



The Impact of Mega Sporting Events on The Economy of a Country-People's Perception

DR. SANGEETA SHARMA

Associate Professor,

Dr. Bhim Rao Ambedkar College, University of Delhi

MADHAV MUNDHRA

Student, B. Com (H), St. Xaviers College, University of Calcutta

Abstract:

The hosting of a Mega Sporting event is a proud moment for any country, especially in today's times when a nation's branding has become a thing where all the countries have a certain image or perception about themselves which affects the kind of collaborations it has or will have on exports and imports, product and service price rationalisation, tourism etc. Important to note that a mega sports event is not only defined by the number of fellow countries participating but also by the number of tickets sold, the extent of media coverage, and total cost including capital investment. The impact of these events is different on developed and developing economies because of the scale and magnitude of investment and optimum utilisation of capacities. From a resident's perspective, the benefits are both tangible and intangible, though for an outsider it's a destination with potential tourism opportunities. Mega Sporting Events add great value to the portfolio of a country's achievements and help garner a lot of incoming and ever-needed investments, but the capitalisation of the collective is what sets the host country apart. All in all, Mega Sports Events provide the necessary stimulus to the host countries that are undergoing a metamorphosis in terms of leadership, people's attitude, economic health and sporting culture.

Keywords: *Mega Sporting, People's Perception, Sports Tourism, Economy, Social Impacts.*

1. Introduction

As per, (H. H., 2012) "Mega Events are generally short term, onetime events that are usually high profile in nature and are hosted by an entire city". According to (Muller, 2014) "Mega events are onetime events that can attract a huge mass of spectators, have a global reach, are expensive (at a significant cost) and have an impact on the host city and its inhabitants". This means that the events can be hosted by multiple cities each hosting it after a specified time period when the event comes next, for example an Olympic game is held once in every four (4) years. This concept of a Mega event occurring once in multiple years amplifies its importance and arouses a lot of curiosity. The best characteristic feature of these events is that multinational athletes can be aligned in the same manner, under the same umbrella of rules and guidelines without having to worry about the geographic location, language or any other political or cultural differences. There is a logical flow to how a mega sports event happens. It all starts at the pre-event stage where bidding and acceptance or rejection comes into the picture. Then comes the on-going event stage which is very small and is usually the length of the tournament after which we have the post event stage which has the dismantle phase. All the stages are essential because different stakeholders are involved at multiple touch points and making everyone happy or satisfied is what the host country should aim at.

Bidding
Acceptance
Hosting the tournament
Dismantle

Another important point to note here is that both pre-stage and post stage has long term impacts and take time. For example, the FIFA Olympics that was held in 2014 at Brazil was decided way back in 2007 so that Brazil could make requisite arrangements and infrastructural improvements. Similarly, the post event stage takes years to fathom the benefits or otherwise that has transpired on a country due to hosting of a mega event.

The event is generally hosted by a parent body or a committee which is not a native of the place where the event is happening. Now this is the body that decides the rules and regulations, the city that is going to host the event, the time duration for which the event will be operational and so on and so forth. The city that is chosen for the hosting of such an event is critically analysed and proper scrutiny is done in respect of the social infrastructure, safety and security, resources both financially and socially etc. Some very renowned Mega Sports events are football world cup by FIFA; Olympics Games by International Olympics Committee, Commonwealth games, Cricket World Cup by ICC, UEFA Europa league etc. Now such events force the host country to undertake infrastructural developments by building new stadiums, roads, railways, other necessary facilities like the bandwidth of the Wi-Fi, Sanitation facilities and beautifying public spaces. Another way of describing the way of events is Pre-games, games and post games. The best part is that all the efforts are equally divided, and they overlap in their execution so much so that without one the other will not function. Minute details that have to be kept in mind regarding the organising of a Mega Sporting event is that Sponsors and their visibilities overlap with common organisational goal so much so that the developments align with each other.

Single Sport mega event tends to make future use of the build capacity more than that of an event like Commonwealth games or an Olympic Games where multiple things require varied attentions from the host country's perspective. Another most important and redoubtable factor of such an event is the legacy that they leave behind for the country or the city to reckon with. Another major benefit that the host country experiences is that it gets great media coverage and it becomes a hub of tourism from a large number of fans coming from different corners of the world. The economic factors are on a high and even the indigenous industries receive a push as most visitors tend to purchase local things as a token of remembrance or souvenir and tend to spend substantially on transportation, accommodation and food items. Now we zoom in a little to find that even the media companies, the broadcasters, stadium rights owners etc. also make a huge sum of money from Sponsors, advertisements etc. Sports Tourism has become a legit business due to such events and we have recently seen the rise of independent companies operating in that space. Sports is something that when viewed or played at a huge scale gives rise to many ancillary tasks or jobs that tend to act as a source of livelihood for many.

Another point that makes this topic interesting is that there is a lot of hue and cry about a Mega Sporting event but usually the general public fails to know the big aspects of the event except one which is who has won the event. The fact that there is crazy fandom associated with such event and the entire world just frantically gets involved through any form of media or by its physical presence makes it even more engaging and exciting. Sports in general is a lot about association and affiliation but Mega Sporting events defy this logic to an extent as people do affiliate with their personal countries, but they also hoot for the talent once their country does not stand a chance at the championship title. For Example – India does not qualify for the FIFA World cup, but still it is one of the most awaited events in the country's events calendar as people support different countries with equal passion and loyalty. There are different kinds of fans namely – Local, Temporary, Devoted, Dysfunctional and fanatical and the intention of a Mega Sporting event is to reach and involve all kinds of fans. The problem with fan gratification is that they are varied and widespread and the event is concentrated in terms of physical reach and that is why

a lot of media collaborations and fan engagement activities must be centred around the supporters. Fandom test is for real and many companies leverage this crazy fan following by roping in players from respective teams or building a campaign around a winning team. What companies leverage is the fact that sports brings in participation in huge numbers which helps them reap benefits in terms of reach and impression. A mega Sporting event needs meticulous planning and execution and an extreme degree of consent to invest dollars in infrastructure capacities and high-quality venues, but the measurement should not only be based from a financial perspective and all the other soft aspects must also be taken into consideration.

A bottom-up approach should be used by us if we want to evaluate the legacy that goes behind making such huge mega sporting events. Both soft and hard aspects need to be examined as these are evaluated by seeing the changes in the structure of the event such as that of public emotions, infrastructural developments, culture and ethics of a nation, knowledge centrality etc. There are defined models for measuring the impacts as in most of the work done in this topic have adopted comparison analysis model where they compare the statistics of three to four Mega Sporting events and then analyse and forecast or extrapolate the trends. Another major thing with Mega Sporting events is that all the leagues, the owners of different teams and even the committee behind the organisation of the event have a very positive stimulus to put forward the economic statistical numbers that are huge so that they can evenly see out the gargantuan public subsidies or benefits that they receive.

The funny part is that the event can be viewed as a political gimmick to showcase the socio political, cultural, Legal and other powers of a nation. The hint is that the country has reached a stage where they can command some respect and have a social currency in terms of respect and reverence. However, despite all these intangible aspects no compensation is greater than an economic windfall where the organisers imagine people in huge numbers coming down to the stadia of the host country and emptying their fat pockets and spending lavishly not only on the tickets and games but on supplementary services as well such as getting their pictures from the stadium when they must have reacted extremely in a tensed or a joyous moment of the game depending on their allegiance of teams. Such services have started to take a major chunk of an audience's share because these are once in a lifetime moment and your reaction during those precious moments are priceless and so people don't hesitate to pay a bit extra for those images. The best part about supplementary services is that they have started to engage the crowd a bit more and has increased or rather solved the problem of audience engagement that was starting to dwindle a little.

We see people talk a lot about anything and everything especially things in which taxpayers money is involved, through this article researchers attempt to understand whether people know about the ramifications of hosting Mega Sporting events and the fact that the governments are so actively involved in the bidding clearly shows that money from tax is being used because they think that there is a direct economic benefit to it. Another angle that this dissertation will touch is the aspect of perception that people have in mind as to what does hosting a Mega Sporting event entail in store for the host nation.

Different types of sport Mega Events → Different impacts on transports



2. Literature Review

The economic impacts of a mega sporting event are found in the rise in potential opportunities, both of the region being known globally, and tourist flocking towards it and increase in the number of future exchanges that are commercial inherently. Now such events make more and more people come to the nation and creates multiple job opportunities through various industries which eventually leads to the overall improvement of the country's economic health. Majority of the work that has been done in this domain is concerned with the socio-economic aspect of it and many renowned scholars have done a clear Cost Benefit Analysis of hosting such events. Very rare events can bring the world together and Mega Sporting events like FIFA, Olympics, Cricket World cup etc. are some of the examples of this weird and distinctive experience. When these Sporting properties identify a location, the place benefits with increased infrastructure, increased employment, rise in public understanding and a sense of gratification that showcases and beams around the universe.

(J., 2012) this paper highlights the fissures between the actual and expected outcomes of rewards that are economically satisfying. He conveniently understands the trade-offs and the opportunity cost associated with such events vis-à-vis Olympic summer and winter games. The Olympic Games in particular receives a lot of traction and people from all over the world religiously view it. This event has viewership in millions and creates a positive perception about the host country and puts it in the limelight. The paper also clearly highlights the benefits that the tourism sector will en cash upon once the games are over and people will spend in experiencing the beauty of the host country. Local and ancillary industries like hotel chains, food joints, public transport and other amenities get a boost from

tourism directly and develop an enhanced perception about the host nation. The paper also mentions the increase in the number of sporting events from 43 at Athens in 1896 to 302 at London Olympics 2012, clearly stating the increasing opportunities and costs in terms of infrastructure and other basic facilities. (M., 2007) This paper shows us the benefits of Mega Sporting events in terms of employment generator. Such events create a triad of employment opportunities in the form of direct, support and indirect employment. Direct refers to the most visible and tangible ones like organising the games etc. Support includes indirect employment through hotels, construction, tourism etc. and Indirect is when there is local expenditure by visitors. The paper tells us that such kind of events provide temporary jobs as people will not have extra requirement as they do when such events occur. Green in 2003 argues by saying that the estimated figures of employment are overshoot by a substantial amount because they do not consider the work migration ratio.

(E., 2003) The author agrees with the above comments but somehow is sceptical and not happy about the researches done on this topic. He believes that the studies have always meant to highlight the positive aspects more than the negative ones. He says that the results were not an outcome of primary data but was influenced by the constituents of the event. He was not happy with the fact that supply side limitations were not taken into consideration. Things like investments from the people, taxpayer's money, amount of tourist getting displaced, high demand leading to high pricing and thereby lesser supply thus creating a scarcity of resources.

(H. P. , 2002) is in sync with the above arguments and says that the good things are always over shown when studies related to Olympic Games have taken place. He further adds on that an apt indicator of economic health will warrant research to start several years prior to the event and to continue for many years to come. The research is extremely expensive and takes a great toll on the budget which seems to be the reason why it still has not been conducted.

Other studies such as Rose and Spiegel (Rose, 2009) have discovered that nations that host Olympics experience a huge improvement in trade and commerce, whereas (Applebaum, 2014) suggests that there is nothing more than prestige to gain from such events.

From a strategic view the main purpose of such events should be to improve the image of the nation and bringing it to the forefront, attracting a multitude of investment opportunities plus creation of employment. (A., 2005) points out that looking at the financial aspect of the event gives a very skewed view, whereas we should see the impact the people coming from outside have on our economy in terms of currency that they spend.

(Roche, 1994) believes that successful mega sporting events has an everlasting impact on tourism, relocation of the industries and inward investment. Studies have proven that during the entire phase of organising (before or after also) the currency of that particular economy appreciates and becomes strong in the world market. There is proper evidence that stock markets respond positively when the host nation for a mega sports event is announced (N.P., 2012). This was also verified in the case of Athens Olympic Games where the Greece Stock Exchange behaved positively on the declaration of Athens as the host (Veraros N., 2004). Similarly (Q., 2008) found a cumulative out of the box return of 2 % which is extremely positive.

(J. Z. Y., 2009) Showed that all the residents of Beijing were quite happy after the Olympic Games especially because of the socio economic, urban and economic developments. But according to (J. O. , 2005) mega sporting events does not have futuristic long term gains. (D. O. , 2006) Tells us that hosting the event just act as a seed fund , what utilisation the fund is made to plays a huge role in the proceedings.

Many a times the focus is on the benefits that are not direct, for example – the feel-good factor and other such intangible things that are difficult to quantify. A study by Rose and Spiegel has arguably put forward that the Olympics games give a signal of competitiveness and openness in terms of exposure even to all the bidders who are in the race to become the host country.

2.1 Visitor Spending

Another interesting study that I have come across is the visitor spending that people do while touring to places that are conducting such Mega Sporting events which is of prime importance to people such as Government, the organisers and the like. Since 1986 one company that has really seen and capitalized their potential in the payment gateways during these events is VISA, they have a constant sponsor throughout the world for Olympics and have also been the payment service partner so much so that only VISA card will be accepted at the match venues till 2020 Olympics games that is supposed to be held at Korea.

According to a paper written by VISA (VISA, 2010) in the context of Mega Sporting Events international debit, credit and prepaid card plays a crucial role. The ease with which a traveller can manage around an unknown host country while carrying on with day to day functioning depends on the cards and with which company are, they associated with. Due to such special properties the international card market size is of huge size now and is still growing. VISA alone has a strong base of “1.8 billion cards, a few millions of outlets of merchants and 1.7 million ATM machines in more than 200 countries and territories worldwide” When people make payments through these cards a lot of data is generated about their spending patterns or the quality and quantity of spend and these data are extremely useful for collating reports and doing analysis for use by further government agencies and organising committees. These can be used in planning and execution of better strategies by the host nation and also by the events team. The best part is that the information provided is on a real time basis and is as specific and minute as possible, for example – spent on which day by which nationalities’ individual on what products or service offerings. The method is all the more helpful because costs from the previous years can be taken out retrospectively and compared in order to provide checks or to measure the deviation. According to (VISA, generating visitor spending Mega Sporting event, 2010) “Growth in tourism at different events is as follows –

2010 FIFA World Cup	82%
Vancouver 2010 Winter Olympic Games	93%
Beijing 2008 Olympic Games	15%

2.2 Socio Economic Impacts

According to (M. Malfas, 2004) “It is often argued that the most important reason behind the decision of a city, region or country to host a mega-sporting event is the potential positive impact of the event on the local economy, which in turn can improve the social status of the host community” This, means that society or a nation’s image has a value which determines a lot of things. The weight that a country has in summits or in decisions depends immensely on the social status that it enjoys in the world. (J, 1995) “The economic impact of an event can be defined as the ‘net economic change in the host community that results from spending attributed to the event’ this clearly indicates us to use a comparison method which shows that measuring the tangible and visible improvements or otherwise gives us a clear picture of where a nation stands in terms of socio-economic impact. But in this aspect, we take quite obvious and things which indicate sale directly such as ticketing, sponsorship rights, media rights etc., but these might not show the development in true sense as these are just the cost that are used for covering the whole event. The fact that they increase awareness and thereby attract investment and result in generation of more jobs in not directly accounted for. The flaw therefore in most studies is that they account only for event related costs and that people incur or accrue directly. Now in response to the problem of job creation there is no doubt that such events can actually add to the employment numbers and can affect them significantly both directly in the terms of jobs associated with the event and

indirectly to tourism and retail industry through increase in volume of visitors and also the construction sector as major changes are entertained by this industry. But a major analysis flaw is that we don't look at the quantity and the duration of the jobs created. As (S., 1995) clearly says that these events creates more of service related jobs which are more than often low paying part time jobs. It also shows that the Olympics held in Barcelona resulted only in very few permanent jobs. We also know about the tourism boom at the 1996 European Championships (Football). The study (Dobson N., 1997) shows that "Football European Championships helped push Britain's trade balance into its first surplus since the beginning of 1995. In total, over 280 000 visiting spectators and media came to the UK to attend Euro'96 matches, spending approximately £120 million in the eight host cities and surrounding regions during the three weeks of the championship"

Media coverage is also extremely vital for these events as once the host cities are recognised and identified in the World market; their attitude never remains the same as they have increased their worth. Due to them getting in the limelight it boosts tourism a lot and concepts like package tourism and sports tourism emerge. However, there are researches and studies showing otherwise where more than required media coverage have failed to cement the image of the country something different then what it already had.

Let us now delve deep into the negative impacts of the events of which the 1996 Atlanta Games is a brilliant example. As per (beaty A., 1999) According to the investigation conducted the societal impact has been that 15000 people who stayed there were removed from the housing projects that were to be inculcated in public expenditures and were shattered to make space for accommodation concerning the Olympics. Apart from that during the time frame of 1990-95, "9500 units of affordable housing were lost, and \$350 million in public funds was diverted" from official housing projects and other ancillary support services for the under privileged to the beautification and preparation of Olympics. On top of this the shelters that were homeless were used as backpacker accommodation in the Olympic Games. In conclusion I think to assess the socio-economic impact the following things should be kept in mind, first it should be of conclusive evidence that the host nation uses this one-time push of grandeur for regular follow up events, greater investments, increase in social value, positive nation branding and regular tourism. Second the potential should be evaluated once the benefits have been realised and materialised. Moreover, doing a cost benefit analysis to have desired outcome might help but it should have direct, indirect or tangible and intangible aspects both. Attention should be paid in details that the results that are to be shown to the concerned authorities are not manipulated or forged to bring out the best outcome or emotions.

2.3 Socio Cultural Impacts

If we see a Mega event independently as an activity invested in sports only then we can be mindful or doubtful of the fact whether that event will give the host country socio cultural benefits or not but according to (J.R., 1984) sports events which are as huge as Olympics can raise the awareness and increase manifold times the local engrossment and participation in sports events. People also claim that it increases "local pride and community spirit" (B., 1998). People also argue that the more people participate in sporting activities in a country, the more a sport gets an opportunity to raise the quality life index for both an individual and to the entire community. (I., 2001) has put forward that the rise in participation in sporting activities gives the people of the host nation a perception of well-being through frolic, happiness, self-satisfaction, self-actualisation, a sense of achievement and this in turn acts as a catalyst for social get together, interaction and removing social awkwardness in people who feel that they are not socially amiable and feel left out and excluded. The best part about such events is that nation pride and traditional values are tested at every step and it gets honed with each passing day of the event and a leaf is borrowed from the hallowed history of the nation which stands upright after all these years of struggle. Gender equality and diversity is another thing that such a huge scale event aims to achieve as reports of previous such mega sporting events have shown that women participation has

actually increased, and lot of women have taken up to playing as a leisure activity or professionally.

2.4 Physical Impacts

Mega Sporting events create great exciting opportunities to build up new sporting facilities and also improve and increase the existing ones, not only the sporting facilities but also the physical environs in and around the city. When a host nation wins the right to host a Mega Sporting event they have to better their infrastructures, i.e. from roads to bridges to public amenities like transportation from different places to the venues where the matches are being conducted, public toilets, drinking water etc. and other facilities because the image of the country is at stake because a lot of visitors from all across the globe will be visiting the host country and for them first impression and the experience and the look and feel of the country matters as they will go back to their respective countries and talk about it and this is where the word of mouth comes into the picture. To top it all a lot of emphasis is also given to the physical appearance of the city thereby improving commercial venues, malls, restaurants etc. According to Essex and Chalkley the best illustration of a Mega sporting event being used in a way to boost urban development is the 1992 Barcelona Olympics “where major investments were made for new transport systems and for the rejuvenation of a run-down coastal area which now has a new marina, leisure facilities and attractive sandy beaches” (B., Olympics games - catalyst of urban change, 1998).

2.5 Political Impacts

The organising of a Mega- Sporting event of the stature of a FIFA or an Olympics has an important and main recipient or constituents in terms of governments that are central or state. Now another reason is that the cost makeup requires a lot of covering and such attached infrastructure cost or the during event cost from ticketing or from sponsors, media rights etc. are not managed independently by the organising committee and therefore government has to pitch in which economic contribution from their side. (H., 2000). Inescapably, thus, the big decision to make a bid for organising a Mega Sporting event is more often than not supported by governments who take these decisions proactively more so when they see a potential pay back in tangible or intangible forms. Now another trend which we have noticed is the involvement of the local or the low-level governance in the decisions of hosting and organising such events. There is this general thing that we see is that apart from Football events rest of the huge events are allocated to cities rather than nations or countries. According to (D., 1989) the local governments have started operating independent of the central or state governments and this has affected the entire industry and country positively as nepotism or biasness have been replaced by competitiveness. This in turn requires effective leadership and spirited business acumen so much so that economic benefits have to be extracted out of every possible opportunity. Nowadays what happens is that not only governments, but also private and business organisations are consulted for the decision regarding hosting and bidding for Mega Sporting events. One good thing that credits in the account of Mega Sporting event is that they bring elites from corporates, politics and businesses together in a mutually beneficial relationship which helps the city to gain funds from the higher authorities of the government in addition to the push that local tourism, retail and infrastructure industries get. A term called “Politics of Place” (H. L. J., 2000) illustrates different campaigns involved in making the people of the host nation convinced that such an event will benefit the country in general and the residents in particular. Another political implication for a Mega Sporting is that organising and hosting such a grand event requires connections and favours from governments of multiple countries and thus networking and connection of a country is of utmost importance.

2.6 Nation Branding

Nation branding targets to assess, make and control the repute of nations. It is basically everything that a country represents and can leverage to gain a strong foothold amongst the big power houses in the universe. Nation branding is important both from the Government and the residents’ perspective because both the parties will leverage the reputation to gain some advantage over its competitors in some way or the other either directly or indirectly. Now all those impacts mentioned above are directly

linked to nation branding and in a sense culminate to form the be all and the end all of a host city's social currency. Hosting a Mega Sporting Event also acts as an indication that the nation is ready to lock horns at the world level with some of the best economies and is equally important and capable. These in turn also become gestures and indications of liberalization and an extremely open economy that loves doing trade and collaborations with other countries. One of the major reason why we think that Mega Sporting Events will have a positive impact on the economy of a country is that they give the hosts a cutting edge in terms of home ground and also in terms of traditions or rules and regulations of a country, they aren't caught unaware in a new place like others. Media attention, National identity development and pride, image change, soft power or diplomacy is some of the variable factors that are crucial for the Nation's branding.

2.7 Peace and Tranquillity

Another variable and intangible factor that we fail to measure is the disturbance in the daily routine that the common public has to face due to such Mega Sports Events. There are enough representative people in the country who still want to go to their work and are not interested in the entire event but such chunk of people have to face a lot of flak from a huge chunk of tourists that have come from different countries. Traffic congestion, food availability, seat during commute, waiting time etc. are all those factors that cause a huge pain to the residents' and thus results in occupying a negative mind space of not only the event, but it also spills over to the sport that is played in that event.

Enough studies have been done on the economic impacts of Mega Sporting events but through this we are trying to fill the gaps in the study. The bone of contention is that do taxpayers know that their money is being used in hosting such an event and what are their views or perceptions about the effect that these Mega Sporting Events have on the economy of their countries.

3. Research Methodology

3.1 Research Gap

There have been significant studies around this topic but most of them are around either positive or a negative impact of Mega Sporting Events in terms of the cost that the host nations have to incur. This study has tried to bridge the gap between the aforementioned studies and will show a balance of or a trade-off between positive and negative outcomes and highlight different aspects of an economy and will also be focussing on how people perceive Mega Sporting Events digging into the fandom that drives such crazy and frantic response and how people perceive various sectors are being affected.

3.2 Research Objectives

The study aimed at achieving the following:

- a) To explore the main factors affecting a host country's socio-economic status.
- b) To assess why people, perceive what they perceive regarding Mega Sporting Events and what it entails in the future for the host nations planning to bid for it.

3.3 Research Design

The study aims to do Qualitative research where we take an approach that allows the study to decipher the respondent's attitudes and beliefs and tie them to the research objectives. The research technique that has been employed has been through Depth Interviews.

3.3.1 Secondary Research

The research has also entailed secondary research regarding the infrastructural developments that take place pre and post a mega sporting event. The tourism aspect has been thoroughly researched by finding proper figures and facts about the same. The data has been collected through online journals, newspaper articles and online official websites.

3.3.2 In depth Interviews

The research entailed in-depth interviews of the millennials that helped us deep dive into the nation branding and understanding the psyche behind the popularity. A proper discussion guide has been created for this and the interviews have been recorded.

Profundity Interviews utilize an immediate up close and personal line of addressing to comprehend the basic convictions, frames of mind and inspirations of the interviewee. It by and large takes 30 minutes to more than one hour to take a solitary meeting. The questioner continually needs to test the interviewee with signals and invigorate a reaction from them, which are important to the examination being directed. This investigation has involved, the utilization of profundity meets as they are the best strategy for understanding the customer's recognition, in the genuine sense. Profundity meetings have been favoured over centre gathering talks, as it helped increase profound knowledge into the point of view of the customer, which probably won't be conceivable in centre gathering exchanges. Also, profundity interviews enabled the interviewee to think profound into the method of reasoning of things, by making them sufficiently agreeable to most likely examine intrinsic manners of thinking. This technique additionally enabled the unpredictable shopper conduct to be comprehended in detail which has been required in this exploration.

4. Sampling

Sampling has been done on the basis of availability and interest of the respondents in Sports. The people chosen are from three cities namely Mumbai, Delhi, Kolkata and Ahmedabad and are students or working professionally or freelancing in their career. All the cities chosen are cities which have a mixed culture and with varied traditions as people from different backgrounds come and reside here and thus a good understanding will be obtained with a tinge of personal cultures and understandings.

4.1 Sample Size

Millennials in the age group of – 15 to 40 have been interviewed

Sample Size – n = 33 or less depending on the repetitions in the insights or saturation in the findings

Ration of Female: Male = 2:1

The interviews have been recorded and transcripts have been used to make the best possible understanding of the interviews conducted.

5. Data Analysis

The respondents' answers have been subjected to a thematic and content analysis to find the main categories that affect the socio-economic aspects of the host country.

Serial No	Categories	Themes	Codes
1	Growth of Tourism	International Inflow	"I remember when the commonwealth was announced in India, Airports were rebuilt to welcome the tourists and flight schedules were introduced.
			" I feel international contestants come to India and because of those extra flights are also launched
			" A lot of guests are hosted by the hosted country and which boosts the travel economy."

		Hotel Industry	" Hotels offer a group discount for hosting groups which travel back to India.
			" At the time of such events the hotels get booked, I feel for VIPs and celebrities, five stars also service better"
			" I feel that because of all such events brings a bit hit to the hotel industries"
		Inter and Intra State tourism	" I went to Wankhede stadium for the World Cup final from Punjab at the time of 2011 world cup."
			" Auto Rickshaws and Radio Taxis services were so much improved in Delhi. I have witnessed that time. And traffic Conditions got worst"
			" Special trains from many states are also launched."
2	Nation Branding	International Relations	"Hosting other countries and ensuring good hospitality services definitely pays in the long run I feel and it improves the foreign tie-ups as well"
			" I also see apart from the sports, marketing and promotion of different things through international players is present."
			"In order to build thea top-notch infrastructure for the games; I have read that many of the resources etc are sourced from other countries."
		Global Image	"While branding the event, the country gets branded on its own. In the music videos etc the country is shown"

			"All the good attractions of the country is covered"
			"The country needs to look good as along with its talent in sports, its other aspects like tourism, culture, lifestyle is also covered."
		Future Tie-Ups	"I feel after one event being conducted on a large scale; the country will be able to take up more such responsibilities."
			"The connection of that event with the country will always be present."

5.1 Discussions

5.1.1 Tourism Industry

The respondents were asked for their memories about particular events such as an Olympic game or commonwealth game they have witnessed in a particular industry. They have responded that during that time one of the fastest and most important impactful industry was the travel and tourism industry. The respondents have responded that at a f the event, the international inflow of tourists/visitors who are spectators increase. Contingents from different countries also come to India to represent their countries. And as a host country, let say Brazil for Rio Olympics, they get to host dignitaries from the different countries who come to support their players who represent their countries. This way special travel arrangements are made for them. And the positive effect is shown in the traffic on airports from international countries.

The other part of the tourism industry which has been positively impacted is the hotels and hospitality sector. Most of these dignitaries and VIP guests prefer to stay in Five stars and for celebrity contents, special arrangements are made. For instance, one of the respondents has mentioned: "How Indian team stayed at ITC Maurya during one of the major innings at Delhi Feroz Shah Kotla Stadium." This way the bookings of hotels also become a peak season in and around the major sports event happening in the host country.

The next finding in the same category is the influx of traffic and better conditions roads and transport services. It is has been found that special trains and the local transport system is rebuilt and becomes quite effective. Better efficient options become accessible during such events. One of the best examples are the taxis in Delhi during the Commonwealth Games in 2010. So, from the responses from the respondents, it can concretely be concluded that such events have a great impact on this part of the economy of the host country.

6. Conclusion

Mega Sporting Events contribute immensely not only to the country's economic growth but also to its general well-being and upliftment. The benefits to the host country include robust infrastructural growth covering several sectors- media, transport, sports, telecommunication and hospitality. There is a clear benefit to the exchequer through a number of taxes on goods and services. In all, such events create a win-win situation for multiple stakeholders rendering not only tangible but also intangible gains.

References

1. Bull, C., & Lovell, J. (2007). The impact of hosting major sporting events on local residents: An analysis of the views and perceptions of Canterbury residents in relation to the Tour de France 2007. *Journal of Sport & Tourism*, 12(3-4), 229-248.
2. Kim, A., Choi, M., & Kaplanidou, K. (2015). The role of media in enhancing people's perception of hosting a mega sport event: The case of Pyeongchang's Winter Olympics bids. *International Journal of Sport Communication*, 8(1), 68-86.
3. Ma, S. C., Ma, S. M., Wu, J. H., & Rotherham, I. D. (2013). Host residents' perception changes on major sports events. *European Sport Management Quarterly*, 13(5), 511-536.
4. Florek, M., Breitbarth, T., & Conejo, F. (2008). Mega Event= Mega Impact? Travelling fans' experience and perceptions of the 2006 FIFA World Cup host nation. *Journal of sport & tourism*, 13(3), 199-219.
5. Gursoy, D., & Kendall, K. W. (2006). Hosting mega-events: Modeling locals' support. *Annals of tourism research*, 33(3), 603-623
6. Higham, J. and Hinch, T. (2009), *Sport and Tourism: Globalisation, Mobility and Identity*, Butterworth
7. Heinemann, Oxford.
8. Higham, J. and Hinch, T. (2009), *Sport and Tourism: Globalisation, Mobility and Identity*, Butterworth
9. Heinemann, Oxford.
10. Higham, J. and Hinch, T. (2009), *Sport and Tourism: Globalisation, Mobility and Identity*, Butterworth
11. Heinemann, Oxford.
12. Higham, J. and Hinch, T. (2009), *Sport and Tourism: Globalisation, Mobility and Identity*, Butterworth
13. Heinemann, Oxford