

THE IMPORTANCE OF SPORTING MEGA-EVENTS FOR THE EMPLOYMENT GENERATION

The Case of Rio de Janeiro

Joilson de Assis Cabral
Maria Viviana de Freitas Cabral
Everlam Elias Montibeler
Thandara Maria Kathleen da Silva
Universidade Federal Rural de Rio de Janeiro
Seropédica, Brasil

Providing quantitative information on employment generation is a demand of society regarding the socio-economic benefits of sporting mega-events. To that end, the interregional input-output methodology, through its employment multipliers, is able to estimate the number of jobs directly and indirectly generated in Rio de Janeiro and in the rest of Brazil from preparation and realization of the 2014 FIFA World Cup and the 2016 Olympic and Paralympic Games. Through the employment multipliers, the estimated number of new direct jobs generated was 49,970, of which 38,521 new jobs generated in the state of Rio de Janeiro and 11,449 new jobs created in the rest of Brazil as result of the investments for the sporting mega-events. In addition, based on the methodology used, the preparation and realization of the sporting mega-events would be able to generate a total amount of 414,744 new jobs, direct and indirect, in the economy of the state of Rio de Janeiro and in the rest of Brazil. Thus, it is possible to affirm that sporting mega-events acted as catalysts in the generation of new jobs in the State of Rio de Janeiro.

KEY WORDS: *Impact of the sporting mega-events, input-output matrix, employment generation.*