworth, Kahneman & Mellers, 2023) and social capital (Helliwell, Huang & Wang, 2014) have been evidenced as significant predictors of well-being. In addition to physical, social, and economic influences, spatial factors merit greater attention, not only for their isolated connection to psychological well-being but also for their interactions with the previously mentioned economic and social factors. Furthermore, beyond physical activity, accessibility to sports facilities and activities alone may improve the life satisfaction and subjective happiness of economically disadvantaged individuals, alongside their physiological, psychological, and social benefits.

Research Design, Methodology and Data Analysis

The research is designed as a cross-sectional online survey with a probability sample from the database of Spor İstanbul AŞ (the sports services subsidiary of İstanbul Municipality), including the existing members (N≈ 700.000) at its 53 facilities. The online survey link was randomly distributed via text messages by Spor İstanbul AŞ to the members. The final sample consisted of 605 completed and usable survey forms.

The research model includes two dimensions of social capital, bonds and bridges (Granovetter, 1973; Putnam, 2000), and per capita household income as the independent variables. "Sports accessibility (SA)" and "Perceived Nutrition Quality" are used as parallel mediators between the independent variables and the "Perceived Quality of the City", which is incorporated as the serial mediator predicting "life satisfaction" and "Subjective Happiness" as the outcome variables. Two models were tested using IBM SPSS Process Macro v4.2, Model 80 configuration (Hayes, 2022, p.643).

The measures of the social capital dimensions of bridging and bonding were adopted from Williams (2006). The life satisfaction and subjective happiness measures were utilised from the OECD's Guidelines for the Measurement of Subjective Well-Being (2013). To assess the sport accessibility construct, respondents were asked to rate their time, finances, and proximity in terms of their ability to access physical activities.

Results/Findings and Discussion

For the life satisfaction model ($R^2=.4441$; $F=79.631$; $p=.000$), per capita household income (PCHI) positively and directly influences sports accessibility (SA) ($\beta=.211$, $p=.000$), perceived nutrition quality (PNQ) ($\beta=.174$, $p=.000$), and life satisfaction (LS) ($\beta=.100$, $p=.002$). Perceived city quality (PQC) is predicted by SA ($\beta=.178$, $p=.000$) and bridging social capital ($\beta=.166$, $p=.001$), and it positively affects LS ($\beta=.203$, $p=.000$). SA ($\beta=.181$, $p=.000$), PNQ ($\beta=.245$, $p=.000$), and bonding social capital positively predict LS. The indirect effects of PCHI on LS are only significant via SA ($\beta=.038$), PNQ ($\beta=.043$), and SA=>PQC ($\beta=.008$).

For the subjective happiness model ($R^2=.3704$; $F=58.634$; $p=.000$), there is no direct effect of PCHI on SH. The direct effects of bonding ($\beta=.151$, $p=.000$), bridging ($\beta=.304$, $p=.000$), SA ($\beta=.083$, $p=.037$), PNQ ($\beta=.159$, $p=.000$) and PQC ($\beta=.181$, $p=.000$) are significant on SH. PCHI only has indirect effects on SH through PNQ ($\beta=.028$) and SA=>PQC ($\beta=.007$).

Conclusion, Contribution, and Implications

The findings reveal notable differences between the fundamental mechanisms of life satisfaction and subjective happiness. From a social capital perspective, the impact of bridging is significant for perceived quality of the city, life satisfaction, and subjective happiness, whereas bonding is significant only for subjective happiness. This highlights the importance of weak ties concerning individuals' perceptions of the city's quality and their life satisfaction. Bonding predicts only subjective happiness, which can be seen as a more emotional and private aspect of life compared to the concept of life satisfaction, which is more bound to material possessions, conditions and assets.

Accessibility to sports and perceived nutrition quality significantly influence the perceived quality of the city, while mediating the impact of per capita household income on well-being. For lower-income residents, income affects perceptions of city quality, life satisfaction, and subjective happiness primarily through improved access to sports and nutrition. The results highlight the importance of public investment in sports to enhance not only personal and psychological well-being but also urban life. It is crucial for local and central governments to prioritise investments in physical activity opportunities particularly for economically disadvantaged groups in large cities.

Disclosure Statement

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Saal Daisi

Walsh, B. (Swansea, GB):

**Anti-doping education in women's soccer
across FIFA's six continental confederations:
Challenges and innovations**

Swansea University

Women's football is a growing sport at both the grassroots and professional level. Millions of women and girls play football worldwide. In 2021, the World Anti-Doping Agency (WADA) published rules to govern how anti-doping education should happen in sports. The 2021 International Standard for Education (2021 ISE) was implemented around the world, and a second version will come into force in January 2027. There are few studies that address anti-doping education in football (Skoufa et al 2022, Loukovitis et al 2020), which involve mixed gender, European samples. To date, there are not any studies of anti-doping education in women's football around the world and few legal cases on anti-doping in the women's game. While the ISE refers to a right to education, the lack of literature on women's football makes it hard to tell whether players around the world have equal access to education, which may influence the fairness of the strict liability anti-doping system. Ms. Walsh's doctoral work seeks to establish a snapshot of how anti-doping education happens in women's soccer across all six FIFA confederations by interviewing sport administrators and players. The qualitative study conducted semi-structured interviews with 34 participants to date (CONCACAF n=5; CONMEBOL n=3; UEFA n=8; CAF n=11; AFC n=4; OFC n=3). Early findings from the interview data indicate that there is significant variety in the amount of resources that sport organizations can dedicate to anti-doping education, ranging from sporadic funding supported by volunteers to full-time teams with employees and stable budgets. There are also a range of ways to educate players, on a spectrum from informative sessions using online and traditional media to interactive, in-person workshops. Challenges are unique and tied to the specific circumstances of the given country and sport, including geography, geopolitics, language diversity, player turnover, and uneven access to health care and the Internet. Nonetheless, participants describe innovative culturally and language-specific solutions being implemented both at the individual and system levels. Finally, sport doctors appear to have a crucial role in anti-doping education in women's football.

Grimes, H. (Lausanne, SUI):

The Challenges of Trust and Credibility in Anti-doping

Université de Lausanne

Academic research into trust is often conceptually vague, with the term used without definition, assuming a commonly understood meaning (Hardin, 2013). Within anti-doping, organisations discuss trust, and credibility, as central to the functioning of the system (IOC, 2014; UK Anti-Doping, 2019; WADA, 2020), yet the poor understanding of the terms makes operationalisation challenging. Understanding trust as relational, operating between actors rather than within them (Lewis & Weigert, 1985), as a way of reducing social complexity (Luhmann, 1979/2017) allows for an analysis of trust within and of the anti-doping system. With two phases of data collection, first a document analysis and then a series of interviews with practitioners, we explore the existing trust issues that seem to affect the anti-doping system, gaining insight into the way anti-doping is presented to the public, and the way those inside the system perceive these issues.

For the document analysis, we collected official statements, media releases and legal reports regarding a doping case that was discussed prominently in the media. With our corpus of over 250 documents, we looked at the way actors “do things with words” (Austin, 1962), through a Frame Analysis informed by Goffman (1974), Benford and Snow (2000), and Bourdieu (1991). This allowed us to understand the communication strategies of actors when discussing the case (Benford & Snow, 2000), the role symbolic capital (Bourdieu, 1991), and of self-presentation (Goffman, 1959) in those communications.

For the interviews, we are conducting around 30 semi structured interviews with anti-doping practitioners to understand the trust between organisations, and ways the collaboration within the anti-doping system can be improved. 10 of these interviews have been conducted, which along with the document analysis provide us with some preliminary findings.

Firstly, trust is not boundless good, there is in fact a delicate balance of trust and distrust which underlies the anti-doping system. The checks and balances on athletes and organisations represent institutionalised distrust which is harnessed to produce trust in the system. Secondly, we found that trust is not neutral, and it could sometimes be withdrawn or given for political purposes, as actors vied for position. Finally, we found that the current divisions within the system weaken the entire system. This is the paradox of trust, those claiming to be protecting the trust and credibility of the system play a role in undermining that trust and credibility, by disrupting the image of a united anti-doping movement. Overall, we see how trust is important for the system, those subject to it and those working in it. However, we challenge the naïve view that trust is boundlessly good, that the system is apolitical, or that those claiming to protect the system are not part of the process of discrediting the system.

Gjkolli, N. (Lausanne, SUI):

**Magnitude and Associated Risks:
Interpersonal Violence Against
Child Athletes in Kosovo's
Organized Sport Context**

Université de Lausanne

Studies have highlighted the persistent issue of interpersonal violence (IV) toward athletes in sport, however, evidence from the Kosovo sporting context remains absent. This study aimed to explore the magnitude of IV among athletes in the Kosovar-organised sporting community, examine potential gender differences, and identify associated factors. Data were collected using the Violence Towards Athletes Questionnaire (VTAQ) in a sample of 518 adult athletes (64% women and 36% men), who retrospectively reported their childhood experiences in sport. The findings show that all types of IV are prevalent, with 81% of athletes reporting experiences of psychological violence/neglect, followed by physical violence (53%) and sexual violence (35%). Athlete-perpetrated IV (80%) was reported at higher rates than IV perpetrated by individuals in positions of authority (68%). Gender differences emerged, with women reporting higher levels of neglect (based on the neglect items within the psychological violence/neglect type) and men reporting higher levels of physical violence. The study found age, gender, weekly hours of training, sport type, and sport level to be associated factors of IV experiences during childhood in sport. The findings highlight the urgent need to strengthen sport safeguarding systems in Kosovo and provide evidence that may inform the development of the same within the country's organised sport context.

Keywords: Psychological abuse, physical violence, harassment, gender, VTAQ

Richards, K. (Oslo, NOR):

**Global North Rules, Global South Realities:
Safe Sport Policies in SDP in Southern Africa**

Norwegian School of Sports Sciences

This project investigates how safe sport policies are shaped within transnational sport for development (SDP) collaborations between Global North organisations and partners in Southern Africa. Drawing on document analysis and 16 semi-structured interviews with sport and non-sport stakeholders across both regions, the study explores the emergence of safeguarding as a shared priority, how knowledge is mobilised, and how cultural, structural, and political factors influence development and implementation. The analysis is informed by cultural framing and postcolonial perspectives.

Findings from Global North partners indicate a strong influence over policy development, with safeguarding frameworks largely derived from international standards and external institutional requirements. While partners highlighted positive outcomes, such as increased female participation and broader social impact, tensions arose when universal safeguarding expectations conflicted with local norms, operational realities, and legal frameworks. Although stakeholders acknowledged power imbalances within partnerships, some reported that long-term collaboration and capacity-building initiatives helped partially mitigate these dynamics.

Preliminary insights from Southern African partners reveal that safeguarding policies frequently originate from Global North requirements and often lack cultural resonance. Local stakeholders highlighted widespread interpersonal violence, limited reporting mechanisms, and vulnerabilities linked to poverty, gender norms, and infrastructure constraints. Preferences for greater local autonomy, stronger contextual grounding, and more sustained collaborative engagement were consistently expressed.

The project underscores the need for locally anchored safeguarding policies that strengthen regional expertise, elevate Southern African perspectives, and address structural power asymmetries within SDP partnerships. Outputs include academic articles, a State of Play report, and forthcoming policy recommendations.

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