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## **A conceptual framework for understanding the impact of local sport events: From the perspective of host residents**

Submitting author: Dr Shiro Yamaguchi  
University of Marketing and Distribution Sciences, Department of Service Management  
Kobe, Hyogo, 651-2188  
Japan

All authors: Shiro Yamaguchi (corresp), Yasuo Yamaguchi, Haruo Nogawa

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### **Abstract**

#### Aim of paper

Sport tourism, which is one of the fastest-growing segments of the tourism industry, has increasingly gained attention for its social, environmental, and economic impacts (Standeven & De Knop, 1999; Hritz & Ross, 2010). In the context of sport tourism, mega sport events (e.g., FIFA World Cup, Olympic Games) are frequently cited as major catalyst, which can yield a number of notable impacts on infrastructure development for host residents (Fredline, Jago, & Deery, 2003; Kaplanidou & Karadakis, 2010; Kaplanidou et al., 2014). However, studies on local sport events (e.g., citizen's marathon) are scarce (Higham & Hinch, 2002) because event marketers tend to underrepresent its economic impacts. As suggested by Karadakis and Kaplanidou (2013), local sport events provide host residents with additional benefits beyond just economic benefits including psychological, social, and economic outcomes. Therefore, the purpose of this study is to construct a conceptual framework that explains how host residents can be influenced their attitudes in terms of social, environmental, and economic impacts when holding local sport events.

#### Research design

According to Inoue and Havard (in press), a review of research suggests that two approaches exist to assess the impact of sport events when verifying residents' perceptions. The first approach broadly evaluates the cultural, environmental, and infrastructure related impact of events by collecting perceptual data on changes in communities, community image, and individual and collective interests (Balduck, Mae, & Buelens, 2011; Kaplanidou et al., 2014). On the other hands, the second approach involves a more focused assessment of the event's impact on the psychological and emotional states of residents (Waitt, 2003; Inoue &

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Havard, in press). Meanwhile, the current research selects the first approach in order to construct a conceptual framework for the impacts of local sport events.

### Conceptual Framework

We propose a conceptual framework that explains how host residents can be influenced their attitudes in terms of social, environmental, and economic impacts when holding local sport events. Especially, our conceptual framework makes use of social exchange theory (Ap, 1992) and Chalip's (2006) framework of social leverage. Our central assertion is that the effectiveness of event impacts depends largely on the event size (Mega-scale sport events vs local sport events). Although mega-scale sport events have big economic impacts, local sport events have potential impacts for host residents. For example, Highan (1999) suggests that local sport events draw spectators, while others, such as a citizen's marathon, due to their features may attract participations. The current research intends to assign the consequence of event impacts in the following ways. First, social, environmental, and economic impacts are proposed to have a direct effect on the event support based on the previous research (Anderck & Vogt, 2000; Hritz & Ross, 2010; Karadakis, 2012). Second, social, environmental, and economic impacts are suggested to have direct influences on the quality of life and sport involvement, according to the previous studies of tourism and event (Karadakis, 2012; Akiyoshi et al., 2013; Kaplanidou et al., 2014). Finally, social, environmental, and economic impacts are proposed to have strong effects on the event support through the mediation of the quality of life (Karadakis, 2012; Kaplanidou et al., 2014) and sport involvement.

### Conclusion and future research

To conclude, this paper suggests to construct a conceptual framework of local sport event's impacts for host residents based on the literature review. Future studies should perform an experimental study using the suggested conceptual framework.

### References

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