

DEVELOPING A SPORT EVENT IMPACT TOOL FOR POLITICAL DECISION MAKING PROCESSES

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Abstract

Aim of abstract/paper - research question
Sport event impact research has become more popular within the last years. Because of huge investments of resources politicians are faced with difficult decision making processes, the importance of the assessment of potential impacts of an event on host cities has gained researcher's interest. The aim of this paper is to present a sport event impact tool based on a criteria catalogue of potential event outputs and event legacies.

Theoretical background or literature review
Different impact models for major (sport) events were developed as shown in relevant literature. The IOC developed the Olympic Global Impact Model (OGGI) (2000). Furthermore Gans/Horn/Zemann (2003) proposed an assessment tool based on event impacts. Rütter/Stettler (2004) developed the Event Scorecard, and under the leadership of UK Sport there was developed the web-based Event Impacts tool (2010). Event impacts vary from region, from a stakeholder's perspective and from time. Therefore the author decided to develop an assessment tool for major sports events targeted to political decision makers of the State of Tyrol (Austria), a region hosting many (winter) sport events in the past and the future.

Methodology, research design and data analysis
Based on an extensive literature review on event impacts, the author has developed a catalogue of 80 criteria which can be used for assessing events. This catalogue contains seven major groups of different criteria areas (sport, economy, social, environment, infrastructure, tourism, media).

The list of criteria have been discussed and modified with six experts in the fields of (sport) event management. After that the criteria have been weighed on a scale of 10 (very important) to 1 (very unimportant) by politicians of the Tyrolean parliament (n=25) and the City Council of Innsbruck (n=15) on their importance. The politicians also weighted the seven major groups of criteria by allocating a total of 100 % on these seven groups. A control group

consisting of 12 event manager did also this weighting in order to validate the results of the politicians. Finally the event impact tool was tested on 12 major sports events having been staged or being in planning phase.

Results, discussion and implications/conclusions
The results of the weighting show that the criteria "sport" with 20,4 % in the view of politicians is the most important, while apart from media (9,8%) all other criteria do not differ much in their importance (15,1 % environment, 14,3 % economy, 13 % infrastructure, 12,9 % tourism, 12,4 % social). There are also not big differences between politicians from the Tyrolean parliament and the City Council of Innsbruck. Small differences are noticed by politicians of opposition parties (more attention towards environment and social) and coalition parties (more attention towards economy and infrastructure). The results of the control group do not differ significantly. Currently the impact model is in testing phase and data collection is finished by April 2011. 12 events will be run through the assessment tool with almost 200 variables.

The desired outcome of this study is to have tested the assessment tool on practical examples (e.g. UEFA EURO 2008TM, Winter Youth Olympic Games 2012, Volley EURO 2011 and Four Hills Ski Jumping Tournament) in order to understand if and how this assessment tool is working. The tool should assess immediate impacts of the events (event outputs) and long-term impacts (legacies). The tool should also be helpful in gaining a better understanding of an event's profile. The tool may reflect specific circumstances of the State of Tyrol, such as limited space, focus on winter/alpine sports or specific touristic target groups. The selected event criteria may also be useful for evaluating the event after staging it (ex-post analysis) and is therefore offering important strategic boundaries for efficient political decision making processes of major sports events.

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