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SUMMARY

The perspectives from each of the presentations indicate a recognition that sport has changed so that there is active involvement at both the spectator and participant levels. The common thread through the presentations was change and the manifestations of and its impact upon industry. One element was the opportunities created and the other was the issues of the risk involved. The basic business processes seem to remain the same. This does not suggest that there are not uniquenesses to the sport industry in terms of application of these business procedures. It is important to understand the business processes that are becoming more of an important factor because management skills are to be the key component to creating and/or capitalizing on these new opportunities. This, again, is emphasized in the Rochefort article from the first section. The scientific application of management based upon an understanding of sport is the critical element to development of the field.
