

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)	<ul style="list-style-type: none"><li>Champions league final</li><li>Rugby league grand final</li><li>Ryder Cup (Biennial)</li><li>British open Squash Championships</li></ul>
'One-Off'	A one-off event is held only once or very occasionally in a certain city or country.	<ul style="list-style-type: none"><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)	<ul style="list-style-type: none"><li>Formula 1 Grand prix</li><li>Wimbledon</li><li>Masters Golf tournament</li><li>FA Cup Final</li></ul>

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 style="list-style-type: none"><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>	<ul style="list-style-type: none"><li>Increase in transport and visitors means more pollution, litter and noise which has an effect on the environment</li><li>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.</li><li>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</li><li>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.</li><li>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</li></ul>
Immediate and longer term post-event	
Positives	Negatives
<p>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:</p> <ul style="list-style-type: none"><li>Sporting Facilities for the community to use</li><li>Sport participation through media coverage, increase in interest and role models</li><li>Profile of the sport due to the media coverage</li><li>Transport for the local community to travel</li><li>Infrastructure such as roads, cafes, hotels, businesses and restaurants</li><li>Raising the profile of city and international profile through the media and tourism</li><li>Future investment through future finances due to social &amp; economic attractiveness</li></ul>	<p>The event might have costed more to host than the revenue generated leaving a debt for taxpayers</p> <ul style="list-style-type: none"><li>Sports facilities unused after the event for example Rio's Olympic facilities have remained unused or demolished</li><li>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 reporting crime during the 2018 world cup to prevent the reputation of the country</li></ul>

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

<div>Local/national objections to the bidding process</div> <div>Pre-event aspects of hosting a major event</div> <div>Infrastructure and transport systems development</div> <div>Unfair advantage over others</div> <div>Bidding for the event</div> <div>The potential for increased employment</div>	Bidding for an event		Infrastructure and transport system development		Financial/commercial investment/support		The potential for increased employment	
	Positives	Negatives	Positives	Negatives	Positives	Negatives	Positives	Negatives
	<ul style="list-style-type: none"><li>• The city/country can bid and win the right to hold an event this holds a certain kudos and can be a major achievement</li><li>• The city/country can promote positive aspects of their city/country</li><li>• People can back the bid in the city can get a feeling of national pride</li><li>• Cities/countries generate money and can develop infrastructure as part of the bid such as stadiums, venues</li></ul>	<ul style="list-style-type: none"><li>• Bidding for a sporting event is costly Tokyo spent over 100 million pounds on a failed bid to host the 2016 Olympics</li><li>• May get very little in return for the money spent on the bid</li><li>• Money spent on the bid may not be returned even if the bid is successful</li><li>• The population may think money should be spent else wear such as social car, health care or education</li></ul>	<ul style="list-style-type: none"><li>• Many cities improve their transport systems and infrastructure. London 2012 spent over 6 billion on transport and construction. This improves the lives of local residents</li><li>• Some venues will have Improvements made which are available to the public, such as venues, improved roads and facilities</li><li>• Planning rules may be relaxed to allow new infrastructure</li></ul>	<ul style="list-style-type: none"><li>• Taxes may need to be increased. The Russian World cup in 2018 infrastructure was paid through an increase in taxation</li><li>• Building work causes disruption to everyday life (could last years)</li><li>• Infrastructure may have to meet legacy requirements</li><li>• The city/country may me shamed if seen to be exploiting workers working on the infrastructure</li></ul>	<ul style="list-style-type: none"><li>• Investment is generated at government level and directed fund something related to sport</li><li>• Private and commercial opportunities will help raise funds. These funds can be significant. It costs between 10-25 million dollars to sponsor the world cup. It costs 300 million to sponsor the Olympics over a 4 year cycle</li><li>• Encourages different agencies to work together such as: National Governing Bodies, department of transport, culture, media and sport</li></ul>	<ul style="list-style-type: none"><li>• There is a financial risk to sponsoring a bid as there is no guarantee the success of the bid</li><li>• There is a huge financial cost to running a major sporting event. It took Montreal to pay off the losses of the 1976 Olympic games</li><li>• Governments may find it hard to persuade people that the costs and potential tax raises are worthwhile</li><li>• Commercial sponsors may only contribute if there is a successful bid</li></ul>	<ul style="list-style-type: none"><li>• Construction firms and workers will see and increase in employment building roads &amp; stadiums</li><li>• Increased employment in marketing, policing, stewarding and security. People will need training prior to the event</li></ul>	<ul style="list-style-type: none"><li>• There is a huge organisation and logistics to fulfil all the roles required</li><li>• All employees will need to be checked for security reasons</li></ul>
	Local/national objections to the bidding process							
	Positives				Negatives			
<ul style="list-style-type: none"><li>• Improved facilities for local people will be improved and can be used for years</li><li>• Transport to and from venues are likely to improve</li><li>• Tourism will improve in the local area</li><li>• There will be a build-up of national pride as the event gets nearer</li></ul>				<ul style="list-style-type: none"><li>• There is a huge organisation and logistics to fulfil all the roles required</li><li>• All employees will need to be checked for security reasons</li></ul>				