

The importance of hosting major sporting events - In all major sports a regular competition is held to determine the world champion. Features of this include:

1. Regularity/Scheduling - Major sporting events around the world repeat regularly and follow a planned schedule set by a committee.

These events may be:

- **One off events** – Olympic and Paralympic Games are hosted by a given city/country. *i.e. London 1948 and 2012*
- **Regular events** – This can be annual, biennial or every four years. *i.e. The UEFA Champions League Final is an annual event hosted by a given City.*
- **Regular and recurring events** – This events are periodically repeated every year in the same venue. *i.e. Wimbledon, Grand Prix or FA Cup Final.*



2. International element - Major sporting events involves athletes from more than one country and is the highest standard of competition. This generates huge interest from supporters and media around the world.

3. Level of investment - Significant amount of investment is required for the event to be a success. *i.e. London 2012 Olympic Games cost around £12 billion*

4. Attraction of funding - Major brands contribute to the cost of hosting a games through sponsorship. *i.e. Visa, Coca-Cola*

The potential **legacy** left behind after hosting a global event includes:

- Sporting legacy
- Social legacy
- Economic legacy

Sporting legacy:

1. Raises the profile of the sport and leads to more participating and watching.
2. New and regenerated sporting venues which leave a positive legacy for years after.
3. Minority sports and Paralympic sports get exposure.
4. Increased funding to ensure host nation do well.
5. Increased revenue for the NGB's for each sport.

Social legacy:

1. More money brought into the city to be used to support public services.
2. Generates a sense of national pride.
3. Improve transport or city infra-structure.
4. Regeneration of the area – Help poorer areas with housing and facilities.

Economic legacy:

1. Boost in tourism and income into the country.
2. More jobs are created.
3. Increased sale of goods both event and non-event related.



Staging a global event has **benefits and drawbacks** for the **host City/Country**:

Benefits	Drawbacks
Investment and development of transport system/infrastructure.	Bidding for the event is expensive and not a guarantee to be awarded it.
Increased tourism	Host can be left with a deficit.
National pride increased	Facilities can end up empty and unused.
Participation rates increase.	Negative reputation if run poorly.
Commercial benefits – money from sponsors and external investment.	Focus on hosting the event can cause a consequence to other services.

Many of the benefits and drawbacks can be linked to the **sporting, social and economic legacies**.

Benefits/Drawback	Legacy linked to
Increase in tourism and revenue.	Social + Economic
Generates a sense of national pride.	Social
Improve transport/city infra-structure/facilities available.	Sporting + Social
More individuals engaging in sport as a result of the major event.	Sporting + Social
More jobs are created.	Social + Economic

R051

Learning Outcome 3

Revision Booklet

Name

Differences between major sporting events

One Off Events	Regular Events	Regular & Reoccurring Events
<p>These only happen in any given country/city once in a generation</p>	<p>These occur on a regular basis (every 1 or 2 years), but will have a different venue</p>	<p>These occur every year at the same venue</p>
<p>Examples:</p> <ol style="list-style-type: none"> 1. 2. 3. 	<p>Examples:</p> <ol style="list-style-type: none"> 1. 2. 3. 	<p>Examples:</p> <ol style="list-style-type: none"> 1. 2. 3.



International element

The following events are classified as international sporting competitions:

- Olympics & Paralympics
- The FIFA World Cup
- Rugby Union Six Nations

The reasons why these major sporting events above have an international element are because of the following reasons:



Task 3: Investment, how is it obtained?

Where does the money come from to host a major sporting event?

It requires a large amount of money to put a major sporting event together, this money often comes from the following organisations:

- S _____
- G _____
- I _____ G _____ B _____
- T _____

Who do sponsors support?

Sponsorships can support the:

- E _____
- P _____
- A _____
- O _____

Task 4: What are the lasting legacies of hosting a major sporting event?

<u>S</u> Legacy	<u>S</u> Legacy	<u>E</u> Legacy
Using major events to help improve the day to day lives of local residents , e.g. housing and transport	Using major events to increase the participation in sport across all social backgrounds	Using major events to increase the tourism, investment and economic growth of a country
Examples: -Improved transport links -Improved and cheaper housing -Improved culture awareness - _____ _____ - _____ _____	Examples: -Increase in participation levels -Increased role models -Increased media & awareness of sports - _____ _____ - _____ _____	Examples: -Local businesses make a profit -Increased amount of jobs available -Increased economy - _____ _____ - _____ _____

Task 5:

What are the benefits and drawbacks of hosting a major sporting event?

Benefits	Drawbacks

Benefits

Drawbacks

The investment from a major sporting event can be used to improve the transport system within the city as they have to be able to deal with the influx of tourists and spectators who will visit before, during and after the event.

The bidding process to try to host a major event is very expensive and there is not guarantee that they will even be awarded the event. Tokyo spent \$150 million on a failed bid for the 2016 Olympics but did win the 2020 bid.

There will be an increase in tourism- both direct and indirect. Direct tourism is people who visit the city to watch the event. Indirect tourism is the tourism after the event as they have been made aware of the city after the event via the media.

The costs of hosting a major event can actually outweigh the money it raises so it can actually be at a loss. This happened in Montreal in 1976 and it cost the tax payers 30 years to pay off the debt.

There will be some commercial benefits. For example, the city will receive money from its sponsors of the event.

The purpose built facilities can often end up unused after the event if the legacy is not planned and implemented successfully. This results in the facilities being a waste of money.

The investment that is drawn into the city that would not be otherwise. For example, investment into infrastructure, transport links and stadia/facilities.

If the event is not run properly, it can have a negative impact upon the status of the country. It can also have a negative impact on the status if there is any controversy. For example- the Munich bombing in 1972 and the over spend which majorly affected Greek economy in 2004.

There might be an influx of people wanting to participate in particular sporting events. This is especially the case in sports that the host country has excelled in and won the most medals. For example, the UK saw an increase in cycling participation after London 2012 cycling success.

Major events may only increase the participation for one or two sports and not necessarily across a range of sports.

There will be a large number of jobs created by many different industries as a result of hosting a major event. From the building of the stadium, to the extra transport drivers needed, to the increase in food and drink outlets required.

There may be arguments between the organisers on where the funding should go and how it should be spent which may cause the event to be run poorly.

The current sports facilities will be improved or new ones will be build in order to meet the demands of a major event. These facilities will also be useful for ensuring the legacy is able to continue in the city.

The legacy demands may be hard to meet, causing the legacy to be unsuccessful. It is important that it is planned out thoroughly as to not waste money and time.

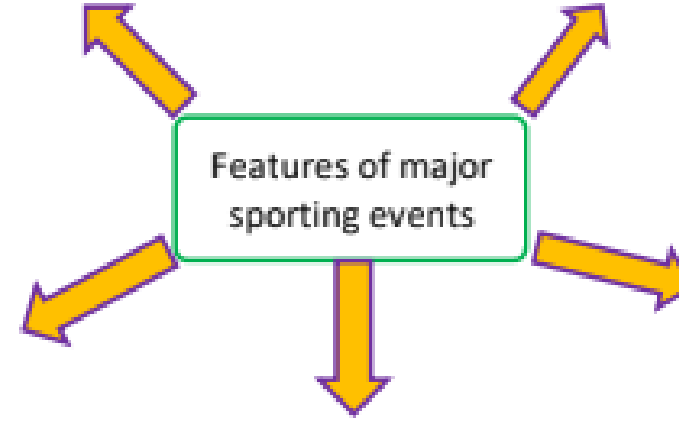
A major sporting event will raise the status of a country as people will see and hear about it on the media. This is known as the shop window effect as it advertises that country to the world and draws people in.

In order to meet the costs of the event, the public taxes may be raised in the host country. This leads to groups of individuals who are miles from the event feeling as though they are not benefiting it being in their country. Lots of residents are unable to access the events despite having to pay towards the costs of it.

As a result of hosting a major sporting event, the morale and national pride is often instilled back into it's people as they see what they have achieved in hosting such an event and the successes their athletes are having.

LO3: Understand the Importance of Major Sporting Events

Examples of major sporting events:



Benefits of hosting:

Drawbacks of hosting:

Sporting Legacy	Social Legacy	Economic Legacy
Def:	Def:	Def:
Example:	Example:	Example:

LO3: Understand the Importance of Major Sporting Events

Describe three features of an international event (3)

- 1.
- 2.
- 3.

Describe three possible negative impacts on a host city after an international sporting event? (6)

- 1.
- 2.
- 3.

Give four possible disadvantages for a country of hosting the Olympic Games (4)

- 1.
- 2.
- 3.
- 4.

Give two examples of the following positive legacies from hosting a major sporting event (6)

Sporting

Social

Economic

Which one of the following is an example of hosting a “one-off” sporting event? (1)

- a. Wimbledon
- b. London 2021
- c. British Formula 1 Grand Prix
- d. FA Cup Final

Identify two major sports events and give a feature of each (4)

Sport Event 1:

Feature:

Sport Event 2:

Feature:

CQ

Explain the positive legacy of a major sports event such as the London 2012 Olympics (8)

Level	Description	Marks Awarded
Level 3	A comprehensive response	7-8
Level 2	A competent response	4-6
Level 1	A basic response	1-3
0	No response/not attempted	0

TIPS:

Explain: the **POSITIVE** effects of a major sporting event on **ALL THREE LEGACIES**

Link & Examples: Give examples and link to London 2012

CQ

Explain the positive legacy of a major sports event such as the London 2012 Olympics (8)

Sporting Legacy	Social Legacy	Economic Legacy
Examples:	Examples:	Examples:

Level	Description	Marks Awarded
Level 3	You must talk about all 3 legacies: sporting, social and economic	7-8
Level 2	You must speak about at least two legacies: social, sporting and economic	4-6
Level 1	You must speak about at least one legacy: sporting, social and economic	1-3
0	No response/not attempted	0

