

The COVID-19 Pandemic: Impacts of the Coronavirus on Sport and Society

Editor: Urmilla Bob



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Preface

Sport is one of the most important fitness, leisure as well as income generating systems for people globally. For the corporate world, it is also a global sponsorship, advertising and branding vehicle, and for governments, apart from sponsorships, also revenue generating systems. Sport team brands, in addition to sports clothing brands have also become worldwide phenomena.

So, with the advent of COVID-19, and the resultant lockdowns of communities globally, since the beginning of 2020, to prevent the spread of the virus, the ceasing of sport events and activities globally, severely disrupted the sporting world. From the world's highest paid athletes, to the brand values of sporting codes and to individual world class athletes and the millions of sports men and women, all were impacted by COVID-19 and it is a sample of these impacts that this study examines. Yet, the impacts were not only on the sporting fraternity, but also global, national and local societies and communities. Sporting franchises also have their supporters and spectators and these have also been impacted with numerous innovative initiatives taken by communities

This volume, edited by the renowned sport researcher, Prof. Urmilla Bob, represents a sample of the numerous challenges this event caused for communities globally, as well as innovative and imaginative initiatives amidst the pandemic. It researches challenges differently abled persons and sporting communities have had to engage, the organising of training and sporting activities that have had to accommodate lockdown restrictions and regulations, and the transfer of sport fan and spectator interaction onto digital and social media platforms. It also includes research on personal sporting experiences and institutional strategies to organise and in many cases re-plan and postpone national and international sporting events to the post-COVID era.

The COVID-19 Pandemic: Impacts of the Coronavirus on Sport and Society is a welcome contribution to the growing body of scholarship on COVID. It succeeds in thematising crucial aspects of the impacts of the coronavirus, and the resultant lockdowns, as well as seminal responses by both local and global sporting bodies. It bristles with relevant data, and also provide windows on very significant societal innovations and critical and constructive scholarly reflections on this very significant event at the

beginning of the 21st century. In some analyses these are truly heroic and in others the importance of healthy living and physical exercise of all are emphasised. The social importance and also the significance of social isolation, not least as an impact on the elderly, are also addressed. The social role of clubs and societies are key to societal wellbeing and very often also active athletes. Athletes thrive on sport fan and spectator support, not least the shouting and cheering who will their champions to the finishing line or to victory. And sporting coaches and managers love to coach and manage winners.

This is a winning book and both the sporting fraternity and the clubs, spectators and society at large, will find much helpful data, and implementable research ideas and approaches, as well as guidelines, recommendations, support, and advice for their own sporting and sporting fraternity endeavours.

Impacts is published in the change from the fully lockdown period, to the partial lockdown and hopefully, in the near future, the lifting of lockdown restrictions both locally and globally. It importantly adds approaches and methodologies to our growing cluster of research approaches, and tools, in respect of the research on, and related to the wide variety of impacts on life, society, and sport and sporting codes, of the Coronavirus.

Professor Johannes A. Smit
Chair: Humanities Institute

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