
Becoming 'Sport City': Development of 'Sport City' Selection Criteria Project in South Korea

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Synopsis:

This article includes development process of the evaluation criteria for candidates of 'Sport City' which South Korea government plans to enforce as a national project from Sept. 2015.

Abstract:

Introduction – Research Aims and Background Literature

This article proposes a theoretical background of a "Sport City Development Promotion Policy" which will be announced by the Ministry of Culture, Sport and Tourism of South Korea. This includes development of the Selectionevaluation Ccriteria for candidates of 'Sport City', which South Korean government plans to invest local governments to maximizing the usage of their sport related resources such as sport facilities and sport consumer. enforce as a national project from Sept. 2015. In this article, the concept of 'Sport City' follows a definition in the context of South Korea as follows: "It a City which effectively adapts the contents of Sport for sustainable city management and city marketing by the plan of the City government" (Ann, 2013, in Korean, Translated by author)). Researches on 'Sport City' have been conducted as interdisciplinary researches in the area of Sport Management, Tourism and Urban Marketing. The concepts, type, and case of Sport City, as a tool for city marketing, have been discussed.

TTherefore, the first aim of this research is to provide an account of the governmental supports to enhance urban planning by focusing on cities' 'Sport' related potentials, focusing on the comparison of the foreign cities those are well-known as 'Sport City'. which are ultimately becoming the core of cities' sustainable development strategy. The second objective of this research is to develop practical tool for selection which means reasonable and reliable evaluation criteria for selecting 'Sport City'. 'Sport City' project are planned to depend on the Sport Lottery funds and local governmental budget (50:50), so the efficiency and impact needs to be accurately identified. It is also necessary to reflect social values on sport in this project, so the process of implementation

of the project itself needs to be validated. Last but not least, this research attempt to test the general applicability of Evaluation Theory Tree and to test the comparative validity of different theorists'; ideas among the Trees regarding the policy evaluation.

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Methodology, research design and data analysis

This process combines empirical evidences with other countries' cases, and a series of Delphi analysis and Analytic Hierarchy Process(AHP) analysis. Firstly, we use the method of benchmarking to review other country's cases related to the 'Sport City' development project. The cases of Indianapolis, Detroit, Cleveland in US and Sheffield, Birmingham, Glasgow in UK are considered. Additionally, 'the Capital of European Sport' project by ACES Europe(European Capitals and Cities of Sport Federation)Association for Cities of European Sport) are also included as a policy run by the governmental authority.

In the next step, a focus group interview will be conducted to reflect specialists' suggestions and opinions for identifying reasonable criteria. The interview has three parts, defining the concept of 'Sport City', setting the direction of 'Sport City' project and development of evaluation criteria and lastly, details for composition of specific criteria. Based on this FGI results, Delphi Analysis will be operated and this will be run for three times with 30 selected specialists. Then AHP will be applied for giving a specific weight to each criterion in order to identify the priority of the criteria.

Results and conclusions

We have just started this research as part of governmental project of 'Sport City', so we do not have a specific result as a conclusion yet. Nevertheless, we are expecting to have a certain set of Evaluation Selection Criteria by the time of the Conference. This result will let us inform us know wthe specific hat criteria which should be or considered as 'Sport City' nominee in South Korea. Also this result can be comparative with the cases that we benchmarof other countries. ked in the early stage of this research. Then we can identify whether there is a specific 'South Korean' context has made any differences or not.

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