



## **Resource Guide The Impact of Events**

### **INTRODUCTION**

As the Event Management industry has grown it has emerged as an academic discipline with an increasing number of undergraduate and postgraduate courses. Event managers must consider the impacts of an event throughout each stage of the planning process and beyond. Event impacts also tax the minds of funding organisations and policy makers in order to justify public spending on events and to justify any negative externalities. The majority of bids for large-scale events such as the London 2012 Olympics are now won on the regeneration opportunities which hosting the event will offer. Thus, events management literature, especially in the academic journals, has tended to be dominated by studies of event impacts.

This guide aims to direct tutors, students and researchers to the key texts, journal articles and web-resources in order that they might unravel the diversity of event impacts and their interrelationships. Given the inherent research nature of assessing event impacts much of the literature on this topic is based in research journals rather than text books. Therefore the content of some of the material listed in this resource guide may be more appropriate to final year undergraduate and postgraduate students rather than first and second year undergraduates. However, many of the standard events management text books cover event impacts. These texts are listed at the start of the bibliography and provide an accessible resource for undergraduate students.

### **SCOPE AND CHARACTERISTICS OF THE SUBJECT AREA**

The study of event impacts has been driven by a need to examine the positive and negative impacts of holding events in order to justify public spending on events (Faulkner et al 2003) and a need to leverage the best possible benefits for communities that host events, often termed the legacy (Ritchie 2000). To date the event impact literature is rather piecemeal (Faulkner et al 2003). As events themselves are often one-offs, so too are the studies of event impacts so a solid body of comparative evidence has been slow to develop. Studies are applied and economic analysis dominates. Given the difficulty of comparing different cases and a tendency to predict economic impacts rather than undertake confirmatory analysis after events have taken place, there are various claims to the reliability or otherwise of economic impact studies and methodologies (Chalip 2004). This is being addressed in more recent work with economic impact studies coming out in the

months following the event. The negative impacts and the unequal distribution of benefits are also less commonly explored (Hiller 1998).

While much of the literature focuses on economic benefits, many authors (for example, Carlsen and Taylor 2003; Fredline et al 2003) suggest more research is needed on the social, physical, environmental and tourism impacts of events and their interrelationships. To this end there have been various attempts to develop an event impact evaluation framework (for example, Hiller 1998; Ritchie 2000; Faulkner et al 2003). The work by Ritchie on the Calgary Olympics (Ritchie 1984) is the earliest and most commonly cited example. This guide sets out the key frameworks used to analyze event impacts and guides readers through the range of impact analysis topics.

The most recent literature indicates a new focus is emerging with an emphasis on leveraging positive benefits of an event (Chalip 2004; O'Brien 2006). This growing body of knowledge draws more on qualitative studies to analyse the equity of benefits and to explore the most productive strategies for enabling host communities to benefit from an event.

## **IMPACTS, BENEFITS, LEGACY AND LEVERAGE IN AN EVENT CONTEXT**

### **Impacts and Benefits**

In an events context impacts encompass a variety of positive benefits and negative impacts which might accrue as a result of an event taking place. These impacts and benefits may be apparent before the event takes place, during the event or after the event. They may be felt by a variety of stakeholders including participants, local businesses and the host community. An event will affect people in different ways, thus, there may be inequity in the distribution of impacts and benefits. Typically studies focus on one or more of the following impact areas:

- Physical infrastructure
- Environmental impacts (often linked with physical infrastructure)
- Economic impacts
- Tourism destination impacts
- Image enhancement
- Social impacts
- Cultural impacts
- Political impacts
- Urban renewal

### **Legacy**

The legacy is the actual impacts for the host destination of holding the event and is usually conceptualized as the positive benefits rather than the negative impacts that might arise. The legacy is commonly thought of in terms of tangible benefits such as physical infrastructure or new jobs. However, there may be other intangible benefits as Ritchie (2000 p156) indicates:

“Regardless of the actual form that a legacy may take, the idea underlying legacy creation is that it represents something of substance

that will enhance the long-term well-being or lifestyle of destination residents in a very substantial manner—preferably in a way that reflects the values of the local population.”

There appears to be a widely held assumption that there is a legacy although, more recently, a number of studies have questioned the positive benefits and the equity of their distribution (refs).

**Leverage** on the other hand, is about getting the best possible benefits from the event. Chalip (2004 p228) defines leveraging as:

“the processes through which the benefits of investments are maximized.”

Leveraging can relate to aspects around the actual event (eg visitor spending, utilization of local supply chains) or the long term benefits both before and after the event has taken place (eg destination image). Importantly event impact research now has a strong focus on the issues of leveraging benefits from events.

## **ANNOTATED BIBLIOGRAPHY**

Literature on event impacts can be found in event and tourism text books as well as in a wide variety of academic journals. The following bibliography begins by listing the general event and tourism text books which include substantial sections on event impacts and are an ideal starting point for students to understand the background to event impacts. This is followed by an extended list of books, book chapters and journal articles broken down according to the following categories:

- Conceptual frameworks for understanding and evaluating event impacts
- Event impacts: economic, social, physical, destination image, etc
- The timing of impacts: pre, during and post event
- Leveraging benefits: improving the benefits
- Organizational aspects and event impacts
- Who benefits? – the equity of benefits

This is followed by some themed examples from a range of event types.

## **TEXT BOOKS**

**Andersson, T.D., Persson, C., Sahlberg, B. and Strom, L., (eds) 1999. *The Impact of Mega Events*. Ostersund, European Tourism Research Institute**

This edited book provides a useful resource for those examining the impact of mega events. Chapters are authored by many of the key people in the field. The wide range of impact types covered and the range of contexts throughout the world makes it a good text for students and for lecturers developing teaching on the impacts of large scale events. Chapters cover: The Impacts of Mega Events on Tourism (Donald Getz); How important is Tourism to the Labour Market? (Margareta Winberg); Impact Analysis of Events from an Economic Point of View (Tommy D. Andersson); Mega Events and Tourism Development in Developing Countries (D.S. Bhardwaj and Kamal Bhardwaj); Mega Events as Image Creators (Lena Larsson Mossberg);

Events Tourism and Destination Image in Western Australia (Jack Carlsen and Paul Williams); The Marketing Approach to Mega Events (Franc Pauko); Functions and Responsibilities of Olympic Research: The Experience of Barcelona Olympic Studies Centre (Miguel de Moragas); Tourism Statistics as a Tool for Market Development (Dennis Bederoff); Mega Events and Urban Social Transformation (Harry H. Hiller); The Structure of the Host Selection Process for the 2002 Olympic Winter Games (Christer Persson); Anticipating the Impact of the Sydney 2000 Olympic Games (Graham Brown); Marketing a Candidature to Host the Olympic Games (Peter Keller); The Effect of Environmental Context and Management on the Performance Characteristics of Cultural Events (Claus Weiermair); Residents' Perceptions on the Long-term Impacts of the Seoul Olympics to the Chamsil Area Development in a Tourism Perspective (Gang-Hoan Jeong); The World Championship in Athletics, Goteborg 1995 (Lars Hultkrantz).

**Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnell, I., 2006. *Events Management*, 2<sup>nd</sup> Edition. London, Elsevier**

An all round events management text book. Chapter 2 focuses on the impacts of events giving an overview of socio-cultural, physical, political and economic impacts.

**Cashman, R. and Hughes, A., (eds.) 1999. *Staging the Olympics: the Event and Its Impact*. Sydney: University of New South Wales Press**

Part 5, Beyond the Games, focuses on legacy and impacts: 16 - Legacy (Richard Cashman); 17 - Costs and Benefits (Richard Cashman and Anthony Hughes).

**Cashman, R., 2006. *The Bitter-Sweet Awakening: The Legacy of the Sydney 2000 Olympic Games*. Sydney, Walla Walla Press**

Focuses on the legacy for Sydney. 1 – When the Carnival is Over; 2 – The Memory of the Games; 3 – Media, Identity and Culture; 4 – Business and Economic Outcomes; 5 – International Investments and Contracts; 6 – The Future of Sydney Olympic Park; 7 – Sporting Impacts; 8 – The Green Games and their Outcomes; 9 – The Host Community – Winners or Losers?; 10 – The Paralympic Games; 11 – A Continuing Legacy.

**Getz, D., 2005. *Event Management and Event Tourism*, 2<sup>nd</sup> Edition. New York, Cognizant Communication Corporation**

Another all round events management text book. Several chapters are useful from an impacts perspective: 4 – Site Planning, Operations, and Logistics; 5 – Destination Planning and Marketing for Event Tourism; 14 – Evaluation and Impact Assessment.

**Gratton, C. and Henry, I.P., (eds.) 2001. *Sport in the City: The role of sport in economic and social regeneration*. London, Routledge**

An edited book with several chapters focusing on events: 3 – The role of major sports events in the economic regeneration of cities (Chris Gratton, Nigel Dobson and Simon Shibli); 4 – A comparison of the economic contribution of hallmark sporting and performing arts events (Lynley Ingerson); 6 – The economic impact of two major sporting events in two of the UK's 'National Cities of Sport' (Simon Shibli and Chris Gratton); 7 – Bidding to host a major sports event: strategic investment or complete lottery (P.R. Emery); 9 – Sporting a new image? Sport-based regeneration strategies as a means of enhancing the image of the city tourist destination (Andrew Smith); 11 – Imaging, tourism and sports events fever: the Sydney Olympics and the need for a social charter for mega-events (C. Michael Hall).

**Hall, C.M., 1992. *Hallmark Tourist Events: Impacts, Management and Planning*. London, Belhaven Press**

With a focus on event tourism this book sets out a framework for analysing the impacts of hallmark events. Contents: 1 - Introduction: Defining Hallmark Events; 2 - The Nature and Significance of Hallmark Events; 3 - The Economic Impacts of Hallmark Events; 4 - 'Everybody Loves a Parade': The Social Dimension of Hallmark Events; 5 - The Politics of Hallmark Events; 6 - The Management of Hallmark Events; 7 - Planning Hallmark Events; 8 - Marketing, Sponsorship and Image; 9 - Avoiding the Hangover: A Strategic Approach to Hosting Hallmark Events.

**Higham, J., (ed.) 2005. *Sport Tourism Destinations: Issues, opportunities and analysis*. London, Elsevier**

While this book is about sport tourism destinations there is a strong focus on sport events. Several chapters cover sport event impacts: 12 – Marketing, media, and place promotion (Laurence Chalip); 16 – Introduction to sport tourism impacts and environments (James Higham); 17 – The economics of sport tourism at major sports events (Chris Gratton, Simon Shibli and Richard Coleman); 18 – Sport tourism and natural resource impacts (Mark Orams); 19 Culture, sport and tourism: the case of the Arctic Winter Games (Tom Hinch and Suzanne de la Barre).

**Masterman, G., 2004. *Strategic Sports Event Management: An International Approach*. London, Elsevier**

With a sports event focus, chapter 4 focuses on 'Impacts and legacies'.

**Mossberg, L.L., (ed.) 2000. *Evaluation of Events: Scandinavian Experiences*. New York, Cognizant Communication Corporation**

One of the few books to focus on event impacts. 1 – Event Evaluations (Lena L. Mossberg); 2 – Traveling to Events (Magnus Bohlin); 3 – Effects of Events on Destination Image (Lena L. Mossberg); 4 – The locals – Local Knowledge, Participation, and Identity (Monica Hanefors); 5 – Learning Effects – The Case of the Lillehammer Olympic Winter Games 1994 (Bente R. Lowendahl); 6 – Financial Effects of Events on the Public Sector (Tommy D. Andersson and Lars A. Samuelsson); 7 – Event Economics: Top-Down Approaches (Lars Hultkrantz); 8 Beyond Intermezzo? On the Long-Term Industrial Impacts of Mega-Events – The Case of Lillehammer 1994 (Olav R. Spilling); 9 – Event Strategies in Practice

**Preuss, H., 2006. *The Economics of Staging the Olympics: A Comparison of the Games 1972-2008*. Cheltenham, Edward Elgar**

Especially useful to those interested in economic impacts of mega-events. Also covers tourism, urban regeneration and social impacts to some extent.

**Ritchie, B.W. and Adair, D., (eds.) 2004. *Sport Tourism: Interrelationships, Impacts and Issues*. Clevedon, Channel View Publications**

While this book focuses on sport tourism more broadly, chapter 12, 'Beyond Impact: A General Model for Sport Event Leverage' (Laurence Chalip) makes an important contribution to the event impact literature as Chalip sets out the case for event leverage. Two other chapters have an event impact focus: 8 – 'Host Community Reactions to Motorsport Events: The Perception of Impact on Quality of Life (Liz Fredline); 10 – 'Sport Tourism and Urban Regeneration (C. Michael Hall).

**Roche, M., 2000. *Mega-Events and Modernity: Olympics and Expos in the Growth of Global culture*. London: Routledge**

A sociological perspective on events which encompasses political, social and cultural impacts

**Shone, A. and Parry, B., 2004. *Successful event management: A practical handbook*, 2<sup>nd</sup> edition. London, Thomson learning**

Two useful chapters: 4 – social, economic, political and development implications; 12 – Close-down, evaluation and legacies.

## **CONCEPTUAL FRAMEWORKS FOR UNDERSTANDING AND EVALUATING EVENT IMPACTS**

Several studies provide a thematic framework for the study of event impacts often focused on the issue the authors planned to study. These are reviewed chronologically.

**Ritchie, J.R.B., 1984. Assessing the impact of Hallmark events: Conceptual and research issues. *Journal of Travel Research*, 22(1), 2-11**

Ritchie's study of the Winter Olympics in Calgary is much cited as a first conceptual framework for Olympic events. This study of the Calgary Olympics is also one of the few to involve longitudinal study (see the following two articles).

**Ritchie, J. R. B. and Lyons, M. 1990. Olympulse VI: A post-event assessment of resident reaction to the XV Olympic Winter Games. *Journal of Travel Research*, 28 (3), 14-23**

**Ritchie, J. R. B. and Smith, B., 1991. The impact of a mega-event on host-region awareness: a longitudinal study. *Journal of Travel Research*, 30 (1), 3-10**

**Kang, Y. S. and Perdue, R., 1994. Long-term impact of a mega-event on international tourism to the host country: a conceptual model and the case of the 1988 Seoul Olympics. *Journal of International Consumer Marketing*, 6 (3/4), 205-25**

A conceptual model focuses on image and visitation aspects.

**Dimanche, F., 1996. Special events legacy: The 1984 Louisiana World fair in New Orleans. *Festival Management & Event Tourism*, 4(1), 49–54**

An often cited study on the impact of the 1984 World Fair on New Orleans tourism. Dimanche developed a flow diagram of event impacts leading through a series of steps to improved tourist image.

**Hiller, H.H., 1998. Assessing the impact of mega-events: a linkage model. *Current Issues in Tourism*, 1(1), 47-57**

A process orientated approach. Hiller adapts the concept of linkage from the political economy literature and views mega-events as part of a chain of backward, forward and parallel linkages and thus proposes a more longitudinal view of impacts.

**Carlsen, J., Getz, D., Soutar, G., 2000. Event Evaluation Research. *Event Management*, 6(4), 247-257**

A temporal dimensions approach is evident here in this attempt to develop a standardised events evaluation model for Australia.

**Ritchie, J.R.B., 2000. Turning 16 days into 16 years through Olympic Legacies. *Event Management*, 6, 155-165**

This, more recent work by Ritchie, focuses on the longer-term legacy that large scale events can generate for the host community.

**Faulkner, B., Chalip, L., Brown, G., Jago, L. March, R., and Woodside, A., 2003. Monitoring the tourism impacts of the Sydney 2000 Olympics. *Event Management*, 6(4), 231-246**

This sets out a framework to research the tourism impacts of Olympics. This is part of a move in the early 2000s towards a focus on the leveraging of benefits rather than describing the actual benefits themselves.

**Getz, D., 2005. *Event Management and Event Tourism*, 2<sup>nd</sup> Edition. New York, Cognizant Communication Corporation**

Getz's text book adopts a process orientate approach and proposes a dual perspective looking at consumers and destinations.

## **EVENT IMPACTS**

Hiller (1998) suggests event impact research has focused on fairly simple analysis of immediate impacts and outcomes or legacy. He argues there is a lack of comprehensive analysis; the focus is on positive benefits, while negative impacts are largely hidden. Most work has been directed at assessing economic impacts to justify event spending (Hiller 1998; Barker et al 2002) and this aspect is reasonably well established (see for example Chhabra et al 2003; Crompton and McKay 1994; Crompton et al 2001; Daniels et al 2003). However, there has been little post-event testing of the outcomes that were predicted. Less of the literature focuses on environmental impacts or less tangible socio-cultural impacts (Barker et al 2002). The following list, although by no means comprehensive, indicates the range of impacts considered in the literature:

- Physical infrastructure
- Environmental impacts (often linked with physical infrastructure)
- Economic impacts
- Tourism destination and image impacts
- Social impacts
- Cultural impacts
- Political impacts
- Urban renewal

Each of these can have an impact on the economy which clearly remains at the heart of this issue (Chalip 2004) and there are many interrelated impacts. These impacts are considered in turn:

### **Physical Infrastructure and Environmental Impacts**

Physical infrastructure provision is often cited as a key benefit of major events. This typically encompasses transport infrastructure, stadium construction and other new buildings, landscape improvements and housing development. Environmental impacts have come to the fore in recent years, especially in relation to mega-events. For instance, the Sydney Olympic Games was heralded as 'The Green Games'. Much less is written on both physical infrastructure and environmental impacts in relation to smaller scale events. The following sources provide some insight into these aspects:

**Australian Government, Department of the Environment and Heritage, 2006. *Welcome to The Green Games 2000***

Available at: <http://www.deh.gov.au/events/greengames/index.html>

Beijing Organizing Committee for the Games, 2006. *Green Olympics in Beijing 2005*

Available at: <http://en.beijing2008.com/80/67/column211716780.shtml>

Cashman, R., 2006. *The Bitter-Sweet Awakening: The Legacy of the Sydney 2000 Olympic Games*. Sydney, Walla Walla Press

Hensher, D.A. and Brewer, A.M., 2002. Going for gold at the Sydney Olympics: how did transport perform? *Transport Reviews*, 22(4), 381-399

Mason, P., and Beaumont-Kerridge, J., 2004. Attitudes of visitors and residents to the impacts of the 2001 Sidmouth International Festival. In: Yeoman, R., Robertson, M., Ali-Knight, J., Drummond, S. and McMahon-Beattie, U., (eds) *Festival and events management: an international arts and culture perspective*. London, Elsevier, pp 311-328.

Prasad, D., 1999. Environment. In: Cashman, R. and Hughes, A. (eds.), *Staging the Olympics: the Event and Its Impact*. Sydney: University of New South Wales Press, pp 83-92

Searle, G., 2002. Uncertain Legacy: Sydney's Olympic Stadiums. *European Planning Studies*, 10(7), 845-860

## **Economic Impact**

Economic impact studies dominate the literature. Many studies are event specific. The studies listed below are intended to give a flavour of, and insight into, the range of material available. The studies listed also provide a more critical analysis of economic impact studies.

Blake, A., 2005. *The Economic Impact of the London 2012 Olympics*. Nottingham, Christel DeHaan Tourism and Travel Research Institute, Nottingham University Business School

Available at: [http://www.nottingham.ac.uk/ttri/pdf/2005\\_5.pdf](http://www.nottingham.ac.uk/ttri/pdf/2005_5.pdf)

Carlsen, J., 2004. The economics and evaluation of festivals and events. In: Yeoman, R., Robertson, M., Ali-Knight, J., Drummond, S. and McMahon-Beattie, U., (eds), *Festival and events management: an international arts and culture perspective*. London, Elsevier, pp 246-259

Chalip, L., 2004 . Beyond Impact: A General Model for Host Community Event Leverage. In: Ritchie, B. and Adair, D. (eds), *Sport Tourism: Interrelationships, Impacts and Issues*. Clevedon: Channel View Publications, pp226-252

Chhabra, D., Sills, E., Cabbage, F.W., 2003. The Significance of Festivals to Rural Economies: Estimating the Economic Impacts of Scottish Highland Games in North Carolina. *Journal of Travel Research*, 41, 421-427

Crompton, J., and S. McKay 1994. Measurement the Economic Impact of Festivals and Events: Some Myths, Misapplications and Ethical Dilemmas. *Festival Management and Event Tourism* 2, 33-43

Crompton, J.L., Lee, S., Shuster, T.J., 2001. A Guide for Undertaking Economic Impact Studies: The Springfest Example. *Journal of Travel Research*, 40(1), 79-87

Daniels, M.J., Backman, K.F., Backman, S.J., 2003. Supplementing event economic impact results with perspectives from host community business and opinion leaders. *Event Management*, 8(3), 117-125

Dwyer, L., Mellor, R., Mistillis, N. and Mules, T., 2000. A Framework for Assessing "Tangible" and "Intangible" Impacts of Events and Conventions. *Event Management*, 6(3), 175-189

Dwyer, L., Mellor, R., Mistillis, N., Mules, T., 2000. Forecasting the Economic Impacts of Events and Conventions. *Event Management*, 6(3), 191-204

Dwyer, L., Forsyth, P. and Spurr, R., 2005. Estimating the Impacts of Special Events on an Economy. *Journal of Travel Research*, 43, 351-359

Gratton, C., 2000 The economic importance of major sports events: a case study of six events. *Managing Leisure*, 5(1) 17-28

Hiller, H.H., 1998. Assessing the impact of mega-events: a linkage model. *Current Issues in Tourism*, 1(1), 47-57

Horne, J.D. and Manzenreiter, W., 2004. Accounting for Mega Events: Forecast and Actual Impacts of the 2002 Football World Cup Finals on the Host Countries Japan/Korea. *International Review for the Sociology of Sport*, 39(2), 187-203

Jackson, J., Houghton, M., Russell, R. and Triandos, P., 2005. Innovations in Measuring Economic Impacts of Regional Festivals: A Do-It-Yourself Kit. *Journal of Travel Research*, 43, 360-367

Jones, C., 2001. Mega-events and host-region impacts: determining the true worth of the 1999 Rugby World Cup. *International Journal of Tourism Research*, 3(3), 241-251

Long, P.T and Perdue, R.R, 1990. The Economic Impact of Rural Festivals and Special Events: assessing the spatial distribution of expenditures. *Journal of Travel Research*, 28(4), 10-14

Mason, P., and Beaumont-Kerridge, J., 2004. Attitudes of visitors and residents to the impacts of the 2001 Sidmouth International Festival. In: Yeoman, R., Robertson, M., Ali-Knight, J., Drummond, S. and McMahon-Beattie, U., (eds), *Festival and events management: an international arts and culture perspective*. London, Elsevier, pp 311-328

O'Brien, D., 2006. Event Business Leveraging: The Sydney 2000 Olympic Games. *Annals of Tourism Research*, 33(1), 240-261

Preuss, H., 2003. The Economics of the Olympic Games: Winners and Losers. In: Houlihan, B., (ed), *Sport and Society: A Student Introduction*. London, Sage, pp 252-271

Preuss, H., 2005. The Economic Impact of Visitors at Major Multi-sport Events. *European Sport Management Quarterly*, 5(3), 281-301

Preuss, H., 2006. *The Economics of Staging the Olympics: A Comparison of the Games 1972-2008*. Cheltenham, Edward Elgar

Solberg, H.A., Andersson, T.D. and Shibli, S., 2002. An Exploration of the Direct Economic Impacts from Business Travelers at World Championships. *Event Management*, 7, 151–163.

Tyrell, T.J. and Jonhstone, R.J., 2001. A Framework for Assessing Direct Economic Impacts of Tourist Events: distinguishing origins, destinations and causes of expenditures. *Journal of Travel Research*, 40(1), 94-100.

Wilson. R., 2006. The economic impact of local sport events: significant, limited or otherwise? A case study of four swimming events. *Managing Leisure*, 11(1), 57-70.

### **Tourism Destination and Image Impacts**

A number of studies adopt a tourist destination approach which can encompass a range of impacts including: increased visitation; destination image enhancement; reduce seasonality; and economic impact. The following provide a good starting point for examining this topic:

Barker, M., Page, S.J. and Meyer, D., 2002. Evaluating the impact of the 2000 America's cup on Auckland, New Zealand. *Event Management*, 7(2), 79-92

Brown, G., 2000. Emerging issues in Olympic sponsorship: Implications for host cities. *Sport Management Review*, 3, 71-92.

Carlsen, J. and Taylor, A., 2003. Mega-Events and Urban Renewal: The case of the Manchester 2002 Commonwealth Games. *Event Management*, 8, 15-22

Chalip, L., 2004 . Beyond Impact: A General Model for Host Community Event Leverage. In: Ritchie, B. and Adair, D. (eds), *Sport Tourism: Interrelationships, Impacts and Issues*. Clevedon, Channel View Publications, pp226-252

Chalip, L., 2005. Marketing, media, and place promotion. In: Higham, J., (ed), *Sport Tourism Destinations: Issues, opportunities and analysis*. London, Elsevier, pp162-176

Chalip, L., McGuirly, J., 2004. Bundling sport events with the host destination. *Journal of Sport Tourism*, 9(3), 267-282

Chalip, L. and Costa, C.A., 2005. Sport Event Tourism and the Destination Brand: Towards a General Theory. *Sport in Society*, 8(2), 218-237

Chalip, L., Green, B.C. and Hill, B., 2003. Effects of event media on destination image and intention to visit. *Journal of Sport Management*, 17, 214-234

Faulkner, B., Chalip, L., Brown, G., Jago, L. March, R., and Woodside, A., 2003. Monitoring the tourism impacts of the Sydney 2000 Olympics. *Event Management*, 6(4), 231-246

Green, G.L., 2002. Marketing the Nation: Carnival and Tourism in Trinidad and Tobago. *Critique of Anthropology*, 22(3), 283-304

Harrison-Hill, T. and Chalip, L., 2005. Marketing Sport Tourism: Creating Synergy between Sport and Destination. *Sport in Society*, 8(2), 302-320

Jago, L., Chalip, L., Brown, G., Mules, T., Alis, S., 2003. Building events into destination branding: Insights from experts. *Event Management*, 8, 3-14

Ritchie, J.R.B., 1984. Assessing the impact of Hallmark events: Conceptual and research issues. *Journal of Travel Research*, 22(1), 2-11

Ritchie, J. R. B. and Smith, B., 1991. The impact of a mega-event on host-region awareness: a longitudinal study. *Journal of Travel Research*, 30 (1), 3-10

Soyoung, B. and Busser, J.A., 2006. Impact Analysis of a Tourism Festival of Tourists Destination Images. *Event Management*, 9(4), 223-237

## **Social Impacts**

Two authors dominate the literature on social impact of events: Thomas Delamere – focusing on smaller festivals and Liz Fredline – focusing on large-scale events.

Delamere, T.A., 1997. Development of scale items to measure the social impact of community festivals. *Journal of Applied Recreation Research*, 22(4), 293-315

Delamere, T.A., 2001. Development of a scale to measure resident attitudes toward the social impacts of community festivals, PartII: Verification of the scale. *Event Management* 7(1), 25-38

Delamere, T.A., Wankel, L.M., Hinch, T.D., 2001. Development of a Scale to Measure Resident Attitudes Toward the Social Impacts of Community Festivals, Part I: Item Generation and Purification of the Measure. *Event Management*, 7(1), 11-24

Fredline, E. and Faulkner, B., 2001. Resident's reaction to the staging of major motorsports events within their communities: a cluster analysis. *Event Management*, 7, 103-114

Fredline, E., Faulkner, B., 2001. Variations ni Residents' Reactions to Major Motorsport events: Why Residents Percieve the Impacts of Events Differently. *Event Management*, 7(2), 115-125

Fredline, E., Jago, L., Deery, M., 2003. The development of a generic scale to measure the social impact of events. *Event Management*, 8, 1, 23-37

Matherson, C.M., 2005. Festivity and Sociability: a study of a Celtic music festival. *Tourism Culture and Communication*, 5(3), 149-163

A variety of other authors have also encompassed social impacts in their studies:

**Chalip, L., 2004 . Beyond Impact: A General Model for Host Community Event Leverage. In: Ritchie, B. and Adair, D. (eds), *Sport Tourism: Interrelationships, Impacts and Issues*. Clevedon: Channel View Publications, pp226-252**

**Derrett, R., 2003. Festivals and Regional Destinations: How Festivals Demonstrate a Sense of Community and Place. *Rural Society*, 13(1), 35-53**

**Dwyer, L., Mellor, R., Mistillis, N., Mules, T., 2000. A Framework for Assessing “Tangible” and “Intangible” Impacts of Events and Conventions. *Event Management*, 6(3), 175-189**

**Gursoy, D., Kim, K., and Uysal, M., 2004. Perceived impacts of festivals and special events by organizers: an extension and validation. *Tourism Management* 25, 171–181**

**Jones, C., 2001. Mega-events and host-region impacts: determining the true worth of the 1999 Rugby World Cup. *International Journal of Tourism Research*, 3(3), 241-251**

**Jones, C., 2005. Major events, networks and regional development. *Regional Studies*, 39(2), 185-195**

**Kim, K., and Uysal, M., 2003. Perceived Socio-Economic Impacts of Festivals and Events Among Organizers. *Journal of Hospitality and Leisure Marketing*, 10 (3/4), 159-171**

**Misener, L. and Mason, D.S., 2006. Creating community networks: Can sporting events offer meaningful sources of social capital? *Managing Leisure*, 11(1), 39-56**

**Picard, D. and Robinson, M., 2006. *Festivals, Tourism and Social Change: Remaking Worlds*. Clevedon, Channel View Publications**

**Waitt, G., 2003. Social Impacts of the Sydney Olympics. *Annals of Tourism Research*, 30(1), 194-215**

## **Cultural Impacts**

Much less attention has been paid to cultural impacts such as the development of social interactions, traditions, community values and interests of local residents. The following provide some insight into this aspect:

**Cashman, R., 2006. *The Bitter-Sweet Awakening: The Legacy of the Sydney 2000 Olympic Games*. Sydney, Walla Walla Press.**

**Collins, M., 2003. *Sport and Social Exclusion*. London, Routledge.**

**De Bres, K. and Davis, J., 2001. Celebrating group and place identity: a case study of a new regional festival. *Tourism Geographies* 3(3), 326–337.**

- Derret, R., 2003. Making sense of how festivals demonstrate a community's sense of place. *Event Management*, 8(1), 49-58.
- Fredline, E., 2005. Host and Guest Relations and Sport Tourism. *Sport in Society*, 8, 2, 263-279.
- Garcia, B., 2002. *The concept of Olympic cultural programmes: origins, evolutions and projections*: university lecture on the Olympics [online article]. Barcelona, Centre d'Estudis Olímpics (UAB). International Chair in Olympism (IOC-UAB)  
Available from <http://olympicstudies.uab.es/lectures/web/pdf/garcia.pdf>
- Garcia, B., 2003. Securing sustainable legacies through cultural programming in sporting events. *Culture @ the Olympics*, 5, 1, p1-10  
Available from: <http://www.culturalolympics.org.uk/>
- Garcia, B., 2004. More than a game: Olympic arts programming can increase local participation. *Culture @ the Olympics*, 6, 35-40  
Available from: <http://www.culturalolympics.org.uk/>
- Garcia, B. and Miah, A., 2002. The Olympics is not a sporting event. *Culture @ the Olympics*, 4, 4-6  
Available from: <http://www.culturalolympics.org.uk/>
- Garcia, B. and Miah, A. 2005. Intangible, invisible, but impacting: Exploring Internationalism. *Culture @ the Olympics*, 7, 24-34  
Available from: <http://www.culturalolympics.org.uk/>
- Girginov, V. and Parry, J., 2005. *The Olympic Games Explained*. Abingdon, Routledge
- Green, B.C., 2001. Leveraging Subculture and Identity to Promote Sports Events. *Sport Management Review*, 4, 1-19
- Hinch, T. and Higham, J., 2005. Sport, Tourism and Authenticity. *European Sport Management Quarterly*, 15(3), 243-256
- IOC, 2004. *Olympic Charter*. Lausanne: International Olympic Committee  
On-line version available from: [www.olympics.org](http://www.olympics.org)
- Kelly, J., 2005. Olympism and Internationalism. *Culture@the Olympics*, 7, 17-23  
Available from <http://www.culturalolympics.org.uk/>
- London 2012 Ltd., 2004. *Candidature File, Theme 17: Olympism and Culture*
- Roche, M., 2000. *Mega-Events and Modernity: Olympics and Expos in the Growth of Global Culture*. London, Routledge
- Toohey, K. and Veal, A.J., 2000. *The Olympic Games – A Social Science Perspective*. Oxford, CABI Publishing.

## Political Impacts

The decision to hold an event, especially a large scale event, is essentially a political decision. Yet, while many authors make reference to potential political impacts of events in studies of other impacts, as a topic area, political impacts have mostly been ignored. The following texts include some discussion of political impacts:

**Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnell, I., 2006. *Events Management*, 2<sup>nd</sup> Edition. London, Elsevier**

**Hall, C.M., 1989. The Politics of Hallmark Events. In: Syme, G.S., Shaw, D.M. and Mueller, W.S., (eds), *The Planning and Evaluation of Hallmark Events*. Aldershot, Avebury, pp219-241**

**Hall, C.M., 1992. *Hallmark Tourist Events: Impacts, Management and Planning*. London, Belhaven Press**

**Hall, C.M., 1994. *Tourism and Politics: Policy, Power and Place*. Chichester, Wiley**

**Hall, C.M. and Hodges, J., 1996. The Party's Great But What About The Hangover? The Housing and Social Impacts of Mega-Events with Special Reference to the 2000 Sydney Olympics. *Festival Management and Event Tourism*, 4, 13-20**

**Hill, C., 1992. *Olympic Politics*. Manchester University Press**

**Picard, D. and Robinson, M., (Eds) 2006. *Festivals, Tourism and Social Change: Remaking Worlds*. Clevedon, Channel View Publications**

**Reid, G., 2006. The Politics of City Imaging: a case study of the MTV Europe Music Awards Edinburgh 03. *Event Management* 10(1), 35-46**

**Ritchie, J.R.B., 1984. Assessing the impact of Hallmark events: Conceptual and research issues. *Journal of Travel Research*, 22(1), 2-11**

**Yeoman, R., Robertson, M., Ali-Knight, J., Drummond, S. and McMahon-Beattie, U., (eds) 2004. *Festival and events management: an international arts and culture perspective*. London, Elsevier**

## **Urban Renewal**

Events are related to urban renewal through destination image impacts and infrastructure legacy. The following sources specifically address urban renewal aspects, all focus on mega-events:

**Carlsen, J. and Taylor, A., 2003. Mega-Events and Urban Renewal: The case of the Manchester 2002 Commonwealth Games. *Event Management*, 8, 15-22**

**Gomez, M. V., 1998. Reflective images: The Case of Urban Regeneration in Glasgow and Bilbao. *International Journal of Urban and Regional Research*, 22 (1), 106-121**

Harcup, T., 2000. Re-imagining a post-industrial city: the Leeds St Valentine's Fair as a civic spectacle. *City*, 4 (2), 215-231

Hiller, H., 1999. Mega-Events and Urban Social Transformation: Human Development and the 2004 Cape Town Olympic Bid. In: Andersson, T.D., Persson, C., Sahlberg, B. and Strom, L., (eds), *The Impact of Mega Events*. Ostersund, European Tourism Research Institute, pp 109-120

Hillier, H., 2000. Mega Events, Urban Boosterism and Growth Strategies: An Analysis of the Objectives and Legitimizations of the Cape Town 2004 bid. *International Journal of Urban and Regional Research*, 24, 2, 439-458

Hughes, G., 1999. Urban revitalization: the use of festive time strategies. *Leisure Studies*, 18, 119-135

Roche, M., 1992. Mega Events and Micro-Modernization: on the sociology of the new urban tourism. *The British Journal of Sociology*, 43(4), 563-600

Roche, M., 2000. *Mega-Events and Modernity: Olympics and Expos in the Growth of Global Culture*. London, Routledge

Searle, G., 2002 Uncertain Legacy: Sydney's Olympic Stadiums. *European Planning Studies*, 10(7), 845-860

## **THE TIMING OF IMPACTS: PRE, DURING AND POST EVENT**

Since an event takes place at one point in time, most impact studies rely on predicting impacts and there has been a tendency to focus on the impacts that occur as the event takes place and the legacy post-event. There has been little testing of post-event outcomes that were predicted. The following authors discuss the temporal aspects of event impacts:

Barker, M., Page, S.J., Meyer, D., 2002. Evaluating the Impact of the 2000 America's Cup on Auckland, New Zealand. *Event Management*, 7(2), 79-92

Carlsen, J., Getz, D., Soutar, G., 2000. Event Evaluation Research. *Event Management*, 6(4), 247-257

Carlsen, J. and Taylor, A., 2003. Mega-Events and Urban Renewal: The case of the Manchester 2002 Commonwealth Games. *Event Management*, 8, 15-22

Chalip, L., 2004. Beyond Impact: A General Model for Host Community Event Leverage. In: Ritchie, B. and Adair, D. (eds), *Sport Tourism: Interrelationships, Impacts and Issues*. Clevedon: Channel View Publications, pp226-252

Hiller, H.H., 1998. Assessing the impact of mega-events: a linkage model. *Current Issues in Tourism*, 1(1), 47-57

Jones, C., 2001. Mega-events and host-region impacts: determining the true worth of the 1999 Rugby World Cup. *International Journal of Tourism Research*, 3(3), 241-251

O'Brien, D., 2006. Event Business Leveraging: The Sydney 2000 Olympic Games. *Annals of Tourism Research*, 33(1), 240-261

Ritchie, J. R. B. and Lyons, M. 1990. Olympulse VI: A post-event assessment of resident reaction to the XV Olympic Winter Games. *Journal of Travel Research*, 28 (3), 14-23

Ritchie, J. R. B. and Smith, B., 1991. The impact of a mega-event on host-region awareness: a longitudinal study. *Journal of Travel Research*, 30 (1), 3-10

## **LEVERAGING BENEFITS: IMPROVING THE BENEFITS**

The more recent studies of event impact have moved on from cataloguing and assessing impacts to a focus on leveraging the best possible benefits for the host community. To date, this body of knowledge has a focus on the business community but this is likely to broaden in years to come.

Chalip, L. and Leyns, A., 2002. Local business leveraging of a sport event: Managing an event for economic benefit. *Journal of Sport Management*, 16, 132-158

Chalip, L., 2004. Beyond Impact: A General Model for Host Community Event Leverage. In: Ritchie, B. and Adair, D. (eds), *Sport Tourism: Interrelationships, Impacts and Issues*. Clevedon: Channel View Publications, pp226-252

Faulkner, B. and Tideswell, C., 1999. Leveraging tourism benefits from the Sydney 2000 Olympics. *Pacific Tourism Review*, 3(4-5), 227-238

Faulkner, B., Chalip, L., Brown, G., Jago, L. March, R., and Woodside, A., 2003. Monitoring the tourism impacts of the Sydney 2000 Olympics. *Event Management*, 6(4), 231-246

Jones, C., 2001. Mega-events and host-region impacts: determining the true worth of the 1999 Rugby World Cup. *International Journal of Tourism Research*, 3(3), 241-251

Jones, C., 2005. Major events, networks and regional development. *Regional Studies*, 39(2), 185-195

O'Brien, D., 2006. Event Business Leveraging: The Sydney 2000 Olympic Games. *Annals of Tourism Research*, 33(1), 240-261

## **ORGANISATIONAL ASPECTS AND EVENT IMPACTS**

The organisation of an event and involvement of stakeholders is potentially important in leveraging benefits. Several authors have focused on the organizational aspects:

Brown, G., 2000. Emerging issues in Olympic sponsorship: Implications for host cities. *Sport Management Review*, 3, 71-92

Chalip, L. and Leyns, A., 2002. Local business leveraging of a sport event: Managing an event for economic benefit. *Journal of Sport Management*, 16, 132-158

Deery, M. and Jago, L., 2005. The Management of Sport Tourism. *Sport in Society*, 8(2), 378-389

Faulkner, B., Chalip, L., Brown, G., Jago, L. March, R., and Woodside, A., 2003. Monitoring the tourism impacts of the Sydney 2000 Olympics. *Event Management*, 6(4), 231-246

Gibson, H., 1998. Sport Tourism: A Critical Analysis of Research. *Sport Management Review*, 1, 45-76

Jago L, Chalip L, Brown G, Mules T, Alis S, 2003 Building events into destination branding: Insights from experts. *Event Management*, 8, 3-14

Jones, C., 2001. Mega-events and host-region impacts: determining the true worth of the 1999 Rugby World Cup. *International Journal of Tourism Research*, 3(3), 241-251

Jones, C., 2005. Major events, networks and regional development. *Regional Studies*, 39(2), 185-195

O'Brien, D., 2006. Event Business Leveraging: The Sydney 2000 Olympic Games. *Annals of Tourism Research*, 33(1), 240-261

Olkkonen, R., 2001. The network approach to international sport sponsorship arrangement. *Journal of Business and Industrial Marketing*, 16, 309-29

## **WHO BENEFITS? – THE EQUITY OF BENEFITS**

The positive benefits and negative impacts of events are not evenly distributed. While many authors make passing reference to the equity of benefits the following tackle this topic in more depth:

Costa, C.A., Chalip, L., 2005. Adventure Sport Tourism in Rural Revitalisation—An Ethnographic Evaluation. *European Sport Management Quarterly*, 5(3), 257-279

Hall, C. M. and Hodges, J., 1996. The party's great, but what about the hangover? The housing and social impacts of mega-events with special reference to the 2000 Sydney Olympics. *Festival Management and Event Tourism*, 4(1), 13-20

Hiller, H.H., 1998. Assessing the impact of mega-events: a linkage model. *Current Issues in Tourism*, 1(1), 47-57

## **GUIDE TO INTERNET RESOURCES**

<http://www.business.uts.edu.au/acem/pdfs/bibliography.pdf>

Allen, J, Harris, R and Huyskens, M (2000) *Event Management: An Australian Bibliography*. Sydney: University of Technology

A bibliography of references to books, journal articles and research papers of

relevance to Australian events management including a range of event impact categories.

<http://www.deh.gov.au/events/greengames/index.html>

Australian Government, Department of the Environment and Heritage, 2006.  
Welcome to The Green Games 2000

<http://en.beijing2008.com>

Beijing Organizing Committee for the Games 2006. The official website of the BEIJING 2008 Olympic Games

<http://www.london2012.org/en>

London 2012, 2007, the official site of the London 2012 Olympic Games and Paralympic Games

<http://www.glasgow2014.com/>

Glasgow 2014, 2007, Glasgow 2014 Commonwealth Games Candidate City

<http://olympicstudies.uab.es/eng/index.asp>

This site, the Olympic Studies Centre at Universitat Autònoma de Barcelona, provides a range of Olympic related resources.

<http://www.juliasilvers.com/EMBOK.htm>

Silvers J.R, 2003. Event Management Body of Knowledge Project.  
A useful resource for events generally though not specific to event impacts.

**Veal, A. J., and Toohey, K. (2005) *The Olympic Games; A Bibliography*. Sydney: School of Leisure, Sport and Tourism, University of Technology, Sydney**

Available at: [http://www.business.uts.edu.au/1st/downloads/olympic\\_bib\\_update2.pdf](http://www.business.uts.edu.au/1st/downloads/olympic_bib_update2.pdf)

<http://www.worldofevents.net/directory/index.php?&PID=203>

WorldofEvents.net – site providing a range of event management resources.

## **TEACHING EVENT IMPACTS: SUGGESTED SUBJECT DELIVERY FRAMEWORK, ASSESSMENT IDEAS AND CASE STUDIES**

The scope of the literature on event impacts and its significance in relation to funding and decision making process to hold large scale events merits its inclusion in an Events Management undergraduate programme. It could be the basis of a first, second module or an optional final year module. However, given the scope of material encompassed by an Events Management degree it is more likely that event impacts would be an important element of a unit on managing events and the event planning process. Bowdin (ref to Resource Guide in Events Management), for instance, suggests the impact of events be incorporated into a module in the principles of events management.

The teaching of the impact of events might be structured around the topic areas outlined in the bibliography, such as:

- Conceptual frameworks for understanding and evaluating event impacts.
- Event impacts: economic, social, physical, destination image, etc.
- The timing of impacts: pre, during and post event.
- Leveraging benefits: improving the benefits.

- Organizational aspects and event impacts.
- Who benefits? – the equity of benefits.

The following topic areas provide examples of where there are opportunities for more analytical argument and would therefore be suitable for seminar discussion:

- The equity of benefits
- Destination and event brand and/or image compatibility
- Economic analysis – why is it so tricky to get it right?
- What constitutes an environmental impact of an event and who is responsible for managing this?

The following areas are relatively under developed in the events literature and would provide good topics for student projects:

- Environmental impacts
- Cultural impacts
- Post event monitoring of impacts
- The impact of small scale events

Several areas have attracted more than their fair share of attention from researchers interested in event impacts and could form a focus for delivery:

### **Olympics**

As a large-scale, one-off, global event, the Olympics has featured in many studies which have addressed pretty much every type of impact although, as usual, the emphasis is on economic impacts while destination image impacts are also well represented. Anyone studying the impact of the Olympics should look at Ritchie's work on the Calgary Olympics which although now fairly old set the scene for many subsequent studies (Ritchie 1984; Ritchie and Lyons 1990; Ritchie and Smith 1991) and is also one of the few to attempt any longitudinal study. Economic impact studies abound (Blake 2005; O'Brien 2006; Preuss 2003; Preuss 2006). Work relating to the Sydney Olympics focused more on the business development angle with O'Brien (2006) providing an insight into this area. The scale and scope of impacts resulting from hosting the Olympics makes this a popular area for students to study as a dissertation topic. However, there is a danger of such studies being too generic and descriptive thus, they are best directed to focus on very specific impact areas.

### **Festivals**

While studies of festival impacts also encompass a wide range of impact angles, studies in this area tend to focus more on the community aspects. Thus, a focus on the impacts of festivals might usefully address social and cultural impacts (see for example Delamere 1997; Delamere 2001; Delamere et al 2001; Derrett 2003; Gursoy et al 2004; Kim and Uysal 2003; Picard and Robinson 2006).

### **Sport**

Studies of the impact of sporting events encompass most of the impact topic areas identified above. Also, perhaps more so than Olympic studies, studies of sports events have explored more conceptual aspects of events and have focused less on economic impacts. A quick perusal of the references listed above will provide a wide range of sport event studies. Most typically focus on large scale events although some are more generic and Wilson (2006) provides a smaller scale example.

### **Small Events**

There is much less work analysing the impacts of small events and there are good opportunities for students to undertake dissertation studies in this area.

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