



Special Session (SS04) on

Mega-events legacy on hosting cities

Organizers:

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Key-words: mega-events legacy; mega-events impacts; cities competition; cities image; cities promotion; investment and tourists' attraction.

Aim and scope of the session:

In a time largely informed by globalization and various economic and social crises, competition among cities for attracting capital investment and visitors has turn increasingly present and fierce. Aiming to improve their image and building new equipment of different nature, cities have thought to be strategic for their future hosting mega-events, among them, European Capitals of Culture, World and European Football tournaments, and Olympic Games. Even if a few positive impacts (economic, social, and cultural) from the hosting should be expected, some negative ones of economic, social, cultural and environmental nature can also emerge. This having in mind, and looking to those impacts from a medium and long term perspective more than from a short term one, approaching specific cases, it seems to make sense inquiring on the legacy of hosting those major events.