

Contrasting and Comparing Two Articles

Introduction

The essay displayed will focus on the similarities and differences of the chosen articles, with a structured method of a; introduction, main body and conclusion. The two articles chosen for the essay were; The Economic Impact of Local Sport Events and The Economic Impact of Major Sports Events. The article “The Economic Impacts of Local Sport Events” mainly focuses on the wider economic benefits of hosting sports events, whereas; “The Economic Impact of Major Sports Events” focuses on ten major sporting events (European or Worldwide) hosted by UK cities. The essay will go on to include the contrasting and comparing of the both articles, while finding similarities and differences through-out the articles.

References, facts and statistics from journals, newspaper articles and books will all be used to support the similarities and the differences through-out the essay to give the reader an overview understanding of the two contrasted articles.

Main Body

The articles chosen were both contrasted and compared to try and find the most similarities through-out the articles, while finding some differences. Even though the two articles were filled with similarities, this essay will display the findings from the two. The articles in a general nutshell both mainly go on to state the importance of economic impacts from events, whether it be at a large scale or small-scale events. Three major similarities the two articles have regarding their in-depth knowledge and understanding on the additional expenditure at sporting events, are; visitor, competitor and local expenditure.

Within the first pages of the two articles it states that even small events in the type C and D category still create additional expenditure regarding local and visitor expenditure, when considered as a group of events in an exact town or city. The impact of major sporting events does state the fact that major events do however create more expenditure for a host community, it's still believed that small events still do create local, visitor and competitor expenditure. Anon, 2016. United Kingdom : Wales celebrates Best in Travel at World Travel Market. *MENA Report*, pp.MENA Report, Nov 8, 2016 Provides a newspaper article researched on North Wales it says that North Wales rarely holds any major events and most events hosted are in-fact type C and D. The article states that, because Wales (North Wales) was voted seventh in the Lonely Planet top ten places in the world to visit, it is set to believe that more visitors around the world will be likely to visit, resulting in more visitor expenditures at the small events in North Wales

The major sport event article goes on to state information on the economic importance of the summer Olympic Games and how infrastructural investment by funding can help benefit the components of the event that could benefit the host community in the long run, whether it be transport or telecommunications for example. This is a difference to the local sport event article, as investment to help benefit the components of the events is not mentioned. However, form research it shows that this method of backing a major event is common. For example, as stated by Anon, 2013. Australia : Queensland events receive \$1.4 million funding boost. *MENA Report*, pp.MENA Report, Nov 4, 2013. The Minister for Tourism, Major events, small Business and the Commonwealth

Games; Jann Stuckey, said that the funding would help the delivery of events in regional Queensland, Australia providing economic and social benefits to the host communities and that tourism is driving visitation to more regional communities in Queensland.

A similarity that was found in the two articles was the way the four local swimming events and the ten major events all went about the same methodology they had taken to find the visitor numbers and extended information. Both articles state that all ten of the major events and the four local swimming events all used a questionnaire, to try and determine the amount of group competitors, spectators, media, officials and volunteers at the selected events, along with the proportion of visitors from the local area/areas. Questionnaires seem to be the main methodology used to gather predicted visitor numbers, as shown in the 2015 England Rugby World Cup. According to the report, London is forecast to host 18.82 million international visitors in 2015 putting the city ahead of Bangkok and Paris. Anon, 2015. London & Partners: London Continues to Enjoy Record International Visitor Numbers. *Business Wire*, pp. Business Wire, Oct 15, 2015.

The two articles both state the additional expenditures associated with the events stated. The local sport article states all four of the local swimming events additional expenditure and the major sport article only states the additional expenditure for the 1997 World Badminton event, 2001 World Half Marathon and the 1999 World Indoor Climbing Championship. All the events generated thousands/millions of pounds, with the highest being the 1997 World Badminton event, which generated £2.2 million, whereas the highest for the local swimming events was COSDOM, which figures indicated at £58,875. This shows that the more popular or major the event the more money it is likely to bring in over smaller events. An example of this would be the additional cost of the 2008 Beijing Olympics, where the total additional expenditure generated by holding the Beijing Olympics was estimated at £4948 million in the central scenario by Li and Blake (2009). Li, S.N., Blake, A. & Thomas, R., 2013. Modelling the economic impact of sports events: The case of the Beijing Olympics. *Economic Modelling*, 30, p.235. In Istanbul, Turkey, between the months of April and May 2013, three small scale events were set in place, although tourists attending the festivals spend money in the local economy, the economic impact of the events is limited due to the fact that very few tourists were found to attend the events. The role of the small events as primary motivators for tourism in Istanbul, Turkey is now being questioned, however, the small events could play more important roles as secondary attractions for tourists and guests going to Istanbul. I. Egresi & F. Kara, 2014. ECONOMIC AND TOURISM IMPACT OF SMALL EVENTS: THE CASE OF SMALL-SCALE FESTIVALS IN ISTANBUL, TURKEY. *Studia Universitatis Babeş-Bolyai: Geographia*, (1), pp.47–64.

However, the increasing debate on the relative worth of small events compared to large events there has been a theoretical model to determine whether smaller events are more likely to create positive economic impacts. First, event size and city size are redefined as major factors of resource. The whole concept of an event resource demand and city resource supplies are introduced, allowing for a joint analysis of supply and demand. When local economic conditions are analysed, the framework establishes how the resources of a city, whether that be deficient or surplus, impacts the economic repercussions of an event. The resource-based approach used by public officials and event organisers in making rational decisions for hosting events when they aim for positive economic impacts. Specifically, finding small events have a higher potential for positive economic impacts and hosting multiple smaller sized events is a better strategy than hosting a big event. Agha, N. & Taks,

M., 2015. A Theoretical Comparison of the Economic Impact of Large and Small Events. *International Journal of Sport Finance*, 10(3), pp.199–216.

The articles both compromise on the fact that the total of spectators has a significant amount of impact on additional expenditure for larger scale events that come under type A, B and C, as stated on the local sport article, by UK Sport (2000). This is backed up by the major sport article, as it is said that the methodology used for the 2002 World Snooker Championship was in-fact studied as part of a UK Sport research project. This shows that UK Sport in-fact researches larger scale events, such as the 2002 World Snooker Championship.

Conclusion

The articles both go on to say that small events do in-fact create economic benefits with the “The local sport events” article states that small events do in fact produce limited economic benefits and generate a worthwhile gain to host communities. “The major sport events” article also states that junior events are likely to have the smallest impacts; however, this still clearly states that the article agrees that the fact that small/junior events still have an economical benefit. The articles state that it is very important that the host community benefits, no matter what type of event it is. In conclusion the introduction of an event of any scale is likely to have a beneficial economic impact on the host community via visitor, competitor and local expenditure. However, the larger the event the more revenue it is likely to generate, not only for the surrounding area but also for the event itself.

References

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