

# World Peace and Sustainable Tourism Development:

Promoting Dialogue Through the Commerce of Sports



# First International Institute for Peace Through Tourism European Conference

**Bridging the North –South Divide Through Sustainable  
Tourism Development, Leeuwarden, the Netherlands  
October 21-24, 2008**

---

## **World Peace and Sustainable Tourism Development: Promoting Dialogue Through the Commerce of Sports**

Lead Author:

Ginger Smith, Ph.D., Academic Chair  
Preston Robert Tisch Center for  
Hospitality, Tourism, and  
Sports Management  
New York University  
New York, New York, USA



Co-Author:

Andrea Cahn, Director, Project UNIFY  
National Youth Activation  
Demonstration Program  
Special Olympics North America  
Alexandria, Virginia, USA



Co-Author:

Sybil Ford, Master of Science Candidate  
Preston Robert Tisch Center for  
Hospitality, Tourism, and  
Sports Management  
New York University  
New York, New York, USA



# World Peace and Sustainable Tourism Development: Promoting Dialogue Through the Commerce of Sports

---

- Purpose
- Relevant Literature
- Research Methodology - Comparative Case Studies
- Key Findings/Recommendations
- Future Research

# Introduction

- **PURPOSE:** Compare international mega-sports event case studies
  - Highlight development and sustained growth of Special Olympics (SO) – 2007 Shanghai and 2008 Ireland World Games
- **PROPOSITION**
  - Achievements in conflict reduction and increased knowledge exchange following international sporting events
  - Strategic value of sports-related business in facilitating dialogue and promoting peace – national/local government collaboration with private sector

# Relevant Literature

- Allison, Lincoln. "What do Governments Want from Sport and What Do They Get?" Foreign Policy in Focus 30 Jul 2008: Alt-Press Watch (APW). ProQuest. New York University, Bobst Library, New York, New York. 24 Sep. 2008 <http://www.proquest.com/>.
- Extejt, Marian M., Smith, Jonathan E. "LEADERSHIP DEVELOPMENT THROUGH SPORTS TEAM PARTICIPATION." Allied Academies International Conference. Academy of Organizational Culture, Communications and Conflict. Proceedings 9.2 (2004): 15-19. ABI/INFORM Global. ProQuest. New York University, Bobst Library, New York, New York. 24 Sep. 2008 <http://www.proquest.com/>.

**[No corrolation between # of sports seasons of participation and level of any particular leadership skill. Something greater at work.]**

- Ogi, Adolf. "Sports are a tool for global social change: Special Edition." The Christian Science Monitor [Boston, Mass.] 21 Oct. 2005,09. ProQuest National Newspapers Premier. ProQuest. New York University, Bobst Library, New York, New York. 24 Sep. 2008 <http://www.proquest.com/>.

## Relevant Literature (continued)

- Parent, Milena M., Sequin, Benoit. "Toward a Model of Brand Creation for International Large-Scale Sporting Events." Journal of Sport Management 22.5 (2008): 526. ABI/INFORM Global. ProQuest. New York University, Bobst Library, New York, New York. 24 Sep. 2008 <http://www.proquest.com/>.
- Reid, Heather L.. "Olympic Sport and Its Lessons for Peace." Journal of the Philosophy of Sport 33.2 (2006): 205-214. ProQuest Central. ProQuest. New York University, Bobst Library, New York, New York. 24 Sep. 2008 <http://www.proquest.com/>.
- Vijayakar, R.M.. "India, Pakistan to Play Cricket For Peace In Sharjah." India - West [San Leandro, Calif.] 9 Apr. 2004, C12. Ethnic NewsWatch (ENW). ProQuest. New York University, Bobst Library, New York, New York. 24 Sep. 2008 <http://www.proquest.com/>.

[Former Secret. of Commerce/Transportation Norman Mineta 9/08 –  
US WWII Internment --Civic education prepares next generation  
for active citizenship ensuring protection of liberties and ideals]

# Research Methodology

---

- Qualitative
  - Primary – leadership interviews – NYU Sports Faculty among others, athletes, broadcasters, sports organizations, etc.
  - Secondary – scholarly and trade journals, Internet, mass media, etc.
  - Case studies - comparative critical analysis of sports events
- Quantitative
  - Attendance, growth figures, projections, etc.

# Special Olympics – Global Movement

Transformative global movement begun in 1968 to:

- Improve lives of people with intellectual disabilities and of everyone they touch
- Increase awareness throughout the world of needs of persons with intellectual disabilities
- Empower those with intellectual disabilities to realize their full potential and develop athletic and social skills through year-round sports competition

Through this vision, Special Olympics now an effective catalyst for social change

# Special Olympics – Global Movement

- Headquartered in USA
  - 6 m family members
  - 2.9 m athletes in 2007 (550,000 in USA; 500,000 in China; 210,000 in India; 4,400 in Rwanda; 600 in Afghanistan)
  - 750,000 volunteers
  - 230,000 coaches
  - 200 programs
  - 180 countries
  - 14% growth rate in 2007
- .... Largest sports organization in the world

# Special Olympics – 2007 Shanghai World Summer Games

“These are the hands of all of us, and they overlap one another to show that we are all one, our hearts are always connected with each other’s.”

*Yongquian Li, 2007 GlobalYouth Summit Delegate, during consultation session with UNICEF representatives*

“Through sport, Special Olympics lays a foundation for community-based development and advancement; collaboration with global leaders extends the reach even further for peace, prosperity and human dignity.”

*Timothy Shriver, Chairman of Special Olympics International, during Global Policy Summit Conference at 2007 Shanghai Games*

# Special Olympics – 2007 Shanghai Games



# Special Olympics – 2007 Shanghai World Summer Games

Represented unified global event:

- China's new economic rise emblematic of future – creates tremendous wealth with few outlets for charity
- SO in China 20 yrs – 2003-08 from 60k to 500k athletes
- SO Shanghai – largest sports event in 2007
  - 9k athletes, 160 economies, 40k volunteers, plus families (many offering home-stay) and spectators
  - Higher education collaboration for online coverage – Shanghai's Fudan University and University of North Carolina/USA faculty, students, administrators Internet distribution of results and video
  - International viewers in 100s of millions
  - Dress rehearsal for China for 2008 Olympics
  - Demonstration of China's leadership on issue of disabilities
  - Leadership cross-over with celebrity prestige and financial resources

# Special Olympics – 2007 Shanghai World Summer Games

Represented unified global event:

- Free “Healthy Athletes Screenings” -- vision, dental, hearing, physical therapy assessments to identify previously unknown health issues.
- Global Policy Summit
  - World-wide leaders from government, academia, health care, sports, business, and philanthropic organizations -- Vice Premier of China, Governor of California, Director of UNICEF, President and COO of Coca Cola, and Chairman of Special Olympics International
  - Discussed challenges faced by those with special needs
- Global Youth Summit on MTV United Kingdom to assemble youth with and without intellectual disabilities to inspire and educate each other

# Growth of Mega-sporting Events

- 2006 World Baseball Classic – 1.7m viewers US alone –China, Japan, Korea, Canada, Mexico, South Africa, the USA, Cuba, Netherlands, Panama, Puerto Rico, Australia, the Dominican Republic, Italy, and Venezuela
- 2006 FIFA World Cup – most watched ever to date; increased awareness of player social/political issues
- 2007 Cricket World Cup – pan-Caribbean; 2b TV viewers
- 2007-08 Regular Season National Basketball Association and National Football – London – 90k attendees per game
- 2008 Summer Olympics – unmatched audience – range of issues from poverty to social injustice

# Leadership In International Sports Organizations

- Sports media/broadcasting – globally known figures come... and sadly go - Jim McKay, USA
- Teams/coaches/athletes
  - USA and Romania Olympic Gymnastic Coaches Bela and Marta Karolyi
  - Tiger Woods – Tiger Woods Foundation - broad mission for youth education, including sports
- International/national/local public-private organizations
  - International Institute for Sport
  - Right to Play – Canadian- sports/youth education/public health
  - Minelife.org
  - Eco-tourism, voluntourism, health/medical tourism, pro-poor tourism, agri-tourism, culinary tourism, dark/danger tourism, other emerging forms of tourism ...

# Key Findings

---

- SO strong example -- positive effect of sports on development of children and adults across cultural divides
- Past international sporting events -- instrumental in promoting dialogue for collaboration
  - Stakeholders supporting events --local community contribution and employment; local/national/international government engagement
  - Spur positive corporate sponsorship support for future mega-sporting events
- *Impact of international sports leaders and organizations measurable*

# Recommendations

---

Can we harness strategic value of “sports commerce concepts” to signify:

- Cultural heritage exchange -- subsumes bipolar divide
- Public policy/diplomacy – organized, peaceful demonstration
- Bilateral/multilateral cooperation
  - Deconstruct conflict/poverty/sustainability
  - Reconstruct acceptance, inclusion, fairness, equity, appreciation of diversity in leadership – local to global

# The Future

---

Dialogue for peace through commerce of sports – strong future! Gen. C. Powell – Ripple effect of optimism; enthusiasm is contagious

- Further research and evaluation -- essential
  - Upcoming international sports events -- old timers and new -- offer unique public policy and international relations laboratory:
    - 2009 World Baseball Classic - multiple global destinations
      - Parallel development -- new international basketball leagues
    - 2010 World Cup Soccer, South Africa - building on success of 2007 SA World Cup Rugby championship - Go Springboks
    - 2012 Summer Olympics – London
- ...and continued legacy of Cricket – Caribbean and beyond

# The Future

---

Thank you.

... and stay tuned!