

Economic impact of local sporting events

Sport, Tourism and mega-event impacts host cities

Main Point

Through this article they are using swimming events, to investigate the wider economic benefits of hosting sport events, in their hosting communities.

Main Point

The article is looking at how events affect host communities and how did the FIFA world cup affect the hosting city.

Main Lines of reasoning

The economic importance of sport and economic impact for spectators.

Dates depending on when the competitions were staged depends on the economic impacts

Main lines of reasoning

Increase in international visitors then bringing in more money.

Gaining the public support is due to economic benefits .

Public events publishing which then gets new stakeholders attentions and support.

Conclusion

Shows the quantifiable data and economic impact estimates.

Event typology (Garatten Dobson and shibli 2000) doesn't recognise regular events like the SOM, MOM and WCSC

Conclusion

Travellers don't want tour packages, prefer to sort out their own transport.

Port Elizabeth need to continue in order to constantly remind people of the potential of the region.

Methodology

Studies based on primary research (self completion questionnaire) same questions used for each events.

Methodology

Questionnaire , Visitor socio-demographic information, Consumer spending Previous attendance/ visits

Perceptions of the destinations