

# OCR Sport Studies Knowledge Organiser

## R184 TA3 The implications of hosting a major sporting event for a city or country

<p><b>Regular sporting events</b></p>	<p><b>Regular and recurring sporting events</b></p>	<p><b>One off sporting events</b></p>	<p><b>Nature of the event</b></p>
<p>Held in a different city each year but could return after a few years.</p> <ul style="list-style-type: none"> <li>- UEFA Champions' League Final</li> <li>- Tour De France</li> <li>- 6 nations</li> </ul>	<p>Held each year at the same venue/city.</p> <ul style="list-style-type: none"> <li>- Wimbledon</li> <li>- Formula 1-Silverstone</li> <li>- FA cup final</li> </ul>	<p>Held in a host city once in a generation.</p> <ul style="list-style-type: none"> <li>- Olympics</li> <li>- Paralympics</li> <li>- Football World Cup</li> <li>- Rugby World Cup</li> <li>- Netball World Cup</li> </ul>	<p>The event is usually international: involving participants and spectators from two or more countries</p>

<p><b>Positives of hosting a major sporting event-PRE-EVENT</b></p>	<p><b>Positives of hosting a major sporting event-DURING</b></p>	<p><b>Positives of hosting a major sporting event-POST EVENT</b></p>
<p>Bidding for the event can create pre-event sponsorship</p> <ul style="list-style-type: none"> <li>- Improved infrastructure and transport systems development</li> <li>- Financial/commercial investment/support- social and economic attractiveness of a host city/country in securing investment</li> <li>- The potential for increased employment</li> </ul> <p>Local/national objections to the bidding process</p>	<ul style="list-style-type: none"> <li>- Improved social infrastructure</li> <li>- Improved national morale/social cohesion</li> <li>- Increase in national status</li> <li>- Greater national interest in sport</li> <li>- Increased media coverage of the sport(s)</li> <li>- A potential increase in direct and indirect tourism</li> <li>- An increase in short-term employment during the event</li> </ul>	<ul style="list-style-type: none"> <li>- A legacy of improved/new sporting facilities</li> <li>- An increase in the sports' participation</li> <li>- An increase in the profile of sports involved</li> <li>- A legacy of improved transport and social infrastructure</li> <li>- Raising of the city/nation's international profile/ status</li> <li>- An increase in future financial investment</li> </ul>
<p><b>Negatives of hosting a major sporting event-PRE-EVENT</b></p>	<p><b>Negatives of hosting a major sporting event-DURING</b></p>	<p><b>Negatives of hosting a major sporting event-POST EVENT</b></p>
<ul style="list-style-type: none"> <li>- Bidding can be expensive, especially if they don't win the event</li> <li>- Costs can be more than what is made by the event</li> <li>- Local/National Social objections - how money is used for bidding for an event, instead of being spent on perceived greater social needs and the impacts</li> </ul>	<ul style="list-style-type: none"> <li>- Increase in transport, litter and noise</li> <li>- The potential for an increase in terrorism and crime</li> <li>- Poor performance by home nation/team and the impact on national pride/morale</li> <li>- Perceived relegation/lack of investment in regional areas not involved in the national event</li> <li>- Negative media coverage of perceived deficiencies in the organisation or infrastructure/facilities</li> </ul>	<ul style="list-style-type: none"> <li>- The event might have costed more to host than the revenue generated</li> <li>- Sports facilities unused after the event</li> <li>- A loss in national reputation/status if the event was badly organised, the host nation's participants performed badly, or scandals emerged</li> </ul>