



Sustainability in the Sports Market and Sports Events

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Message from the Guest Editor

In response to the COVID-19 pandemic, government-enforced lockdowns have had tremendous impact on sporting events in many countries. The Tokyo Olympics have been postponed until July 2021, although it is unknown whether the Tokyo Olympics will be held in 2021. This will have inevitable impacts on the lives and training plans of the participating athletes.

Apart from the Olympics, various professional sports have cancelled games or held them without spectators. The COVID-19 pandemic has influenced not only the physical, but also the mental condition of athletes. Some of these effects may be lasting or persistent. From another perspective, sports fans may feel unhappy or upset due to the lack of games.

In terms of finance, COVID-19 has drastically reduced the revenues of professional sports, creating difficulties in managing professional sports teams. Players are more likely to be dismissed than ever before. The current difficulties professional sports are encountering raise new questions about the sustainability of the professional sports market. This Special Issue aims to cover various impacts of COVID-19 on sports markets.





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