



ADVANTAGES OF HOSTING MEGA EVENTS

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Abstract

A sport is platform which consorts the world together to showcase their national unity and pride. This sporting events, games, and tournaments can retrieve billions of revenue. Consider any sporting event whether Olympic Games, World Cup, Super Bowl, or World Series but such type of mega event need huge amount of money for hosting a great event. Allied events associate with profuse number of athletes from home town and different countries to display their performance and skill, officials, and fans. This all demand additional infrastructure construction to attract more visitors which requires huge funds and later this will provide revenue in long run. However, to align this event successfully, the host country is compelled to formulate many course of action which takes years of hard work to make headway. Huge amount of funding, space, experts with experience, and manpower are crucial requirements to host any sports event and developing counties is rich in all aspects. To make any mega events successful five key factors like Economic Growth, Psychological Impact, Cultural Heritage, Healthy Environment and Sports Tourism are supposed to be considered which will be heading towards the progress of the nation. This paper is throwing light on such type factors which will be beneficial to host a mega event in developing counties. Hosting mega events will affect and help all the social strata in a positive manner which will uplift any developing countries. This paper is talking especially about advantages of hosting mega sports events which give a long lasting positive effect on all the social strata.

Keywords: Economic Growth, Psychological Impact, Cultural Heritage, Healthy Environment and Sports Tourism

Introduction

An intention of outlining any event can be exceptionally invading task. In fact, good deal of people leave it beforehand due to lack of knowledge like how to get started. It's a time consuming process, requires lot of investment, lot of beforehand preparation, research, and effort. Desire to invest in people is the prime step with proper strategy to be successful in any event organisation.

Hosting a mega sporting event has lot of dormant offers. This dormant offer may be both directly and indirectly reflecting to the economy of the hosting nation. Direct benefits add up to inflows of foreign capital and bring about employment opportunities, framework for construction related to the event. Construction of new airports, road and rail network will help the tourists who travel to attend the games at ease and long term benefits for the local people. Indirect benefits comprises of advertising belongings that manifest the host city or country as a probable tourist destination or business venue in the future and an increase in national pride, regional sense of community, and the witnessed stature of the host city or country. But there is also a possible downfall like exceeding of cost of hosting, faulty planning and inappropriate use of facilities and people.

Objectives of the Study

The objectives of this paper is to get visitors attraction and showcasing cultural heritage of their country which will have an everlasting psychological impact on the people increasing social networking and economic growth and progress of country as sport events bring people closer without considering any barriers. Organising such mega events can promote economic growth, psychological impact, cultural heritage, healthy environment and sports tourism which are highlighted in this research paper.

Research Methodology

This research paper which has undertaken by the research scholars is descriptive in nature. The research process has been carried out by reviewing literature correlated to the research that many countries have great potential to carry out many mega sporting event. This paper has a thrown light on various aspects which can be considered during hosting any event in any country. Books, research journals and articles are considered for research purpose as a Secondary data. Typology of groups according to the purpose to achieve the target is required. Expert who has to plan in such a manner that it can attract the audience to witness the event in large number. Social Networking acts as a mainstream for interaction, communication, correspondence through varied media, and coverage in vast prospective with a joint effort between the local

people and organisations. Information group which will provide current and trendy matters that concern the event to it run smoothly. Supporting group may be helping in various matters of space, funding, infrastructure, political support, to maintain laws and order at the time means the pre, post and concurrently with the event carried on.

Effect of Hosting Mega Sports Event

There can be large numbers peculiar credentials to organise an event – promote awareness, grant significant additional information, academic and cultural promotion, fostering fund, strengthening the bond between countries and players, and entertainment. They all turn out to be benefits for the country who host the sporting events. A well-organised and hosted event can have a great impingement in terms of clarity and extract goodwill. (Chandler, 2006). To check the effect of its advantages and disadvantages or organisational team sport acts as a recreation time in the workplace and has always influence the employees to give a productive results. National and International exposure is a major intangible benefit of mega sports events. Given below are the advantages of hosting mega sports events which will be discussed in detail.

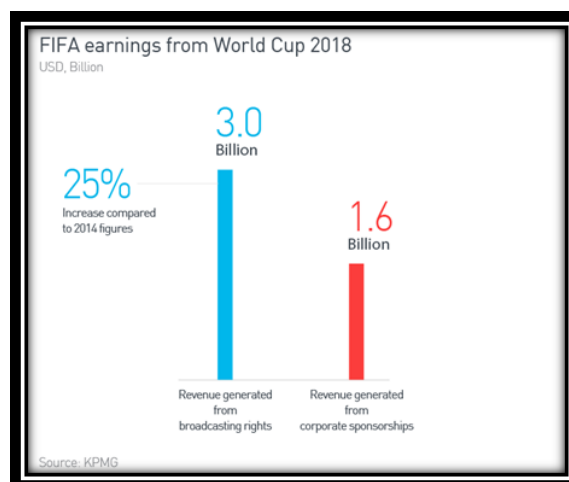
Figures: 1 Advantages of Hosting Mega Sports Event



Economic Growth

The cost of hosting a mega sports event is huge along with it city can get a long term benefit. The persistent increase in recognition and tourism due to hosting sports event. Brand and the team both get the benefit. Foreign Brands like Nike from America, Reebok from England, Puma and Adidas from Germany, Asics from Japan, etc. has its showroom in many countries. Many eminent sports personalities endorse and are brand ambassador of this product which brings high revenue to many countries. So sponsorships give revenue to athlete and the sponsored company. Economy also takes a leap due to the flow of goods and services. Directly or indirectly employment is generated through various ways. Boost to trade and investment, flow of foreign exchange, small scale industries flourish, source of income and employment, popularity of the athlete, product and the country goes hand in hand. Standard of living is also improved as result unemployment is reduced and goods and services are exported and imported. Creativity has broadened its scope and developing counties is ready to face the challenges with full zeal. Hosting gigantic sporting events gives a direct economic impact to the countries. This benefits many activities in rural and urban sector. Infrastructure under during hosting of the event may be beneficial in the long run for the citizen of that country so it's worth spending cores of money for mega event to fetch good results. Specially, tourism sector will bring huge profit like employment which will is a by-product of progress and reflecting on the standard of living and GDP of the country automatically increase.

Figure: 2 FIFA Revenue Broadcasting and Corporate Sponsorships



(<https://medium.com/@valustrat/hosting-mega-sporting-events-a-boost-for-the-host-nations-economy-af0df5e95874>) The host country get automatically qualify for the tournament is one of the biggest advantage during hosting the World Cup, massive tax exemptions from FIFA association and its corporate partners. In 2006, when Germany hosted World Cup, FIFA offered tax exemptions which estimated around USD 272 million. Revenue of about USD 3 billion was generated through Broadcasting and USD 1.6 billion from corporate sponsorships which is rise of 25 per cent as compared to 2014 FIFA World Cup which was pronounced by the organisation.

Sports Tourism

Sport tourism is major flourishing sectors worldwide whether it is travel and tourism industry, which fetches huge amount of revenue. Sport tourism has been defined as a leisure-based tourism that takes people temporarily outside of their home environment to participate in, watch physical activities, or venerate attractions associated with physical activities and sport (Gibson, 1998). Trip which is associated with either active taking part in a sporting event or as a spectator watching hallmark sporting events and cheering up team or an athlete becomes a tourist place for that country. The sports supporter travel from one country to another just to witness the game with different equipment's like drums, trumpet, even colour them self, by wearing the jersey of that country or team show their support as a fan, fancy costumes, masks and painting body and hair to cheer their champions. It is a source of acquiring foreign exchange, but the inceptive investment need to be really huge which comprises of many things. Accommodations, catering, transportation, social networking, and hospitality are in a highest list with breath taking infrastructure to attract the customer to visit again and again. More job opportunities are created due to sports tourism. (Glyptis, 1991). Stated that until recently "sport and tourism have treated by academic and practitioner alike as separate spheres of activity" (p.165. Sport scholars have long debated the definition of sport (e.g., Loy, 1968).

Culture Heritage

Culture heritage is a major tool to be utilised in attracting huge number of tourist with the help of organising many sports mega events. Cultural heritage plays a significant role in promoting local economics, thus safeguarding community. Organising mega events may act as a big platform to introduce their cultural heritage and spread it worldwide for a better future. The growth of culture tourism has been viewed increasingly as the 'essence' of tourism (Ritchie, Tung, & Ritchie, 2011). This has prompted a growing literature on the tourism experience (e.g Ryan, 2010; Kim, 2014), with increasing attention for concepts such as memorable or peak experiences (Quan & Wang, 2004; Tung & Ritchie, 2011; Zhang, Wu & Buhalis, 2018;) To commence any International game or any sporting event the bond is unintentionally strengthen. Cohesion transforms a combination of individuals into a unified unit, which will be more effective in pursuing common goal (Cashmore, 2003). They acquire information more about one another which develop trust and mutual respect in and off the field. This brings people in well-balanced manner, despite distinctness in their perception, training, economic condition and religious belief. It breaks down barriers which is essential to incorporate different cultures and norms (Carrigg, 2007). This brings Culture of different countries and sporting event in same platform.

Psychological Impact

Audience at sporting events feel privileged to witness their heroes or favourite player performing. Psychologically feel happy and enjoyed the game at the fullest. Fans at a game experience an affirmative vibes and spread throughout the game by social reciprocal action with individual from non-identical walks of life. At the same time they share their love for a team and the country. This sense of well-being among the player's participants and fans become strong which gives them a break from routine life. The psychological and social health conditions comprise of mental fitness and overcome many problems like social isolation and depressed. On the other hand self-esteem, life satisfaction, and emotional self-efficacy are increased due to participation in sports or even with a little act of watching sports with full zeal. (Iwasaki, 2007;

Inoue et al., 2017). Attendance at sport events might provide a context where people could psychological benefits such as enjoyment and self-esteem and support personal development and learning, which in turn contribute to people's life satisfaction.

Healthy Environment

Sports Event manager are cordially accountable for environmental protection, and stimulation their members which is incorporate for long-term task. In the construction of sizable sports venues, attempt to use advanced environment-friendly materials, use modernistic scientific and technological advance equipment and materials to reduce energy waste and avoid secondary pollution. During the competition, the adequate air management program to preserve the purity of the air is the basic need for successful organising any sports events. Closely regulating and monitoring the emission of carbon gas which can be harm to the environment and health. Adoption of environmentally-friendly vehicles and pollution free city which is considered to be a large asset for conducting mega events to attract more audience. Sports events have enormous impact on audience so special attention on law and order of the country, cultural heritage, transportation, safety, special offers, hospitality, hygiene and sanitation, creative way of presentation, communication skills, this things have a long lasting psychological effects. Sporting event can be a considered as a direct tool to promote global environment impact on the witness viewer of the event and may be a source of income and regular tourist spot.

Conclusions

Organising mega sports events compels people from different corner of country inclined to think that they are team and have to work with bond and stay associated in seeking a common goals and aspiration. The Economic Growth, Psychological Impact, Cultural Heritage, Healthy Environment and Sports Tourism complement each other and ensuing revenue from which can be an economic leverage. It is a multi-million dollar craft and can be a significant source of income and connecting different countries for the welfare of our nation. Organising mega events can lay a path for increasing economy, social

networking and recreational exigency of different people. Advantage of hosting mega sports events can even build up peace and solidarity, sport globalization and strengthening the bond with other nations and striving for nationwide acknowledgement shall be an ultimate goal to take any country on the top on all the spear of economic.

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