



Investigating the economic effects of an international sporting event on the host city from the perspective of experts

Poster Presentation

1Bahman Tayebi*; 2Adeleh Safaee; 3Zynolabedin Fallah

1Assistant professor of Sport Management, Department of Physical Education, Faculty of Humanities, Golestan University, Gorgan, Iran(b.tayebi@gu.ac.ir)

2MA in Sport Marketing, Islamic Azad University, Gorgan Branch, Gorgan, Iran

3Department of Physical Education, Faculty of Humanities, Gorgan Branch, Islamic Azad University, Gorgan, Iran

Abstract

Introduction: The purpose of this study was to investigate the economic effects of holding an international sporting event in the host city.

Methods: The research method used in the survey research was descriptive and applied in terms of purpose. Written documents, as well as a researcher-made questionnaire, were used to collect data. This questionnaire was prepared in four dimensions: infrastructure, job creation, finance, and tourism. The validity of the questionnaire was adjusted and confirmed by expert professors. Cronbach alpha coefficient test was used to determine the reliability, which was confirmed in both parts. Also, to confirm the adequacy of the model and the framework used in this research, the exploratory factor analysis test was used and it was found that the internal components of the model had the necessary correlation. The statistical population of the study included all the executive agents of this event, whose number was 257 people. The samples were selected as a whole and equal to the population. Descriptive statistics were used to describe individual characteristics, the K-S test (Kolmogorov-Smirnov) was used to determine the normality of the data, and inferential statistics (Pearson, Spearman, Kolmogorov-Smirnov correlation coefficient) were used to analyze the data.

Results: The results showed that holding international competitions will have economic effects on the host city and will improve the conditions of infrastructure and sports facilities, create permanent and temporary employment, increase financial prosperity and economic development, and improve the conditions of recreation and tourism. And the impact of these events on the employment dimension was more than other dimensions, and the tourism dimension showed the least impact.

Conclusion: Based on the obtained results, it is suggested to sports talented cities to accept the hosting of sports events in order to take advantage of the mentioned economic benefits.

Keywords

Economic Impacts; International Competitions; Employment Generation Impacts; Tourism; Infrastructure; Finance

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