



CALL FOR ABSTRACTS

4th International Sport Business Symposium – Innsbruck (AUT)
(2. *Innsbrucker Sportökonomie & -management Symposium*)
Thursday, January 12, 2012
University of Innsbruck, Department of Sport Science, Innsbruck

The Olympic Games is the most prestigious sport event in the world which provides extraordinary sport, social, cultural and environmental opportunities for the host city, region and country. In 2007 the International Olympic Committee decided to introduce the Youth Olympic Games, which have been successfully hosted in Singapore in 2010. The Olympic City Innsbruck will host the first ever Winter Youth Olympic Games from January, 13 – 22, 2012. Innsbruck and Tyrol have made a huge effort to not only fulfill all requirements to stage this Games, but also maximize the benefits and potentially create a great legacy from this first edition. For example the University of Innsbruck has established the first Youth Olympic Games study Centre, the 'Youth Olympic Laboratory for Youth and Innovation' (YOGINN 2012).

The Youth Olympic Games try to place equal emphasis on the sports competition as well as to the cultural and educational aspects of sports. For example all competitors are required to stay for the duration of the entire Games and to take part in a unique Culture and Education Programme (CEP). Furthermore the Youth Olympic Games can as a typical Hallmark event create legacies to the host city and stakeholders of the event.

Since Turin 2006 it is already a tradition for Olympic scholars to meet for a symposium during the Olympic Games. This time we invite you to the Winter Youth Olympic Games to present your latest Olympic related sport (business) research for one day on Thursday, January 12, 2012. As the Opening Ceremony will take place on January, 13, 2012 at the iconic Bergisel Stadium the organizers invite the speakers of the Symposium to attend at this historical moment. The Department of Sport Sciences of University of Innsbruck will be the host of our meeting, entitled the 4th International Sport Business Symposium.

Symposia often were held for specific occasions - which are in this case the Youth Olympic Games. With this symposium we intend to debate or simply to stimulate

scholarly research on this new Olympic format. Olympic scholars from all over the world are invited to exchange thoughts and present their Olympic work.

This "call for abstracts" is directed to researchers of all disciplines. The 4th International Sport Business Symposium calls for research directly related to the business of the Youth Olympic Games; the upcoming 2012 Innsbruck Winter Youth Olympic Games, as well as prior and future (Winter) Youth Olympic Games. Papers about Olympic media, legacy, tourism, consumers, organizations, finance, economics, environment, politics and others are welcome. The official language for abstracts and the Symposium is English. However, this conference will be co-hosted by the "2. Innsbrucker Sportökonomie und -Management Symposium". If you prefer to submit a German language paper, please feel free to do so.

An abstract (max. 600 words) and a one page Curriculum Vitae should be submitted via e-mail by October 31, 2011 to Dr. Holger Preuss, E-mail: preuss@uni-mainz.de

Those that like to present at the 4th symposium have to send in an abstract, which will be judged through a double blind review process. Acceptance will be announced by November 30, 2011. Abstracts or any full papers sent via electronic mail by January 1st, 2012 will appear in the official Symposium Proceedings.

We look forward to receiving your abstract and seeing you in Innsbruck.

With kind regards,

Holger Preuss, Professor Sport Sociology & Sport Economics at University of Mainz
Martin Schnitzer, Project Manager of the YOGINN 2012 at University of Innsbruck

NOTE: Please be reminded that many visitors are expected in Innsbruck for the Winter Youth Olympic Games. Please get in touch with Innsbruck Tourism (www.innsbruck.info) for your hotel booking. The symposium location is 200 meter walking distance from Innsbruck International Airport.

Our supporting partners are:

Innsbruck Youth Olympic Games
Organising Committee



Gerado Bielons Consulting
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Innsbruck Tourism and Tirol Werbung
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The 4th International Sport Business Symposium
is acknowledged by the IOC Olympic Studies Centre