

CONTENTS

<i>List of figures</i>	ix
<i>List of tables</i>	xi
<i>List of case studies</i>	xiii
<i>Preface</i>	xiv
<i>Notes on the authors</i>	xvii
1 Introduction to sport facility and major event management	1
2 Key success factors of operating sport facilities and running sport events	28
3 Feasibility analysis and market research for planning new sport facilities and events	55
4 New sport facility development: planning, design, and construction	87
5 New sport facility development: preparing the facility management infrastructure	117
6 New sport facility operations: attracting events	140
7 New sport facility operations: planning the event management infrastructure	163
8 Attracting customers: marketing sport facilities and events	188
9 Running the sport event: event operations	211

10	Destination marketing, image, and branding through major sport events	243
11	Performance management: evaluating operations	258
12	Performance management: legacy and measuring impact	279
	<i>Index</i>	298