
LEVERAGING LEGACIES FROM MAJOR SPORTING EVENTS: THE CASE OF THE TOUR DE TAIWAN

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Synopsis:

Abstract:

Aim of abstract/paper - research question

Sport is an important social and economic activity which has a long and well-established history (Naught, 2014), and hosting sporting events is one example of such activities. Sporting events are rapidly increasing in popularity as a means of attracting attention to particular geographic (city) locations because of their huge social and economic benefits (Getz, 1998). For example, the Tour de Taiwan is a recurring event (since 1978) which has generated huge social and economic impacts for the host communities (Hsu, Ma, & Chang, 2014). While much is known about the impacts of hosting sporting events, less is known about strategic actions to leverage a sporting event portfolio. This study aims to explore how key stakeholders leverage event legacies by using an event portfolio of the Tour de Taiwan.

Theoretical background /literature review

Although event impacts provide useful post hoc information about an event's outcomes, they do not tell us much about why those outcomes occurred (Chalip, 2006). Effectively, Chalip considered that 'leveraging' means those activities which seek to maximize the long-term benefits of events (Chalip, Ritchie, & Adair, 2004). The economic leveraging model proposed by Chalip presents some ways "to optimize total trade and revenue", "to build the host destination's brand", and to maximize short and long-term leveraging (Chalip et al., 2004; O'Brien & Chalip, 2007). Besides the economic leveraging model, Chalip also proposed visualizing a region's portfolio of events (Chalip, 2004). In other words, the event portfolio is a strategic tool rather than a random collection of miscellaneous events that are hosted in a community (Ziakas, 2014). Identifying the main factors that decide the processes and outcomes of strategic planning and leveraging is a starting point. It includes the institutional

structures, patterns of social relations, local resources, and market demand. Based on these main factors, the host destination should create suitable event portfolio strategies in line with the local policy goals.

Methodology

Purposive sampling and snowball sampling will be used to collect data. The key stakeholders who were involved in organizing the Tour de Taiwan will be interviewed, including representatives of the Chinese Taipei Cycling Association, the co-organizer, local government officials, Tourism Bureau staff, staff of the Ministry of Transportation and Communications, Republic of China, as well as representatives of the sponsors (e.g., HITACHI, YAMAHA, GIANT, and MERIDA). All the interview questions will be developed based on previous qualitative studies (Ziakas & Costa, 2011) on similar topics (e.g., Event portfolio characteristics, Event interrelationships, Event network inter-organizational relationships, Building community capacity, etc.). Semi-structured interviews and a questionnaire will be used to explore the research questions regarding event legacies, while the semi-structured interviews as well as the interview outline based on that of Ziakas (2011, p.344) will be utilized throughout the main interviews. The audio-recordings of the interviews will be transcribed in Chinese by the researcher. When the transcription is completed, the Chinese transcripts will be coded in Chinese. There are three stages in the process: open, axial, and selective coding (Shinew, 2015). Chinese will be used throughout these processes because translation could have added interpretations of the narratives before coding and analysis. The reliability and validity of the semi-structured interviews in this study will be examined by triangulation (Schwandt, 2007). The procedure of the interviews will be recorded by a pen recorder, and transcribed verbatim as a draft, then coded, and the data will be confirmed with the interviewees to enhance the reliability of the data. Besides, the validity will be examined by invited experts. (The results are not yet available at the time of abstract submission. The author guarantees that the results will be presented at the conference).

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