

Comparison Between Article 1 & 2

(Article 1 – Economic Impact on Local Events Article 2 - Economic Impact of Major Sports Events)

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Similarities	Differences
Both articles look at the economic importance of sports events	Article two mentions the differences in event strategy between USA and Europe
Both articles format their articles in a similar structure	Article one focuses on local events. Article two focuses on major events
Both articles agree the majority of economic impact comes from spectator expenditure	Article two studies a wide variety of events. Article one studies similar local events
Both articles use visual aids to present their findings through the use of graphs, tables and charts	Balanced Scorecard - sports development, media and sponsor value, place marketing
Both articles used the same methodology as UK Sport	Typology of events are only mentioned in article one

References:

Photo

https://upload.wikimedia.org/wikipedia/commons/9/9a/Berliner_Olympiastadion_night.jpg

Gratton, C. Shibli, S. and Coleman, R. 2006. *The economic impact of major sports events: a review of ten events in the UK*. [ONLINE] Available at: https://moodle.uwtsd.ac.uk/pluginfile.php/113312/mod_resource/content/1/gratton-article-the-economic-impact-of-major-sports-events.pdf. [Accessed 31 January 2018].

Wilson, R. 2006. *The economic impact of local sport events: significant, limited or otherwise? A case study of four swimming events*. [ONLINE] Available at: https://moodle.uwtsd.ac.uk/pluginfile.php/113311/mod_resource/content/1/Economic%20impact%20local%20events%20Wilson.pdf. [Accessed 31 January 2018].