

Mega Sporting Events and Legacy: The Case of the 2014 World Cup

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ABSTRACT

The objective of this research is to measure the economic, social, urban and tourist impacts of mega sporting events, especially those related to the 2014 World Cup. It intends to enrich the methodologies and indicators for evaluating these competitions. It proposes to construct a database in order to extend the range of analysis of these tournaments covering broad transformations and interrelationships with the urbanization process.

The study utilizes complementary qualitative and quantitative approaches to address the problems and contemplate the above mentioned objectives. The techniques used are: a) Documentary analysis of the 2014 World Cup planning, including investments and budgets related to the event; b) Analysis of public and private data sources; c) Utilization of an input-output matrix of Brazil.

Preliminary results indicate that the official budget of the 2014 World Cup achieved roughly US\$ 15 billion, being made up of about 120 projects in the twelve host cities. This budget is divided into urban mobility, airports, stadiums, security, ports, telecommunications and tourism.

The baseline indicates that the 2014 World Cup will produce a remarkable economic effect in the country. However, due to the characteristics of the host cities, it is difficult to imagine that the World Cup will solve their problems without complementary development policies.

Key Words: Mega sporting events, World Cup, Legacy, Brazil.

1. MEGA SPORTING EVENTS

According to Roche (2012), mega sporting events are large-scale competitions, which have a great appeal, brings a broad interest and ensure international significance. Mega sporting events can also be defined as proceedings having significant dimensions and given a short duration. They are organized in a single city or spread out in a country, appeals a large number of participants and spectators, have an attraction for the media and expresses a large investment in infrastructure, logistics and security services by the host. The organization of mega sporting events is shared generally among government agencies at the national and local levels along with national and international sports associations and federations (Hall, 1992; Hiller, 1998; Radicchi, 2012).

The main features of mega sporting events are its ability to attract worldwide audience and its potential impact on the hosts. As a consequence, the host nation can project images of its culture and social organization in addition to its political and economic power. A “normal” competition does not ensure such characteristics (Goig, 2012; Horne and Manzenreiter, 2006; Maening and Zimbalist, 2012).

The promotion of events stimulated in different countries has often been supported not only by economic interests and political ambitions. In addition, a country can strategically upgrade its position in the global system. Thus, mega events are vehicles utilized to strengthen the so called *soft power* by host states (Black and van der Westhuizen, 2004; Cornelissen, 2012).

Notably, the proliferation and rise of mega sporting events is linked to a combination of factors. Initially, the information technology and communication revolutions that have contributed to create of a global audience.

The advent of commercial television in the middle of the twentieth century helped to reinforce the approximation between sport and media. Currently, satellite television, and even more recently Internet associated with new communication tools, have opened new opportunities for further promotion of the sport on a global scale (Ferrando, 1990; Roche, 2012).

Another factor is related to the emergence and consolidation of a sports-media-conglomerate complex, formed by the alliance between the sport world, the media and the business segment that has propelled a transformation in the field of sports related events. Referred alliance has generated sponsorship, broadcasting rights of the competitions plus marketing, advertising and merchandising which together represent the main sources of income for the mega sporting events. In general, an international sport federation possess the event's franchise. In turn, the competition is licensed temporally to private sponsors as well as to the host nation or city (Goig, 2012).

The third factor is related to the opportunity of promoting and developing cities, territories or host countries. In fact, the literature refers to impacts manifested in the hosts. The nature of these effects can be social, economic, urban and touristic (Brown and Massey, 2001).

2. THE FOOTBALL WORLD CUP

The Fédération Internationale de Football Association-FIFA created an international football competition, named the Football World Cup, back in the first quarter of the 20th century. This tournament has been played every four years since the inaugural tournament in 1930, except in 1942 and 1946 when it was not held because of the Second World War. This contest acquired a truly global dimension and became the biggest single-event sporting competition in the world. Nowadays is a trade mark, FIFA World Cup, contested by the senior men's national teams from the 208 Member Associations of FIFA. Correspondingly, it attains a worldwide audience, manages a huge budget as well as attracts a pool of high caliber sponsors. Last but not least this competition requires vast investments by the host nation (FIFA, 2013).

The 2014 Football World Cup represents an opportunity for Brazil to build, expand plus modernize its infrastructure and services in different sectors related to that mega event. Indeed, the investments in a host city can influence the geographically adjacent municipalities, generating a cycle of economic growth and development.

Tourism is part of the context, as the Football World Cup attracts national and international visitors. The investments in this segment objectify the attendance of tourists, promoting the country's image and creating a sustainable basis for the use of equipment built for the event.

Another aspect to consider is the significance of sport in the urban development of the host cities. Sporting competitions can be utilized to improve transport infrastructure, adapt buildings, upgrading health care, construct cultural spaces and modernize sports facilities, revitalizing spaces occupied or valuing new areas.

Considering the scale of investments planned for the 2014 World Cup, impact assessment on urban areas is essential. Indeed, mega sport events can bring opportunities and threats. Likewise, the effects of sport mega events have been different, depending on the host country and the planning strategies adopted.

3. OBJECTIVES AND METHODOLOGY

Despite its wide publicizing, followed by a campaign of political consensus building, the preparation of the 2014 Football World Cup, hereafter called 2014 World Cup or World Cup, needs to be widely discussed, evaluated and confronted with other development prospects for the host country, i.e. Brazil (Damo and Olive, 2012).

Thus, questions about the benefits and costs of holding this event in one set of cities characterized by high levels of social inequality. Consequently, the main objective of the study is to determine if the World Cup will be utilized as a platform to promote economic, social, urban and tourism of the host cities. In addition, the study aims to specify the factors associated to the event that can cause or prevent urban progress.

Therefore, this article will address specifically if the World Cup will enable building a legacy for Brazilian society in a context of change in the infrastructure of the host cities. This is an investigation still in progress.

The main tools utilized are official statistical sources, review of the World Cup budget as well as descriptive analysis. In addition, an input-output model of the Brazilian economy is employed to estimate the economic and social impacts of the planned investments associated to the event.

The extended input-output model elaborated by Ernst Young y FGV (2010) is based on the input-output tables of the Brazilian Geography and Statistics Institute (Portuguese acronym IBGE). This model represents the Brazilian economy by means of 55 economic activities, 110 product categories and 10 income/spending profiles for the

population. The model allows estimating the impacts of the World Cup related activities on domestic output, employment, income, spending and tax collection (IBGE, 2010).

4. PRELIMINARY RESULTS

The 2014 World Cup is a major sporting event planned for Brazil. In its preparation, a series of urban infrastructure projects, rehabilitation and construction stages are underway.

The twelve cities selected for the competition, supporting the five major regions of the country, are: Belo Horizonte, Brasilia, Cuiaba, Curitiba, Fortaleza, Manaus, Natal, Porto Alegre, Recife, Rio de Janeiro, Salvador and Sao Paulo. Another six cities presented candidacy but were not selected: Belém, Campo Grande, Florianópolis, Goiânia, Maceió and Rio Branco (Ernst Young and FGV, 2010).

Brazil is likely to have a high profile promoting the 2014 World Cup. However, the economic benefits that this event will bring to the country are difficult to estimate because they involve complex urban infrastructure, investment in sports facilities, touristic provision and the international promotion of the country.

There is much anticipation about the proper preparation of the host cities for the event. It is often asked whether it will be fully compatible with the requirements imposed by FIFA in terms of infrastructure over the stadiums, transport, tourism and urban safety. The World Cup legacy for the host cities depends on proper planning and execution of investments in infrastructure.

So many questions arise about the benefits and costs of holding this event in a network of cities marked by high levels of social inequality. The mobilization of major population groups that oppose the appointment of countries and cities to host mega sporting events, as observed in Vancouver in the 2010 Winter Olympic Games, in London in the 2012 Summer Olympic Games and Valencia in the 2012 Grand Prix of Formula 1, only reinforce the uncertainties about the costs and benefits of organizing a mega sporting event. It is important to note that different countries have diverse experiences in the celebration of sporting events in the past.

The official budget for the 2014 World Cup has been consolidated in a document called "Responsibility Matrix", which relates activities, teams and resources. In November 2012, the mentioned budget reached a total of R\$ 29.3 billion (about US\$ 14.7 billion), being composed of 120 projects in the twelve host cities and their surroundings. This budget is divided into seven items namely: urban mobility, airports, stadiums, security, ports, telecommunications and tourism. The first four items represent 88.5% of total expenses, as specified in Table 1.

However, there are a number of actions associated with the 2014 World Cup which are not listed in the official budget. In addition, the World Cup has implications for private investment in various economic sectors, including foreign direct investment as well as household consumption. Thus, an investigation by the Brazilian Association of Infrastructure and Basic Industries (Portuguese acronym ABDIB) concluded that the World Cup expanded budget is roughly R\$ 124.7 billion (about US\$ 62.4 billion), when further projects are added in urban mobility, telecommunication and public security plus basic sanitation, electricity, hotels and hospitals (ABDIB, 2012).

Turning back to the official budget, the public sector is supporting all the planned items, accounting for 85.5% of total expenditures. The private sector, in turn, holds a lower percentage, 14.5% of the amount, with investments concentrated in two categories, that is, airports and stadiums.

The federal government is the main investor of the competition. It participates with 62.1% of total expenditures or 72.7% of total public expenses, taking part in all budget items. Local governments participate with 23.4% of the total expenses, or 27.3% of total public expenditure, particularly in urban mobility, stadiums and touristic items.

The sources of federal government spending may be through funding or budget. Funding totaled R\$ 11.1 billion in urban mobility and stadiums, of which approximately R\$ 6.1 billion are from the National Economic and Social Development Bank (Portuguese acronym BNDES) and R\$ 5.0 billion of the Federal Savings Bank (Portuguese acronym CEF), two major development finance institutions in Brazil.

The expenses originating from the federal budget equaled R\$ 7.0 billion covering four of the seven items of the total financial plan. The expenses of local governments, focused on three items, come from their respective budgets or through funding (Portal Brasil, 2012).

Table 1

2014 World Cup – Global Budget – In R\$ Million

Ítem (R\$ Mil)	Federal Government Funding	Federal Government Investment	Local Government Investment	Private Investment	Total
Urban Mobility	7.060,7	0,0	4.734,9	0,0	11.795,6
Airport	0,0	3.695,1	0,0	3.640,0	7.335,1
Stadium	4.065,6	0,0	2.083,2	612,0	6.760,8
Public Security	1.879,1	0,0	0,0	0,0	1.879,1
Port	0,0	898,9	0,0	0,0	898,9
Telecommunication	0,0	371,2	0,0	0,0	371,2
Tourism	0,0	194,5	18,0	0,0	212,5
Total	11.126,3	7.038,8	6.836,1	4.252,0	29.253,1

Source: Portal Brasil (2012). **Note:** The Exchange rate of R\$ 1,00 (one Brazilian real) is approximately US\$ 0,50 (fifty cents of North American dollars) and E\$ 0,40 (forty cents of euros).

The official budget analysis indicates that Sao Paulo will receive 21.2% of total expenditures. This is explained not only by the size of the population and economic power of this metropolis, but also by its ability to attract private investment in some of its infrastructure projects. Next are Rio de Janeiro, Belo Horizonte, Manaus and Cuiabá, with 13.3%, 8.8%, 8.7% and 7.1% of total expenses, respectively.

The hosts Porto Alegre, Fortaleza, Natal, Recife and Brasilia will receive 6.2%, 5.8%, 5.7%, 5.2% and 4.9% of the expenses, respectively. Furthermore, Curitiba and Salvador are the cities with smaller budgets, i.e. 3.1% and 2.3% of total expenses, correspondingly. It is reasonable to say that Curitiba already had a modern urban infrastructure, including a partially constructed sports arena, so that its investment needs were considerably lower. On the other hand, the absence of urban mobility projects in Salvador has contributed to decrease its budget (Table 2).

The host cities with the largest percentage of investment per gross domestic product-GDP are Cuiabá, Natal, Manaus, Belo Horizonte, Recife, Fortaleza and Porto Alegre, in that sequence. In terms of investment per population, the largest indexes are derived from Cuiabá, Natal, Manaus, Porto Alegre, Belo Horizonte, Recife and Fortaleza. Although Sao Paulo and Rio de Janeiro have superior budgets, the expenses are diluted in their respective GDP and population (Table 3).

Tabla 2

2014 World Cup – Budget of the Host Cities – In R\$ Million

City	Urban Mobility	Airport	Stadium	Port	Tourism	Total
Belo Horizonte	1.350,7	508,6	695,0	0,0	18,5	2.572,8
Brasilia	103,1	650,4	745,3	0,0	10,2	1.509,0
Cuiabá	1.453,5	90,4	518,9	0,0	13,8	2.076,6
Curitiba	573,4	84,5	234,0	0,0	19,4	911,3
Fortaleza	562,0	349,8	623,0	149,0	22,1	1.705,9
Manaus	1.597,7	327,4	515,0	89,4	8,8	2.538,3
Natal	661,3	576,9	350,0	53,7	23,0	1.664,9
Porto Alegre	887,9	579,2	330,0	0,0	25,7	1.822,8
Recife	840,9	19,8	529,5	21,8	17,6	1.429,6
Rio de Janeiro	1.883,6	844,7	808,4	314,0	25,9	3.876,6
Salvador	0,0	47,3	591,7	36,0	12,0	687,0
Sao Paulo	1.881,5	3.256,0	820,0	235,0	15,6	6.208,1
Total	11.795,6	7.335,0	6.760,8	898,9	212,6	27.002,9

Source: Portal Brasil (2012). **Note:** The Exchange rate of R\$ 1,00 (one Brazilian real) is approximately US\$ 0,50 (fifty cents of North American dollars) and E\$ 0,40 (forty cents of euros). The investment in telecommunications and public security were not distributed for the host cities. These items totaled R\$ 2.2 billion in November 2012.

Table 3

2014 World Cup – Investment per GDP and Population by Host Cities and Country

City/Country	Investment R\$ Million (A)	GDP R\$ Billion (B)	Population Thousand (C)	A/B %	A/C R\$
Belo Horizonte	2.572,8	51.662	2.375	4,98	1.083
Brasilia	1.509,0	149.906	2.563	1,01	589
Cuiabá	2.076,0	11.052	551	18,78	3.768
Curitiba	911,3	53.106	1.747	1,72	522
Fortaleza	1.705,9	37.106	2.447	4,60	697
Manaus	2.538,3	48.598	1.803	5,22	1.408
Natal	1.664,9	11.997	804	13,88	2.071
Porto Alegre	1.822,8	43.038	1.410	4,24	1.293
Recife	1.429,6	30.032	1.537	4,76	930
Rio de Janeiro	3.876,6	190.249	6.323	2,04	613
Salvador	687,0	36.745	2.677	1,87	257
Sao Paulo	6.208,1	443.600	11.244	1,40	552
Brasil	29.253,1	3.674.964	190.733	0,80	153

Sources: Portal Brasil (2012) and IBGE (2012).

The baseline employed by Ernst Young and FGV (2010) indicates that the 2014 World Cup will produce a remarkable economic effect in the country. The economy could quintuple the total investments related to the World Cup. Referred study worked with investments of R\$ 22.5 billion, operating expenses of R\$ 1.2 billion and visitor expenses of R\$ 5.9 billion, totaling R\$ 29.6 billion of expenditures related to the World Cup.

Referred disbursement should contribute to inject an additional R\$ 112.8 billion in the Brazilian economy considering indirect and induced effects. In total, the country's economy will have a supplement of R\$ 142.4 billion in the period 2010-2014, when the impacts are added to the investments, generating 3.6 million jobs per year and R\$ 63.5 billion of income for the population. The estimated job generation refers to one year temporary occupations and depends on the implementation of the projects (Table 4).

The investment leads to additional tax revenue of R\$ 18.1 billion. The direct impact of the World Cup in the GDP is estimated at R\$ 64.5 billion for the period 2010-2014, equivalent to 1.8% of the country's figure in 2010, i.e. R\$ 3.7 trillion (Ernst Young and FGV, 2010).

As the World Cup is a short term event, part of its impacts will not be permanent. In fact, once completed the investments and finished the competition, the continuity of the positive effects depends on the ability of the Brazilian society to use the opportunities and legacies of the event (Ernst Young and FGV, 2010).

The economic sectors that will most benefit from the World Cup will be the construction, food and beverage, business services, utilities (gas, electricity, water, and urban sanitation), information services, tourism and hospitality (Ernst Young and FGV, 2010).

Table 4
2014 World Cup - Economic Impacts

Impact on Final Demand (World Cup Expenditures in Brazil)	R\$ 29.6 billion
Investment	R\$ 22.5 billion
Operating Expenses	R\$ 1.2 billion
Visitor's Expenses	R\$ 5.9 billion
Impact on National Production of Goods and Services	R\$ 112.8 billion
Impact on Income	R\$ 63.5 billion
Impact on Employment	3.6 million jobs/year
Impact on Tax Collection	R\$ 18.1 billion

Source: Ernst Young and FGV (2010).

Notes: The Exchange rate of R\$ 1,00 (one Brazilian real) is approximately US\$ 0,50 (fifty cents of North American dollars) and E\$ 0,40 (forty cents of euros). The input-output model here referred utilizes a baseline investment of R\$ 22.5 billion. The official budget increased to R\$ 29.3 billion in November 2012.

5. PRELIMINARY CONCLUSIONS AND POLICY RECOMMENDATIONS

The design and implementation of a sporting mega event is a complex task with particular characteristics. The application process plus the groundwork for the event take place from 5 to 10 years before the occasion, while the tournament in itself is brief, from 20 up to 40 days. Subsequently, the effects of the competition can be extended from 10 to 30 years in the host country and cities. These impacts depend on the amount and type of the investments fulfilled as well as on the arrangements of cost sharing and financing.

The 2014 World Cup will generate different types of legacy: physical, social, economic, institutional and the brand. The physical legacy is represented by the infrastructure, such as transportation systems, telecommunications equipment and public safety in addition to sports and leisure facilities (Ernst Young and FGV, 2010).

The social legacy refers into improved self-esteem of the people, the benefits of education and technical training that the event can bring besides the temporary jobs. The economic heritage is translated in income generation, the additional production of goods and services as well as increased economic activity.

The institutional legacy, in turn, is provided by the experience of heading an international event, with strict deadlines, the participation of several institutions and companies of the private sector. Furthermore, the complex projects require joint partnership in terms of planning and execution, so that high quality plus international standardized products and services can be offered.

The legacy of the brand is associated with the country's exposure to the international sphere and the consequent development of its tourist destination and disclosure of its cultural heritage. All these legacies can continue generating welfare for the population of the host cities and Brazil as a whole, in a time horizon beyond 2014 World Cup.

However, a successful event is not enough to ensure the legacy of the World Cup. It is necessary to preserve and update the assets constructed. Otherwise, depreciation occurs. As the World Cup is a short-term event, part of its impacts will not be permanent. In fact, once the investments are completed and the World Cup finished, the continuity of the positive effects will depend on the ability of the Brazilian society to use the opportunities and legacies of the event (Ernst Young and FGV, 2010).

The choice of Brazil to host the World Cup represents a decision to incur significant investment. The bid submission was supported by public resources that could be used for other purposes, such as education, health, social programs, science and technology, culture and the arts. This trade involves an implicit cost, in other words, the opportunity cost.

International studies show that the opportunity cost implicit in the organization of mega sporting events can be significant, mainly in developing countries. In fact, the impacts of the event itself are transitory and investment returns depend on the legacy built by the country. The question of the opportunity cost is crucial because investments are financed through public funding besides federal and local budgets (Ernst Young and FGV, 2010).

In addition to the opportunity cost issue, there are other stakes such as people displacement from their homes, public debt, inflation, local prices increase, amplified imports of goods and profit outflows.

Likewise, mega sporting events can trigger inefficient urban projects, as they are in the wrong place, because they have an improper dimension or simply for the reason that they are inappropriate or unnecessary. Moreover, mega events can introduce transitory interests at the expense of a long term planning (Smith, 2012).

The risks can be mitigated or avoided through planning, policy implementation, project monitoring and cost control. Similarly, the World Cup is subject to systemic risk associated to the national and international circumstances.

The characteristics of the investments related to the 2014 World Cup raise some reflections. At different levels, the host cities lack some sort of human development, physical infrastructure and environmental protection. Economic and social inequalities, packets of poverty plus some urban violence are crucial issues for the urban settings.

Referred problems were intensified after a run over the migration process for these urban areas over the last 30 years. The level of development of the host cities along with the aforementioned shortcomings, as well as the complexity of the projects of the World Cup, institutional weaknesses and inexperience of urban planners have hindered the speed of some projects.

Correspondingly, only 5% of the planned investments had been completed, 54% were in progress and 41% had their projects under preparation by the middle of 2012. The forecast was that 85% of the projects would be completed in 2013 and the remaining 25% in the first half of 2014 (Portal Brasil, 2012).

Due to the characteristics of the host cities, it is difficult to imagine that the World Cup will solve their problems without complementary development policies. Even the official budget of the World Cup, roughly US\$ 14.7 billion by the end of 2012, does not include all expenses related to the event. Indeed, the expanded budget of the tournament was estimated at US\$ 62.4 billion.

Indeed, the expanded budget seems to be more precise. In terms of comparison, the estimated expenditures of the Olympic Games in London 2012 and Beijing 2008 were US\$ 32.6 billion and US\$ 40.0 billion, respectively. Accordingly, South Africa invested an estimated US\$ 87.7 billion to host the 2010 Football World Cup (Gold and Gold, 2011; Tomlinson and Bass, 2012).

In short, the stage of the impacts of the 2014 World Cup will not be the result of isolated factors, but a set of interrelated ones. The effects of the investments can be reflected in a number of social, economic, institutional and urban projects, some of which can be permanently embedded in the Brazilian society. The World Cup may be employed as a lever to increase investment in key infrastructure sectors benefiting the country development in a shorter period of time.

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