## Topic area 3: The implications of hosting a major sporting event for a city or country

### 3.1 The features of a major sporting event

The types and scheduling of major sporting events:

Type of event	Description	Examples
Regular	A regular event is held in a different city each year (could return in a few years). Can be annual (held at the same time each year) or biennial (held at the same time every two years)	Champions league final     Rugby league grand final     Ryder Cup (Biennial)     British open Squash Championships
'One-Off'	A one-off event is held only once or very occasionally in a certain city or country.	<ul><li>Olympic/Paralympics games</li><li>Worlds Cup Finals</li></ul>
Regular and recurring	Regular and recurring events that happen around the same time each year (regular) and are usually hosted at the same place each time (recurring)	Formula 1 Grand prix     Wimbledon     Masters Golf tournament     FA Cup Final

#### The nature of the participants and spectators:

Most major sporting events that happen are international events, and usually involve more than 1 country. For example, the Olympics is a major sporting event and involves over 200 countries. Major sporting events are watched by millions of people all over the world. The tour de France is the highest viewed sporting event with over 3.5 billion viewers. It is important to understand that not all major sporting events are international for example the 2020 Super Bowl was watched by over 112 million people and the 2022 Cup Final was watched by over 8 million people.



### 3.3 Potential positive and negative aspects of hosting a major sporting event

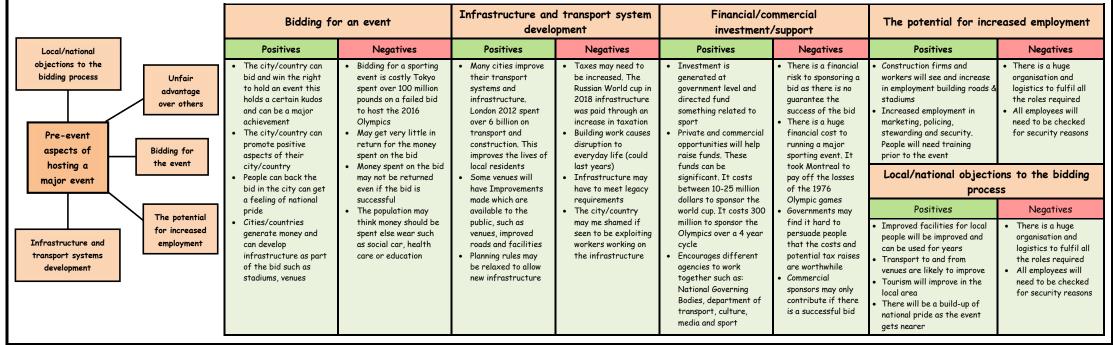
During the event		
Positives	Negatives	
<ul> <li>Improved infrastructure and transport which improves tourism E.g., new accommodation, public transport &amp; roads are built.</li> <li>Improved national pride which gives people a feel good factor. People will be displaying flags etc this improves the mood of the country especially if the team/individual is successful.</li> <li>Commercial gains as there are more visitors spending money on hotels, transport, merchandise, bars and restaurants. The local economy gets a boost</li> <li>The event shows the city/country as a shop window promoting local landmarks and historical sites. This improves the status of the city/country</li> <li>The improvements in infrastructure and venues can be used after the event, this often regenerates often deprived areas for example Sport City in Manchester</li> <li>Big events generate interest. They can improve participation in sports/events &amp; creates new role models</li> <li>Improves short term employment opportunities in event venues, hotels, bars, restaurants and volunteers the 2016 Rio Olympics generated 90,000 new jobs</li> </ul>	Increase in transport and visitors means more pollution, litter and noise which has an effect on the environment Major sporting events may increase the risk of crime and terrorism. Criminals may see an opportunity to commit crimes due to the number of visitors. Poor performance of a team can reduce the national pride/morale. How often has this been felt when the men's national football team get knocked out early in a competition Lack of investment in other cities not involved in the sporting event can lead to resentment as they feel they have been left out or forgotten. Some sporting events are shadowed by negative media coverage of scandals such as drugs in the 1988 Seoul Olympics or unfinished venues in Rio 2016	
Immediate and longer term post-event		
Positives	Negatives	
Sporting events can lead a legacy. One of the legacy expectations of the Olympic games is 'Social Development' this is designed to improve wellbeing and interaction of society and encourage grass roots participation, others involve:  Sporting Facilities for the community to use  Sport participation through media coverage, increase in interest and role models  Profile of the sport due to the media coverage  Transport for the local community to travel	The event might have costed more to host than the revenue generated leaving a debt for taxpayers  Sports facilities unused after the event for example Rio's Olympic facilities have remained unused or demolished  A loss in national reputation/status if the event was badly organised, the host nation's participants performed badly, or scandals emerged.	

For example, Russian president Vladimir Putin ordered a ban on

the country

reporting crime during the 2018 world cup to prevent the reputation of

# 3.2 Positive and negative pre-event aspects of hosting a major sporting event



Infrastructure such as roads, cafes, hotels, businesses and restaurants

Raising the profile of city and international profile through the media and tourism

Future investment through future finances due to social & economic attractiveness