

Université de Nantes
UFR STAPS

Année universitaire 2010/2011

1^{ère} session, 1^{er} semestre

Année d'études : *Master 1 SSSATI*
Enseignant responsable : *Gildas LOIRAND*

Durée de l'épreuve : *2 heures*
Documents autorisés : *aucun*

UEF 2 Analyse des déterminants sociaux du sport
EC 21 Sociologie du sport

Sujet :

Vous composerez à votre convenance et de manière argumentée sur le thème suivant :

« Les relations entre classes sociales et pratiques sportives »

Au-delà des éléments de réponse tirés du cours, vous pouvez également convoquer à l'appui de votre démonstration les connaissances acquises à l'occasion de vos lectures et/ou dans la conduite de votre travail d'étude et de recherche en cours.

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UFR STAPS

Année universitaire 2010/2011

1^{ère} session, 1^{er} semestre

Année d'études : *M1 SSSATI*
Enseignant responsable : *L. S. FOURNIER*

Durée de l'épreuve : *2 h*
Documents autorisés : *aucun*

UEF 2 - *Analyse des déterminants sociaux du sport*
EC 22 – *Spectacles sportifs et identités*

Sujet : *Dissertation*

« Quel est l'intérêt des études de publics pour la compréhension des spectacles sportifs ? »

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Année universitaire 2010/2011

1^{ère} session, 1^{er} semestre

Année d'étude : *Master SSSATI 1^{ème} année*
Enseignant responsable : *Testevuide Serge*

Durée de l'épreuve : *1H30*
Document autorisé : *aucun*

UEF 3 : Pratique, contextualisation et mise en œuvre d'une APS

Questions : toutes les questions doivent être traitées

1. Corneloup et Bourdeau situent les sports de nature entre pratiques libres, territoires, marchés et logiques institutionnelles. Expliquez, commentez et illustrez cette position.
(12 pts)
2. Les discours et les pratiques relatifs aux sports de nature recyclent les anciennes valeurs associées au « plein-air » et captent les nouvelles modes de la société actuelle. Expliquez, commentez et illustrez cette position. Des connaissances d'ordre sociologiques sont attendues pour répondre à cette question. (8 pts)

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1^{ère} session, 1^{er} semestre

Année d'études : *Master 1 SSSATI*
Enseignant responsable : *Gildas LOIRAND*

Durée de l'épreuve : *1 heure 30 minutes*
Documents autorisés : *aucun*

UEF 4 Techniques et méthodes en sciences sociales
EC 41 Conception d'outils d'analyse quantitative

Sujet réservé aux étudiants dispensés d'assiduité

Vous exprimerez à votre convenance quelles sont les règles et les précautions qui doivent logiquement encadrer tant la fabrication d'un questionnaire d'enquête en sociologie que les questions précises qu'il contient.

Université de Nantes
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Année universitaire 2010-2011

1^{ère} session, 1^{er} semestre

Année d'études : *MI SSSATI*
Enseignant responsable : *Sébastien Fournier,*
François Mandin, Bruno Papin

Durée de l'épreuve : 1h30
Documents autorisés : *aucun*

UEF 4 - Techniques et méthodes en sciences sociales
EC 42 : Conception d'outils d'analyse qualitative

Trois sujets à traiter sur trois copies différentes

1/ Cours de L. S. Fournier (ethnographie) :

En quoi les techniques de l'observation ethnographique peuvent-elles être utiles pour alimenter l'étude de la problématique de l'arbitrage ?

2/ Cours de B. Papin (sociologie) :

Vous proposerez une grille d'entretien destinée à réaliser un entretien auprès d'un arbitre dans un sport de votre choix pour une enquête qualitative dont l'enjeu est de comprendre les conditions sociales, culturelles, sportives, ... d'accès à la fonction d'arbitre.

3/ Cours de F. Mandin (droit) :

En quoi les techniques de l'observation juridique peuvent-elles être utiles pour alimenter l'étude de la problématique de l'arbitrage ?

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Année universitaire 2010/2011

1^{ère} session, 1^{er} semestre

Année d'études : *Master 1 « SSSATI »*
Enseignant responsable : *François Mandin*

Durée de l'épreuve : *2h00*
Documents autorisés : *Tous documents*

UEF 5 – Approfondissement des connaissances
EC 5.1 – Droit du sport et des organisations sportives

Sujet : Cas pratique

Vous travaillez chez « Raid Aventure », entreprise spécialisée dans la commercialisation de raids de pleine nature et dans les articles de sport associés à cette pratique.

Particulièrement bien implantée dans les Pyrénées, l'entreprise souhaite se développer dans la région des alpes où est implanté un concurrent « Outdoor aventure ».

Vigilant sur cette évolution, le responsable commercial envisage une action promotionnelle « agressive » dans les Alpes. Il vous communique deux séries de documents : un document intitulé « Base de travail » et un autre intitulé « Message publicitaire ».

Il attend de vous un avis juridique motivé sur le document « Message publicitaire ». Pour cela vous devrez vous appuyer sur le droit en vigueur ainsi que sur les informations techniques communiquées dans le document « base de travail ». A cet effet vous considérerez que les informations techniques sont indiscutables. Vous ne devrez donc pas considérer le décalage entre la teneur du message publicitaire et de la « base de travail » comme une erreur. Vous devrez considérer le teneur du message publicitaire comme le résultat d'un choix stratégique, fait par le responsable commercial en tenant compte des caractéristiques de l'entreprise et des objectifs de développement qu'il affiche.

Document n° 1 : « Base de travail »

Nom de l'entreprise :

- « Raid Aventure »

Objet de l'entreprise :

- commercialiser des raids aventures et vendre des équipements sportifs (chaussure, vêtement, tente, etc....) dans des magasins créés à cet effet.

Organisation commerciale de l'entreprise :

- 6 magasins dans les Pyrénées. Les magasins connaissent chacun un sur-stockage de 5 %. « Raid aventure » est leader sur ce marché dans les Pyrénées.
- 2 magasins dans les Alpes. Les stocks dans ces deux magasins sont satisfaisants.
- Les magasins sont gérés indépendamment les uns des autres. Toutefois il arrive qu'un magasin organise le réassortiment d'un autre lorsque le stock est insuffisant.
- Une enquête est en cours pour déterminer la qualité des services et des équipements commercialisés par l'entreprise. Elle est réalisée par une entreprise indépendante. Des résultats intermédiaires montrent que la qualité intrinsèque des services et des équipements n'est pas en cause. La conclusion définitive est suspendue au résultat d'une étude comparative en cours de réalisation.

Concurrence :

- Pas de concurrence dans les Pyrénées.
- Forte concurrence dans les Alpes avec la société « Outdoor aventure » qui compte quatre magasins. Une enquête locale, menée par l'Office de tourisme, a classé cette entreprise dans le chapeau des 10 meilleures entreprises de tourisme sportif. « Outdoor aventure » a adapté, à ce secteur d'activités, le concept du prix forfaitaire pratiqué dans les salles de sport et développe une stratégie commerciale autour de cette technique. « Sport aventure » apparaît, avec ses deux magasins, à la 15^{ème} place.
- Les deux magasins de « Raid aventure » ne parviennent pas à atteindre les objectifs commerciaux fixés lors de leur création en 2002.

Objectifs de la campagne publicitaire :

- Affirmer la position de leader de l'entreprise dans la zone des Alpes et augmenter l'activité des deux magasins.
- Ecouler les stocks des magasins des Pyrénées dans ceux des Alpes.
- Réduction de 15 % sur l'ensemble des équipements pour éliminer les stocks.

Période de la campagne publicitaire : En mai, hors période des soldes

- Période officielle des soldes : du 1^{er} au 30 juin
- Période de l'offre promotionnelle de l'entreprise : du 1^{er} au 15 mai

Document n° 2 : « Message publicitaire »

Raid aventure



Vous recherchez l'harmonie avec la nature, des sensations fortes en toutes saisons, chez « Raid aventure » l'aventure n'est plus un rêve. Elle est à votre porte.

Leader national avec ses 8 enseignes implantées dans les Pyrénées et dans les Alpes, vous ne retrouverez nulle part ailleurs des prestations à hauteur de la qualité proposée et garantie par une étude menée par une entreprise indépendante.

Avec « Raid aventure » bénéficiez d'une offre adaptée à vos envies et à votre budget. Abandonnez la formule dépassée du forfait. Payez le temps consommé pour les activités choisies.

Rejoignez nous et à cette occasion profitez de notre grande braderie pour renouveler vos équipements. Vous y gagnerez encore un peu plus avec une remise systématique de 15 % en caisse.

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Enseignant responsable : *Gildas LOIRAND*

Durée de l'épreuve : *2 heures*
Documents autorisés : *aucun*

UEC 5 : Approfondissement des connaissances
EC 52 n : Les politiques publiques du sport

Sujet :

Si les grandes nations européennes disposent toutes plus ou moins de politiques sportives publiques, la France se présente assurément comme le seul pays à avoir inauguré une politique définissant officiellement le sport comme un « service public » délégué aux fédérations.

En insistant sur les rapports de forces proprement sociaux et sur les processus historiques qui en sont au principe, vous vous attacherez tout d'abord à expliquer les causes et les raisons de l'institution du sport national comme service public à compter des années soixante.

En vous appuyant sur vos diverses connaissances de l'univers des sports (acquises en cours ou non), vous donnerez quelques exemples des conséquences d'une telle situation institutionnelle.

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Année universitaire 2010/2011
MASTER 1 SSSATI (DA)

1^{ère} session, 1^{er} semestre

Année d'études : *MI SSSATI*
Enseignant responsable : *Patrice AUGER*

Durée de l'épreuve : *1 h*
Documents autorisés : *aucun*

UE 1 TRONC COMMUN
EC 12 Projet professionnel

Sujet :

1/ Indiquez (sur feuille libre) **ce que vous pensez du C.V (Annexe 1)** qui vous est présenté (présentation générale, mise en page, rubriques, mise en valeur des compétences...) et **ce qui vous semble perfectible dans ce C.V** en justifiant votre argumentation.

2/ A partir de l'offre « Chargé de mission sport » (Annexe 2), vous devrez classer les différents éléments contenus dans cette offre, en 3 rubriques : **Savoirs (connaissances), Savoir-faire (compétences), Savoir-être (qualités).** (Annexe 3 à compléter)

ANNEXE 1

PETILLON Carole
3 place du Marché, 44100 Nantes
Tél. : 06 21 53 19 00
Email: carole.petillon@hotmail.com
24 ans. Célibataire. Permis B+ véhicule

DOMAINES DE COMPETENCES

Dans le domaine commercial

Vente, conseil clientèle, mise en rayon
Prise de rendez-vous commerciaux par téléphone
Vente de produits divers dans des lieux publics
Tenue de caisse
Accueil clientèle et traitement des opérations bancaire
Traitement et sélection des appel d'offres

Dans le domaine de l'organisation d'évènements

➤ Secteur associatif

Réalisation d'une campagne de communication
Organisation d'évènements pour la collecte de fonds
Réalisation de questionnaires d'évaluation d'image
Recherche et maintien de partenariats entreprises
Logistique
Encadrement et animation de séjours pour personnes handicapés

Dans le domaine du recrutement

Analyse de postes
rédaction d'annonces
Sélection des candidatures
entretiens de motivation

Dans le domaine administratif

Accueil et téléphone
Gestion des réservations
Prise en charge des règlements
Tenue de caisse
gestion des arrivées et des départs
Gestion des réclamations

Maîtrise de la langue anglaise et espagnole, Maîtrise de Pack Office, Access, Internet

EXPERIENCES PROFESSIONNELLES

Janv-Juin 2008	Chargée de recherche dans le cabinet de recrutement Pleinemploi, Nantes
Juil 206	Opératrice commerciale au Crédit Agricole de Baumont l'avené
2005 (Mi-temps)	Gestionnaire des appels d'offres à Gaz de France ESS, Leeds (Grande Bretagne)
Août 2004	Animatrice en séjours pour personnes handicapées, association Cheval et Nature, Angoulême
2004	Chargée de communication pour l'association Alcoolique anonyme, Rouen (Stage)
2003-2004	Mise en place et gestion d'un projet humanitaire pour un orphelinat au Mali
Juil-Août 2003	Vendeuse à Décathlon, Atlantis
Juillet-Août 2002	Réceptionniste au camping les Sardines, Figeac (Dordogne),

AUTRES EXPERIENCES PROFESSIONNELLES

- Garde d'enfants (depuis Septembre 2006, 20h/semaines)
- Serveuse
- Télémarketing
- Enquêtes terrain pour différentes sociétés

FORMATION

2002-2006	Master 1 en Management à l'EMN, Rouen. Option Marketing Vente. Leeds Metropolitan University (Grande Bretagne), BA Business studies.
2001-2002	1 ^{ère} année de Deug Langues Etrangères Appliquées, Université de Rennes (validée)

CENTRES D'INTERETS

Volontariat dans le secteur associatif, Voyages, Musique, Sports de montagne, Participation à des chantiers internationaux de jeunes.

ANNEXE 2

CHARGE DE MISSION SPORT – CDD de 6 mois - PARIS 22ème

Dépôt : 31/12/2009

Début : Janvier 2010

Votre mission :

ACERSPORT est une **société de conseil** dans le domaine des équipements **sportifs et de loisirs** :

Vos missions :

- Recherche, contact et suivi de l'avancement des différents partenaires potentiels pour le portail internet (Blog, newsletter, fiches thématiques en ligne) ;
- Développement des outils commerciaux et supports de communication, prospection téléphonique, promotion et vente de nos produits, gestion des relations commerciales, réalisation de devis et facturation ;
- Rédacteur : alimentation des différents supports de communication (actualités, newsletter mensuelle et fiches sportives) ;
- Veille juridique et normative.

Votre profil :

- Niveau d'étude : de **formation supérieure filière sport (Bac +3/5)** ;
- Personnalité : réel intérêt pour le sport et les loisirs, tempérament commercial, bonne connaissance de l'internet, capacités d'implication et d'investissement personnel, rigueur, autonomie, véritable sens du service, bon relationnel et capacité rédactionnelle.

Pour mener à bien cette mission, il est souhaitable que vous ayez un niveau d'étude **Bac+5** ou **Bac+3/4** ou **Bac+2** avec une formation initiale de **Université (DEA et DESS)** ou de **Université (Licences et Maîtrises)** ou de **Ecole de Commerce**.

Vous devez avoir comme langue maternelle : **Français**.

Vous devez être capable de parler **anglais** avec un niveau **opérationnel**.

Vous aurez besoin d'avoir les compétences informatiques suivantes : **Maîtrise des outils internet, Excel, Word**, ainsi que d'autres compétences : **Capacité rédactionnelle**

Le permis voiture **n'est pas indispensable**.

ANNEXE 3

INTITULE DU POSTE : CHARGE DE MISSION SPORT

SAVOIRS

SAVOIR - FAIRE

SAVOIR - ETRE

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Année d'études : *M1 SSSATI*
Enseignant responsable : *Sébastien Fournier,*
Bruno Papin, François Mandin

Durée de l'épreuve : *2h*
Documents autorisés : *aucun*

UE 1 Tronc commun
EC 13 Méthodologie

Trois sujets à traiter sur trois copies différentes.

1/ Cours de L. S. Fournier (ethnographie) :

Quels sont les traits distinctifs de la démarche ethnographique ? Donnez des exemples à partir des travaux étudiés en cours.

2/ Cours de B. Papin (sociologie) :

Quels sont les différents moments de la recherche en sciences sociales ? Illustrez votre propos à l'aide des exemples pris en TD ou pour le cas particulier de votre travail d'étude et de recherche.

3/ Cours de F. Mandin (droit) :

Quels sont les traits distinctifs de la démarche juridique ? Donnez des exemples à partir des travaux étudiés en cours.

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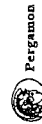
Année d'études : *M1 SSSATI DA*
Enseignant responsable : *Julie MORERE*

Durée de l'épreuve : *1 h 30*
Documents autorisés : *aucun*

UE 1
EC 14 Anglais

Sujet : Répondez à la question ci-dessous

Read the following article (Smith, A., "Reimagining the City", 2005) and write a 250-word paragraph to summarize and discuss it.
(tip: use linking words to organize your thoughts).



www.elsevier.com/locate/annots

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REIMAGING THE CITY The Value of Sport Initiatives

Andrew Smith
University of Westminster, UK

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SPORT REIMAGING

as play" Williams (1997:74). This paper adopts a similar perspective and subsequent use of this term should be interpreted as a reference to this dimension.

Sport reimagining refers to a process whereby a municipal government, either alone or in partnership with private sector agencies, deliberately exploits sport to modify the image of a place. Most large cities will utilize sport to some extent in promotional literature and other tourism marketing activities. However, sport reimagining involves a more comprehensive approach, where sport is used as a central theme of re-imagining efforts. For example, Kurtzman notes that Perth (Australia) has marketed itself as the "City of Sporting Events", while Lake Placid has attempted to position itself as the "Winter Sports Capital of the United States" to attract tourists (Kurtzman 2001:19). Comparable examples are apparent in the United Kingdom, where several cities, most notably Sheffield, have employed their recent designation as "National Cities of Sport" in tourism marketing initiatives.

Alongside the inevitable use of associated slogans and publicity material, sport reimagining typically involves bidding for, and staging, events (Hillier 1997; Whitelegg 2000). Major sport events are typical of what tourism researchers have termed "special" or "hallmark" events. These are defined by Ritchie as major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal, and profitability of the host location (1984:2). The alleged symbolic capacity of sport stadia means that they are also used in sport reimagining, either in association with, or independently of, specific events. Stadia have been used by cities to communicate a range of images from machismo (Schimmel 1995), to modernity (Nielsen 1995) and progress (Rowe 1995).

The aim of this paper is to evaluate whether and how sport can provide a valuable reimagining theme for city destinations. Although several authors (Lofman and Nevin 1996; Lofman and Spirou 1996; Van den Berg, Braun and Oigaar 2000; Whitelegg 2000; Whitson and Macintosh 1998) have examined the relationship between sport and city image, the vast majority of this work focuses on the use of sport reimagining, rather than resultant effects. In this paper, the intention is to evaluate the value of sport initiatives by identifying whether they actually affect tourist images of city destinations. Furthermore, the paper aims to explain any effects observed by identifying the characteristics of sport reimagining that facilitate, or obstruct, positive image change.

THE VALUE OF SPORT REIMAGING

As Pearce asserts, image "is one of those terms that will not go away, a term with vague and shifting meanings" (1988:162). Although the term has traditionally been used to refer to the artificial reconstruction of an object or scene, it is increasingly used to refer to something's reputation or character (Williams 1976). Diverse interpretations are also apparent in tourism studies, where images of destinations are regarded as perceptual (Mayo and Jarvis 1981), affective (Baloglu and Brinberg

INTRODUCTION

In recent years cities have deployed various products, themes, and resources to compete for a share of tourism and other external capital. Some have emphasized their qualities as cultural centers (Griffiths 1995) or their locational advantages (Barke and Harrop 1994). Others have highlighted historical events or even mythical and fictional associations to compete in an increasingly symbolic space-economy. However, evoking parallels with Athenian and Roman antecedents, several cities have employed sport to further their reputations and the analysis of this "sport reimagining" provides the focus for this paper. In qualifying the use of the word "sport", Williams states his work focuses on "high profile spectator sport, or sport as display, not sport

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largely unresolved. The 1996 Olympic Games in Atlanta has also been criticized for prioritizing image concerns at the expense of community development. It is alleged that this was caused by the over-involvement of private sector enterprises whose own image objectives were prioritized (Whitelegg 2000). Therefore, regardless of important concerns about the translation of image benefits into community benefits, even the positive image effects are not necessarily felt by the cities themselves. This parallels Jennings's (1996) conclusion that the image benefits of staging major sport events are usually accrued by international political and commercial business interests, rather than host cities.

Although sport reimagining has been the subject of a considerable amount of research, there is a relative lack of empirical research into its specific effects. Recent work undertaken by Chalip, Green and Hill (2003) regarding the effects of event media on the image of Australia's Gold Coast is a welcome attempt to address this deficiency. They view sport reimagining as an exercise in cobranding, where success depends upon the relationship between the image of the destination and the image of the event staged. The authors conclude that a destination's image is affected by events that they host, but that effects will depend upon the compatibility of the destination image with the event staged. For example, the research revealed that images of the Gold Coast's natural environment were affected negatively by a Motor Race staged in the destination. This was because of the incompatibility of this type of event with this particular dimension of destination image (Chalip et al. 2003). The potential for negative effects is also highlighted by Higginham's pessimistic assertion that cities staging major events "stand to lose more than they can gain in terms of destination image" (1999:84). Therefore, it is important to recognize that effects may be positive, negative, or indeed, negligible. The absence of any discernible image change was noted by Mossberg and Hallberg (1999) in their assessment of the impact of the 1995 World Athletics Championships.

Ritchie, in collaboration with various authors, has also produced research that assists understanding of the image effects of events (Ritchie 1984; Ritchie and Lyons 1990; Ritchie and Smith 1991). Research regarding the city of Calgary, the host of the 1988 Winter Olympic Games, suggests that an event can influence both the profile and image of a destination. However, the authors suggest that cities must anticipate a certain rate of decay if steps are not taken to keep links with sport visible (Ritchie and Smith 1991). They are also skeptical about the specific tourism benefits of any image change. One of the parallels between their work and that of Chalip et al. (2003) is the conclusion in both studies that such effects do not necessarily translate into tourist visitation. For Ritchie and Smith, even if destinations do experience image advancement "it is not immediately obvious that this will translate into increased visitation levels, tourism receipts and/or other forms of economic development" (1991:9). This is reaffirmed by Chalip et al.'s research where "no direct effect of event media on intention to visit was found" (2003:228).

Apart from the work of Chalip et al. (2003), there is little empirical research that suggests how city images are affected by sport initiatives.

1997), visual (Mackay and Fesenmaier 1997), or social phenomena (Schwyn 1996). Although these interpretations are often based on variant philosophical positions, they are not necessarily mutually exclusive. It is possible to use an approach encompassing both cognitive and evaluative dimensions, involving eidetic (visual) representations and linguistic associations formed at both the personal and social level. As Althermond and Armstrong state, tourist images are "ideas or conceptions held individually or collectively of the destination" (1996:76).

The term "reimagining" refers to attempts by urban destinations to purposefully reconfigure these ideas and conceptions. Such efforts have allowed post-industrial cities to adjust to dramatic economic and political shifts that have undermined established industrial sectors. However, reimagining is not merely a function of contemporary urban governance; it also represents a certain set of ideologically loaded ideas and concepts. Indeed, reimagining is essentially a discourse, grounded in neoliberalism (Healey 1997) or new right capitalism (Philo and Kearns 1998) formed in reaction to the policies of the urban left. This discourse perpetuates the notion that places are commodities that should compete with one another for a share of inward investment. Many cities have adhered to the central tenets of this discourse and have attempted to present themselves as entertainment centers by providing a mix of spectacles, events, and attractions for urban tourists.

As Whitelegg identifies, sport has been used as a central component in this restructuring of the urban image (2000:803). The events, celebrities, iconic structures, spectacles, and ephemeral consumption associated with sport mean that it is viewed as a potent vehicle for post-industrial adjustment. Accordingly, many cities have used sport to stimulate and symbolize the urban transition that the reimagining discourse envisages. This symbolic dimension seems particularly important. Although cities have deployed sporting imagery throughout urban history, recent societal shifts may have increased the symbolic capital associated with this particular aspect of popular culture. Indeed, it is perhaps no coincidence that sport reimagining is more prevalent in the contemporary era where popular and mass cultures are regarded as more legitimate, where they are source of prestige, and where they are positioned further up the symbolic hierarchy (Featherstone 1991).

One of the most often-cited examples of sport reimagining is the attempt by Indianapolis (USA) to reimage itself as a white-collar tourist center (Euchner 1999; Schimmel 1995). Tellingly, Euchner attributes the alleged success of Indianapolis's initiatives to its "early commitment to the sports strategy" (1999:228). The serial reproduction of this pioneering strategy, alongside heightened expectations of urban sport facilities, means that the use of sport initiatives to differentiate cities is becoming increasingly difficult. Rather than providing a distinctive image, the development of sport facilities is considered by some to be a fundamental contributor to the process of urban homogenization (Harvey 1989; Whiston and Macintosh 1993). The inefficient redistribution of resulting benefits is another common criticism. Although the Indianapolis initiatives may have enhanced the city's image, Schimmel (1995) notes that underlying social problems remained

Therefore, it is useful to review more general research that addresses how images can be effectively modified. By comparing such ideas to the characteristics of the initiatives employed by cities, it is possible to assess the value of sport reimagining. Interestingly, sport does appear to demonstrate several qualities that can be equated to influential agents of image change. These apparent justifications are discussed below and in subsequent sections of this paper they are evaluated further using findings from the author's own research.

Communications theory suggests that the source of a message helps to determine the effects that it will have on its audience (Fiske 1990; Lasswell 1948). Applying this principle, Gartner suggests that "autonomous" image formation agents are the most effective, because of their credibility and market penetration (1993, 1996, 1997). Autonomous agents are those not directly controlled by a destination, such as news coverage and aspects of popular culture. Therefore, the tendency for urban sport initiatives to be communicated via these agents, rather than through conventional destination marketing techniques, may add to their value as a reimagining theme.

Image modification may be secured by using credible sources, but it can also be attained by employing credible themes. Gartner asserts that "effective image change depends on an assessment of presently held tourism images" (Gartner 1993:207). Therefore, to formulate effective reimagining strategies, it is important to locate them within existing belief systems, especially as people may tend to avoid contradictory information or what Gartner terms "cognitive dissonance" (Gartner 1993:205). Accordingly, effective strategies may be those that advance existing images, rather than those that attempt an instantaneous revolution.

Post-industrial cities often have long-established associations with sport events, high-profile teams, and stadia. For example, Holt (1988) suggests that the latter was an intrinsic urban function of British cities in the 19th century, since by 1900 "every large city had its football, cricket or rugby ground, many had several large stadia" (1989:159). Karp and Yoels suggest that this facet of urban culture has endured to the present day, arguing that "sport is surely a pervasive feature of everyday urban life" (1990:7). There is nothing new or revolutionary about associating sport with these urban areas. Therefore, by strengthening, renewing, and developing these associations, cities can perhaps communicate a congruent image to potential tourists.

The "imageability" of sport initiatives may also allow them to penetrate destination images. This concept, first explored by Lynch (1960), refers to the quality in a physical object that gives it a high probability of evoking a strong image in any given observer. His ideas can be linked to more recent debates, where it is observed that authorities have encouraged strategies that aestheticize or focus on the visual consumption of public space (Lash and Urry 1994; Zukin 1998). Stadia may have the capacity to become imageable elements of the urban environment; several commentators indicate that they provide "potent landscape features" (Stevens and Wootton 1997:52). For example, Raizis states that stadia provide cities with buildings that are distinctive

and which evoke a strong sense of place (1987:5). This view is echoed by Bale who observes that "it is the floodlights of the stadium, not the spire of the cathedral that more often than not act as urban landmarks and points of reference" (1993:3).

The imageability of sport initiatives may allow cities to develop new synecdochical images. In synecdoche, a part comes to represent the whole, and the development of such representation is a crucial part of city reimagining. The size and complexity of urban spaces mean that individuals and cultures use memorable features to make them legible to the human imagination. This process generates synecdochical representations, where a whole city is represented by a single icon. Because of their symbolic capacity, media exposure, contemporary significance, and popular acclaim, sport initiatives may provide valuable synecdochical images. Indeed, some commentators imply that the concept of synecdoche is specifically applicable to sport. Karp and Yoels state that "just as New York's skyline, San Francisco's Golden Gate Bridge, or the French Quarter in New Orleans both identify cities and become the source of people's identification with the city, so do sport teams" (1990:91).

Alongside credibility, continuity, and imageability, it is also recognized that an individual's "existing needs and desires" are an important part of the image formation process (Ashworth and Voogd 1990:81). Images are selective representations and what people choose to perceive is usually related closely to what they care about (Mayo and Jarvis 1981). Therefore, the popularity of sport in contemporary society may allow sport initiatives to infiltrate the tourist imagination more effectively than strategies based on more obscure themes. According to Whitelegg, sport has "an unrivalled capacity to capture the attention of huge numbers of people" (2000:802). Again, this would seem to increase its potential value as a reimagining theme.

Study Methods

The aim of this research is to evaluate urban sport initiatives by establishing whether and how they affect city images. To provide sufficient evidence to meet this aim, the strategies adopted by three English cities were analyzed. This research attempted to establish what effects the strategies adopted by Birmingham, Manchester, and Sheffield have had on city images held by potential tourists. To ascertain these effects, three main research areas were addressed. First, it was important to evaluate the extent to which potential tourists were aware of the initiatives that had been implemented, as it was assumed that initiatives could have little effect if tourists were not conscious of their existence. Second, the research evaluated if the specific initiatives adopted in the three case study cities had affected city images. Third, more general information was sought from participants regarding their interpretation of urban sport initiatives. This information was required to identify some of the characteristics of sport reimagining that facilitate, or obstruct positive image change.

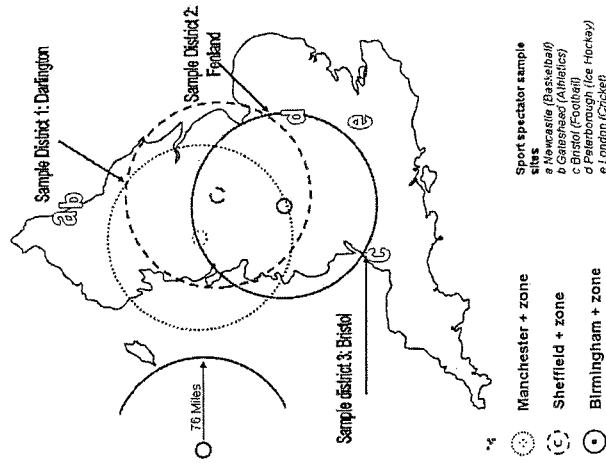


Figure 1. The Rationale for the Selection of Potential and Sport Tourists

meet this objective, a quota sampling technique was employed in conjunction with the random selection of participants. The quotas were based on the age, gender, and socioeconomic profile of the English adult population. The latest census data was used to calculate the pro-rata number of individuals from each profile classification to produce a representative sample of 60 questionnaire respondents and 18 interviewees in each Sample District (details available on request). Once the required number of participants of a certain gender age group, or socioeconomic class had been obtained, no further individuals displaying those characteristics were included in the final sample. This quota sampling, coupled with the refusal of some individuals to participate in the research, meant that the researcher was required to identify and approach a quantity of potential participants far in excess of the target sample of 180 questionnaire respondents and 54 interviewees. A further disadvantage of this technique was that it be-

A combination of semi-structured interviews and structured questionnaires was used to generate the required information. The structured questionnaire was primarily used to explore awareness of initiatives, the inclusion/non-inclusion of initiatives in simplified representations of the three cities, and images of the cities as sport destinations. The semi-structured interviews explored more detailed images of the cities and the attitudes and meanings generated by associating sport with a city.

The Selection of Research Participants. The research aimed to assess the effects on "potential tourists", rather than on those who had already decided to visit a particular destination. To address the difficulty of defining who should be included within this nebulous sample set, potential tourists were defined as adults residing in areas of England where an overnight stay in each of the case study cities was a realistic possibility. This meant selecting participants from residential areas that were far enough away from the cities to discourage day excursions and over-familiarity, but near enough to encourage short-break custom. Using information regarding the average distance traveled by domestic tourists to UK short-break destinations (Beitoley 1991), circular zones of a standardized distance (76 miles) were created around each of the three cities (Figure 1). The intention was to ensure that participants residing in districts within these zones would not be involved in the research. Participants were then selected from three districts located at strategic points at the edge of these exclusion zones. Choosing sites on the edge of the zones, rather than further afield, allowed residents to be questioned about all three cities, as Birmingham, Manchester, and Sheffield were guaranteed to be at distances that would encourage overnight visitation. The aim was to select participants from districts located at the exact points where the arcs of the exclusion zone meet. This is how Sample District 1 (Fenland) and Sample District 2 (Darlington) were identified. However, as the Manchester and Birmingham exclusion zone arcs meet at a rural location outside England, an alternative site along the Birmingham arc was selected (Sample District 3: Bristol). This provided a site that was in England, and one that allowed a degree of contextual variation, as it meant that research was conducted in one urban district (Bristol), one rural district (Fenland), and one district exhibiting both rural and urban characteristics (Darlington). In each of these three districts, 60 respondents completed questionnaires and 18 separate individuals were interviewed. Therefore, in total, 180 questionnaire respondents and 54 interviewees participated in the research. Individual participants were selected from three specific electoral wards within each district. These wards were selected as they provided the best opportunity within each district to access a broad range of individuals from different socioeconomic groups. Once these wards had been chosen, potential participants were identified by selecting names randomly from the relevant electoral registers.

Although the total number of people involved in the research was relatively small, the aim was to provide valid findings by generating a sample that was closely representative of the English population. To

came very difficult during the latter stages of fieldwork to find participants in each district who would match the very specific characteristics needed to fill the remaining gaps in the quotas. This problem resulted in some minor discrepancies where the socioeconomic profiles of the participants do not exactly match that of the English population. Nevertheless, the methods used ultimately delivered a sample that reflects the gender and age profile of the English adult population, and which generally reflects their socioeconomic characteristics.

To allow a key target audience to be included in the research, questionnaires were also distributed to a sample of spectators attending five sport events in other English cities (Figure 1). These events were selected as the sports on view could alternatively be experienced in Birmingham, Manchester, and Sheffield. The location of the events was also an important consideration. Three of the cities in which these events were staged (Gateshead, Bristol, and Peterborough) are all located close to the districts chosen to provide samples of potential tourists. Events in London and Newcastle were also selected, as these are the two largest English cities located outside the designated exclusion zones. Resource constraints and the restrictions caused by the difficulties associated with administering detailed questionnaires at sport events meant that only small sample sizes could be obtained. There was no specific intention to obtain a representative sample of the English population, although by randomly selecting 15 spectators at each event, the study did aim to recruit participants who were broadly representative of urban sport tourists.

The Three Cities

The case study cities are good examples of where regeneration has been undertaken to stimulate post-industrial revival; and, as Loftman and Nevin (1996) state, sport and tourism are prominent themes in the regeneration strategies pursued by all three cities. Birmingham, Manchester, and Sheffield's sport-led regeneration strategies were motivated by destination image considerations (Smith 2002) and thus they provide illustrative examples of sport reimagining.

Birmingham. The recessions of the late 70s and 80s devastated Birmingham's economy and it is estimated that 191,000 jobs were lost in the city between 1971 and 1987 (Loftman and Nevin 1996). To counter the effects of this "crisis" and to diversify its economy, the city adopted an ambitious regeneration strategy that was typical of market-driven approaches in the 80s. The strategy involved the portrayal of Birmingham as an international city, able to attract, interest, and entertain tourists. This ambition was supported by several major sport initiatives. For example, Birmingham bid to stage the 1992 Olympic Games and constructed the US\$84 million National Indoor Arena (NIA). This has enabled the city to stage a number of high profile sport events, including Davis Cup tennis and international athletics.

Manchester. The 20th century decline of Manchester's traditional industries (textiles, engineering, and steel) intensified during the 70s

and early 80s. Taylor, Evans and Eraser (1996) estimate that 207,000 manufacturing jobs were lost in the Greater Manchester region between 1972 and 1984. The city's response has been to bolster its profile and competitiveness using several high profile schemes. Many of these initiatives have followed a sporting theme, including bids for the 1996 and 2000 Olympics plus the construction of the National Cycling Centre and the Manchester Evening News Arena. Partly due to these initiatives, the city was awarded the 2002 Commonwealth Games that were staged in the city between July 26 and August 4, 2002. This event prompted the development of an area in East Manchester as a "Sport City", incorporating a 45,000-seat stadium and a series of smaller venues. It should be noted that the fieldwork for the present study was undertaken before the Commonwealth Games took place and before the new stadium was officially opened. Therefore, the post-Games effects are not addressed in this paper.

Sheffield. During the 70s and 80s, Sheffield's manufacturing base was severely eroded and the city lost 60,000 jobs between 1978 and 1988 (Dabinett 1990). In response to its declining economic fortunes, the city has pursued a sport-led strategy initiated by its staging of the 1991 World Student Games. Approximately \$221 million of public money was spent on developing the facilities required to stage the event (Foley 1991). This investment resulted in the construction of the \$77 million Ponds Forge Complex (swimming) in the city center. It also provided Sheffield with a new \$51 million indoor arena and a 25,000-seat athletics venue in the Don Valley, the area that had suffered most from the city's deindustrialization. Since the World Student Games, the city has attempted to use these facilities and its official designation as a "National City of Sport" to promote the city to tourists.

Research Findings

The large amount of qualitative and quantitative information collected about three different cities from the various sample sets means that it is difficult to provide a comprehensive review of all the results in the space available here. Instead, a brief review of findings relating to each city identifies the awareness levels associated with specific initiatives, as well as providing evidence of their effects. Statistical analysis in this section uses a confidence level of >95% to refer to "significant" values. Subsequently, more general findings are discussed and attempts are made to link results to the theoretical ideas identified previously.

Findings are derived from the three groups of research participants; the representative sample of questionnaire respondents ($n = 180$; hereafter referred to as the representative sample); the representative sample of semi-structured interviewees ($n = 54$; hereafter referred to as the interviewees); and the sample of spectators attending events ($n = 75$; hereafter referred to as the sport spectator sample). Although it is recognized that this latter group comprises individuals with diverse sporting interests, to allow succinct and clear reporting of results, they are subsequently treated as a homogeneous sample set.

Birmingham. Initiatives of this city do appear to be widely acknowledged by potential tourists. A large proportion of both the representative sample (81%) and the sport spectator sample (81%) are aware that the NIA exists, and 52% of both sample sets are aware that the city bid for the 1992 Olympics. However, the actual impact of the NIA and the Olympic bid on the city's image, though evident, is unspectacular. Only 16% of the representative sample and 19% of the sport spectator sample consider Birmingham to be a city they closely associate with sport. Even those who do consider Birmingham to be a sporting city do not appear to have been influenced by recent initiatives. Statistical tests (Spearman's rho) performed on questionnaire responses found no significant relationship between tourists' awareness of these initiatives and their sporting image of Birmingham. The NIA was perceived to have strengthened the city's links with sport by a number of the interviewees, but Smyth's (1994:182) assertion that the NIA "has lent credibility as a flagship to the city as a center for sport" is not supported by the findings here. Questionnaire responses suggest that Birmingham has developed a good reputation for its provision of indoor arenas, but evidence from both the questionnaires and the interviews indicates that this is primarily due to the influence of a more established venue on the edge of the city, the National Exhibition Center.

More encouragingly, the NIA has stimulated positive synecdochical representations of Birmingham for some potential tourists. This effect has been facilitated by positive perceptions of the NIA's immediate surroundings and its exposure via the popular television program, *Gladiators*. Images of "dynamism, excitement, internationalism, and athleticism" were envisaged by the Birmingham City Council (Personal Communication with Policy Officer—Sport 1999), but the interviewees provided no evidence that the initiatives have encouraged such connotations. Furthermore, the recent initiatives were not cited by any of the 54 interviewees when they discussed how and why their impression of Birmingham had changed over recent years. The NIA appeared as a cognitive element in some general images of the city, but again this does not appear to have been translated into image enhancement. Overall, the study findings suggest that, despite their widespread acknowledgement, the NIA and the city's Olympic bid have exerted only limited effects on Birmingham's image.

Manchester. The study found that a large proportion of potential tourists are aware of Manchester's efforts to host the Olympic Games. Awareness among the sport spectator sample (87%) and the representative sample (74%) is high, which provides a good foundation for image enhancement. The National Cycling Center and Manchester Evening News Arena are widely acknowledged by the sport spectator sample (awareness levels of 57% and 35%, respectively), but these facilities have not penetrated the representative sample to the same degree (27% and 33%). However, the study findings indicate that Manchester has developed a strong reputation as a city of sport among potential sport tourists and the general public. Manchester was cited as a UK city closely associated with sport by 74% of the representative sample and 75% of the sport spectator sample. However, results indicate that its

sporting reputation is dominated by, and largely the result of, the city's links with football. This is supported by statistical analysis of the quantitative data. Apart from the Manchester Evening News Arena, there is no significant correlation between any of the city's recent initiatives and the tendency to select Manchester as a sporting city. Football also dominated the images communicated by the interviewees, although several did suggest that the Olympic bids had encouraged them to think that the city has impressive sport facilities.

Although some interviewees felt that Manchester has become a "serious" bidder for major events, the interviews revealed that these efforts are generally regarded favourably by the interviewees. Sport provides an important synecdochical tool for the city, but again related images are dominated by football related icons. Indeed, the recent initiatives were not cited by any of the 54 interviewees when they revealed what they associated Manchester with, and were not apparent in their mental pictures of the city. Nevertheless, several interviewees who felt that its image had improved over the past 10 years indicated that such perceptions had been influenced by the recent initiatives. These symbolic effects were predominantly causal, rather than symbolically linked to the sport initiatives, as interviewees inferred that the Olympic bids had resulted in the physical regeneration of the city.

Sheffield. The findings from the study suggest that Sheffield's initiatives have delivered only modest image enhancement. This is largely a result of the limited awareness levels of the World Student Games and affiliated facilities. Among the representative sample, only 28% know that the city has staged The Games and a mere 8% of the representative sample have heard of the Ponds Forge Complex. More encouragingly, the sport spectator sample do exhibit greater awareness of Sheffield's initiatives, with 49% aware that the city had staged the World Student Games and 20% acknowledging the Ponds Forge Complex. Furthermore, 67% of the sport spectator sample are aware of the Don Valley Stadium, compared to only 34% of the representative sample. Similarly, 71% of the sport spectator sample have heard of Sheffield Arena compared to 54% of the representative sample. Analysis of variance (ANOVA) *t*-tests reveal that for each of Sheffield's four initiatives, a significant difference exists between the awareness levels of the representative sample and the sport spectator sample. This suggests Sheffield's initiatives are appreciated among a knowledgeable target audience, but have not penetrated the wider tourism market to the same degree.

Frustratingly for Sheffield, where awareness was exhibited, the initiatives do appear to have resulted in enhanced perceptions of the city's sporting reputation. The results of Spearman's rho tests reveal that there are significant relationships between an awareness of each of the four recent initiatives and the tendency of the representative sample to select Sheffield as a city they closely associate with sport. This contrasts with results from Birmingham and Manchester, where in similar tests only one recent initiative (the Manchester Evening News Arena) produced a statistically significant correlation. The semi-structured interviews also revealed that several people felt that the initiatives

had strengthened the links between the city and sport. Despite such perceptions, potential tourists remain largely unappreciative of Sheffield's sporting reputation. Only 13% of the representative and 12% of the sport spectator samples selected Sheffield as a UK city closely associated with sport. The synecdochical impacts of its recent initiatives were negligible, although a small number of interviewees did cite them when qualifying perceptions of general image improvement. Those who were aware of the initiatives were impressed by the new facilities and felt that they symbolized a modern city that was progressive and ambitious.

Revisiting Theoretical Justifications

To establish how, rather than merely whether, sport can provide a valuable reimagining theme, it is useful to relate findings from the interviews to some of the theoretical justifications cited previously. Communication through credible agents was cited as a potentially positive attribute of sport reimagining, and the research findings seemingly confirm this. Most interviewees were aware of the initiatives because of their exposure in print and broadcast media produced independently of the cities. The findings also suggest that this type of media coverage enables a wide audience to be penetrated. This was exemplified by the views of interviewee 45 who stated that "I mean it has an effect on everyone, I mean I am not a follower of sport or anything, but it's there all around you, it's every day and you can't avoid it".

Nevertheless, evidence from the interviews suggests that care must be taken when assessing the implications of this apparent "credibility". Even if Gartner is correct to assume that autonomous agents are the most influential contributors to image formation, this does not mean that they are necessarily the most appropriate reimagining mechanisms. The disadvantage of these agents is that cities are unable to control the emphasis of the messages communicated. Relying on independently produced agents may project credible and penetrative images, but they may not be necessarily those which a city wishes to stress. For example, the research found that Manchester's image is dominated by football due to autonomous media exposure, but that these entrenched images obscure the recent reimagining initiatives. Interviewee comments also revealed that the relationship between city images and sport relies on the performance of resident teams, which largely determines the extent of a city's sport-related media coverage. For example, when asked about the link between cities and sport, interviewee 10 stated, "I think success tends to bring strong links". This epitomizes the relative powerlessness of municipal authorities in determining the specific presentation of images, as sporting success is usually beyond their immediate control.

It was also contended previously that sport initiatives may be effective because they help to evolve existing images rather than impose revolutionary new ones. A large number of the potential tourists in all the sample sets did associate Birmingham, Manchester, and Sheffield with

sport and these links were mainly based upon established associations. Such observations seemingly confirm the continuity achieved by using sport as a reimagining theme. However, the findings do not necessarily indicate that established sporting reputations improve the efficacy of recent reimagining efforts. In a large number of instances, established links overshadowed recent initiatives, reducing their image effects. This discontinuity is further exaggerated because the recent initiatives did not capitalize on established images, but involved more diverse themes. Indeed, authorities in Birmingham, Manchester, and Sheffield have developed strategies that emphasize associations with athletics, swimming, cycling, ice hockey, and basketball. These contrast markedly with the images held by potential tourists which are dominated by associations with football, and to a lesser extent, rugby and cricket. Therefore, although the general theme of the recent initiatives did not result in cognitive dissonance, there was dissonance between different sub-themes. This suggests that it is problematic to regard sport as a congruent reimagining theme per se, as it depends on which sports are emphasized in strategies and whether they reflect established urban images.

A further concern for cities is that while the majority of the interviewees did not deem sport reimagining incongruent, tenuous, or contradictory, a significant number did find the idea of a "sporting city" difficult to comprehend. For some this was due to a lack of interest in, or knowledge of, sport, but for others it was because they simply did not think that any city was intrinsically associated with this concept. Some interviewees felt that sport was a universal feature of all cities, rather than a distinctive element of some, while others struggled more fundamentally with the idea that sport could provide a meaningful representation of a city. The consternation exhibited by a large number of interviewees when they were asked about cities that they closely associate with sport is illustrated by this quote from one interviewee:

I don't really think I associate any city with sport... it's not something that you think about, I mean some cities you associate with, I don't know, say music—I mean when you think of Vienna you think of music—but I don't honestly associate any city with sport (interviewee 40).

Although some potential tourists were more easily able to designate sporting cities, the general unease observed casts doubt upon the notion that sport reimagining is effective because of the existing congruent relationship between sport and the city. This congruence was challenged further by interviewees' acute awareness that authorities were deliberately trying to strengthen these links to realize economic objectives. In some instances, this encouraged a certain cynicism among interviewees who felt that the cities were trying to be "seen" to be interested in sport, rather than being inherently blessed with related qualities. Potential tourists' awareness of the intentions of recent initiatives, and their apparent difficulty with the concept of sporting cities, suggests that it is problematic to justify sport initiatives because of their "natural" extension of existing images.

The interviews also revealed that recent initiatives have not become important elements of potential tourists' images of Birmingham, Manchester, and Sheffield. This seemingly contradicts the supposed imageability of sport initiatives. Despite their widespread acknowledgment, only the NIA in Birmingham, and to a lesser extent Sheffield's Ponds Forge Complex and Arena, were used synecdochically by any of those interviewed. Recent initiatives have largely failed to usurp the widespread use of industrial synecdochical images. However, findings suggest that it is the flawed design of recent initiatives, rather than the intrinsic impotency of sport initiatives in general, that has restricted their imageability. Indeed, more established sporting icons were used by interviewees to represent Birmingham, Manchester, and Sheffield, with some indicating that they employed sport events and facilities as synecdochical images for other city destinations. Interviewee 38 stated that "I always remember a place through an occasion, I think about places because the things I have done there or things I have been to, and sport is a good example." Sport initiatives can provide imageable urban phenomena, but the combination of events, event bids and indoor arenas developed in the three cities have not been particularly effective for this purpose.

The prevalent awareness of many of the case study examples, especially Manchester's Olympic bids and Birmingham's NIA, demonstrates that such initiatives can capture the attention of a large number of potential tourists. However, this is not necessarily a direct result of sport's popularity as suggested previously. Indeed, there was a general positive regard for urban sporting links, despite the stated personal disinterest in sport communicated by a large proportion of the interviewees. This suggests that it is not necessarily sport's popularity that increases its efficacy as an imaging vehicle, but rather its penetration of, and its shared meaning in, contemporary culture. This penetration was demonstrated by the general feeling that sport had become a more important and more prominent phenomenon in recent years. There was also a general acceptance by potential tourists that positive meanings were attached to sport, despite individual differences in levels of interest and specific interpretations. For example, interviewee 34 stated, "it just feels positive, even though I don't really like sport, you still have to say it is a positive thing for a city to be associated with". Positive connotations of progress, regeneration and ambition were apparent among some interviewees, while others suggested sporting connections made a city more "interesting". Therefore, although it may not be popular among the majority of potential tourists, sport's positive meaning in contemporary culture and its exposure in contemporary society assist its potency as an imaging theme.

CONCLUSION

This paper has attempted to assess the value of sport initiatives for city destinations by analyzing the image effects of strategies employed by three English cities. A mixture of quantitative and qualitative

methods has been used to assess whether and how the images of potential tourists have been affected by specific initiatives. The widespread awareness of sport events and facilities amongst potential tourists emphasizes that sport can be an effective promotional vehicle. Furthermore, initiatives appear to have the capacity to influence images in a variety of different ways. They seem to have influenced the sporting reputations of the case study cities, particularly Manchester, and Sheffield, and the pervading positive interpretation of urban sport means that some wider symbolic effects are also evident. Its dissemination through credible agents and a degree of congruence with existing images provides further evidence that sport can be an effective reimagining theme. However, the preceding analysis also identifies certain problems with sport reimagining. These include the lack of control cities can exert over sporting images, the obviation of recent initiatives by existing sporting links, and the deficient imageability displayed by new stadia and arenas. Disconcertingly for cities employing sport as a focal image, a large number of potential tourists also find it difficult to comprehend what a "city of sport" actually is.

In qualifying this rather mixed appraisal of sport reimagining, it should be recognized that the study has simply focused on one aspect of these initiatives—their effects on potential tourists' images. Potential tourists are merely one of a number of target audiences for sport reimagining. Moreover, reimagining itself is only one of several broad justifications for implementing urban sport initiatives. If the present study had focused on physical regeneration, inward investment or participation levels in sport, then the resulting evaluation may have been very different. The limitations of the research should also be recognized in qualifying the findings. It is difficult to evaluate image change without the use of longitudinal research, and the staggered implementation of the initiatives analyzed here meant that this was not a viable option. Although this has limited the research, it has encouraged the development of some innovative indicators of image change: for example, comparing the city images of those who are aware of certain projects with those who are not, to indicate their effects. It is also recognized that some of the quantitative data analysis included here is based on small sample sizes. However, the concerted attempt to generate a representative sample of potential tourists provides reassurance that the results obtained do provide valid evidence of image effects. As May states, "a large, poor quality sample, which does not reflect the population's characteristics, will be less accurate than a smaller one that does" (May 1997:86).

Alongside the empirical findings, this paper has identified theoretical justifications for sport reimagining and used them to create a framework through which sport reimagining can be evaluated. The resulting discussion assists understanding of this specific phenomenon and refines this framework, but it also contributes to the wider understanding and effective analysis of destination images. Applying and exploring ideas concerning continuity, credibility, imageability, and popularity can assist other investigations into the effects of reimagining efforts based on a diverse range of themes. Furthermore, the identification

of key issues such as the difficulties controlling sporting images, the deficient imageability of recent initiatives, and the problematic mix of "new" and "old" sporting themes can aid future destination marketing and urban tourism planning activities. The analysis of the production of urban reimagining alongside an evaluation of its consumption also addresses an important research deficiency. As Jackson and Thrift note, although there is a burgeoning amount of research on place marketing by municipal authorities, "often such analyses engage in a critical deconstruction of advertising material with too little attention to the diverse circumstances of its actual consumption" (1994:223-224). This study has attempted to provide a comparatively rare example of research into tourists' responses to reimagining. This type of approach, plus the concepts, ideas and discussion included should assist further research in this field. ■

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