

Hosting Major Sporting Events

Learning Outcomes:

To understand the importance of hosting major sporting events.

-When are they held

- Legacy of hosting an event

- Benefits and drawbacks to hosting a major sporting event.

Types of sporting events

One off- An event that will only be hosted by a country once in a generation.

World Cup
Olympic Games
Paralympics
World Athletics Championships



Regular- An annual event which a city can host twice in a short period of time.

Champions League



Regular and Recurring- An annual event that is contracted for a period of years.

FA Cup
Wimbledon
Formula One



Sporting Events



Potential Legacy

Host nationals aim to use sporting events to create a type of legacy:

Sporting- Inspire others to take part in sport.

Social – Increase the moral of a nation.

Economic- Use the money to stabilise the country.



Benefits of cities/countries hosting major sporting events

- Increased tourism.
- Commercial benefits- Sponsors & investments.
- Increased participation in sport.
- Moral of the country is raised- National pride.
- Investment in improving/ developing transport system.
- Sports facilities- improved/ new ones built.
- Social facilities built can be used by people who live in the area where the events have been held.



Drawbacks of cities/countries hosting major sporting events

- Bidding to host can be expensive and you may not win.
- The event can cost more than the money raised.
- Facilities can end up not being used after the event.
- Can have a negative effect on the country if the event is not run properly.
- Hosting the event helps promote one area of sport- others may suffer as consequence.

Benefit	Economic	Social	Sporting
Income for local businesses	★		
New sporting facilities that can be used by the local population after the event.			★
'Shop Window' effect for the country	★		
Increase participation in some sports			★
Increase in national pride		★	
Development of community sport			★
Increase in tourist spending	★		



COLD Questioning

1. Give four possible disadvantages for a country of hosting the Olympic Games. (4) (June, 2015)
2. Describe 3 benefits for a city hosting a major sporting event. (3) (June, 2014)
3. Describe 3 possible drawbacks for a city hosting a major sporting event. (3) (June, 2014)
4. Give two examples of each of the following positive legacies from hosting a major international sports event. (Jan, 2016)
 - Sporting (2)
 - Social (2)
 - Economic (2)
5. Which one of the following is an example of hosting a 'one-off' sporting event. (1) (Jan, 2015)
 - (a) Wimbledon
 - (b) London 2012
 - (c) British Formula 1 Grand Prix
 - (d) FA Cup Final
6. Describe three features of an international sports event. (3) (Jan, 2015)
7. Hosting a major sports event can have a number of positive and negative effects for the host city or country. Describe a positive and negative effect for each of the following. (Jan, 2015)
 - Positive effect on facilities (2)
 - Negative effect on facilities (2)
 - Positive social effect (2)
 - Negative social effect (2)
8. Give an example of an international sports event that occurs on an annual basis in the UK. (1) (Jan, 2014)
9. Give three disadvantages of hosting an international sports event. (3) (Jan, 2014)
10. A feature of major sporting events which a country or city may host is how regularly they occur. Give one example of each of the following types of major sporting events. (3) (Jan, 2013)
 - (a) One-off
 - (b) Regular
 - (c) Regular and Recurring
11. Identify whether the following long term benefits of hosting a major sports event leave an economic or sporting legacy. Tick the relevant column to indicate your answer. (6) (June, 2015)

	<u>Benefit</u>
	Income for local businesses (E/S)
	'Shop window effect' for the country (E/S)
	New sports facilities that can be used by the local population after the event. (E/S)
	Increase in population in some sports. (E/S)
	Development of community sport. (E/S)
	Increase in tourist spending. (E/S)

HOT Questioning

1. Explain why many countries want to host a major sporting event. (8) (June, 2013)
2. Describe three possible negative impacts on a host city after an international sporting event. (6) (Jan, 2016)
3. Explain the positive legacy of a major sports event such as the London 2012 Olympics. (8) (Jan, 2014)
4. Many countries want to host major sporting events. What are the potential drawbacks to the host country of holding a major sporting event. (8) (Jan, 2013)