

Impacts and Implications for the Sports Industry in the Post-COVID-19 Era

Part of the Advances in Business Strategy and Competitive Advantage Book Series

Armand Faganel (University of Primorska, Slovenia), Igor Rižnar (University of Primorska, Slovenia) and Arne Baruca (Texas A&M University, USA)

Description:

The sports industry had impressive global growth over the years, with factors from the introduction of e-sports and new streaming and viewing methods to sponsorships and digital media contributing to its rise. However, the COVID-19 pandemic brought upon a rapid change in this sector. Sports' seasons ended abruptly, people's escape from reality suddenly vanished, their spending attitudes changed, live games and commercial flights were suspended, hotels were impossible to book, and consumers practically turned into prisoners within their own homes. No live sports matches were to follow on any media either, so specialized sports channels were forced to play old recordings rather than broadcasting new events. Even athletes themselves struggle to stay relevant and thus, try to utilize creative methods to enhance their brand value in these difficult times. With most of the sports leagues shut down during the pandemic, with a few exceptions which performed in empty venues, the restrictions diminished the sports experience compared to the pre-COVID-19 era and the impacts were widespread.

Impacts and Implications for the Sports Industry in the Post-COVID-19 Era explores the changes that have been and will continue to be created by the unexpected disruptions that occurred as a result of the pandemic within the sports industry, fans consumption, and recreational habits. The chapters explore the status of sports after the pandemic, paths to recovery, and the future of sports, along with the many impacts and issues that have arisen due to changes in the industry necessitated by COVID-19. Covering important topics such as mental health, impacts on athletes and coaches, the market value for professional sports, consumer behavior during COVID-19, and the changes in marketing, tourism, and business, this book is ideally intended for sports managers, marketers, broadcasting agencies, media specialists, brand managers, fitness professionals, practitioners, stakeholders, researchers, academicians, and students interested in the impacts on the sports industry and the outlook for sports in the post-COVID-19 era.



ISBN: 9781799867807

Pages: 340

Copyright: 2021

Release Date: June, 2021

Hardcover: \$215.00

Softcover: \$165.00

E-Book: \$215.00

Hardcover + E-Book: \$260.00

Topics Covered:

Athlete Branding
Coaches
Consumer Behavior
COVID-19
Financial Impact

Impact on Exercise
Marketing
Mental Health
Professional Sports
Recovery and Resilience

Sports Consumption
Sports Industry
Tourism
Women's Sports

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA