THE ECONOMIC IMPACT OF THE 2008 BEIJING OLYMPIC GAMES

Research Dissertation by

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Submitted in partial fulfilment of the requirement for the degree

MAGISTER TECHNOLOGIAE IN TOURISM AND EVENT MANAGEMENT

Faculty of Business

CAPE PENINSULA UNIVERSITY OF TECHNOLOGY

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2014

Declaration

I declare that this research project is my own. The purpose hereof is in fulfilment for the degree of Masters in Tourism & Hospitality Management (Faculty of Business), CPUT (Cape Peninsula University of Technology). This report has not been submitted for any degree and / or examination at any other tertiary institution before. I further declare that the CPUT ethical research committee awarded me the consent to carry out this research.

Signature:

Zhao Xiang

Date: 2014

Dedication

I would like to dedicate this study to my parents PingYing and GuoHua, to my beloved daughter, Amy, and to all those who teamed up in support throughout this research. To my profoundly articulate and talented supervisors, Prof. Andy Bytheway and Dr Darlington Onojaefe, you inspired and gave me a new map to chart through life with and for that I truly thank you.

Thank you for your faith and support.

Acknowledgements

I would like to express my sincerest gratitude and appreciation to the following:

- CPUT for granting me this study opportunity
- My colleagues for their faith and consistent support.
- Professor Andy Bytheway and Dr Darlington Onojaefe for laying the grounds of my passion for research.
- My parents PingYing and GuoHua and siblings for their valuable support during my difficult time.
- To my daughter Amy for inspiring me consistently.

Abstract

Sporting events like the Beijing Olympic Games have grown big, and have assumed increased importance on a global scale. The hosting of mega-events such as the Olympics comes with many challenges that have to be dealt with. For this reason, an understanding of the impact of the Olympic Games for the Chinese economy was important to the host community both before and after the Games. This study investigated the impact of the Beijing Olympic Games and set out to understand the problems and challenges in more detail, and to examine the implementation of the plans and the realisation of the anticipated benefits. Sporting events attracting large numbers of visitors to a host city are likely to have negative impacts like noise, heavy traffic and overcrowding, and a large number of visitors, results in excessive waste and energy use, compromises water quantity and quality, disturbs natural environments and processes, and disrupts local activities.

A mixed method research design was used, involving a literature search to obtain secondary data, and then two phases of data collection: the interviewing of government officials responsible for the Olympic Games organisation, and a questionnaire-based survey. Despite limited data collection success during the first phase, a 54 per cent response rate to the survey was significant and was used to obviate the some of the limitations of the first phase.

Consequent on the award of hosting rights in 2001 both government officials and the people of China were enthusiastic; the event was perceived to be positive socially and economically, and people looked forward to courteously meeting with and working with people from other countries. However, not all experiences were positive and some expected benefits were found to be over-estimated.

This study found that the 2008 Beijing Olympics had significant impact on the Chinese economy and on other aspects of life in China. Four areas of impact (security threat, environmental pollution, social cultural, and economic) were established and used to develop hypotheses and variables that were tested for their significance. 17 of the 25 variables showed statistical significance while eight of them did not. On the basis of this, it was concluded that the Beijing Olympics had a generally significant positive impact on the Chinese economy, with few perceived security threats and no perceived environmental pollution problems.

Tables of contents

Figures

Tables

ACRONYMS

IOC: The International Olympic Committee

INTERPOL: International Criminal Police Organisation

NCB: National Central Bureau

BOCOG: The Beijing Organising Committee for the Olympic Games

BOAP: Beijing Olympic Action Plan

U.S: United Noted

SCO: Shanghai Cooperation Organization

TIP: Turkistan Islam Party

VIP: Very Important People

FIFA: Fédération Internationale de Football Association

IMK: Conference of Interior Ministers

SPSS: Statistical Packages for Social Sciences

CHAPTER 1: INTRODUCTION AND BACKGROUND

1.1. Introduction

Sporting events have grown larger and assumed more importance on a global scale. When a mega-event such as the Olympics comes to a place that has never hosted anything on this scale, many challenges arise that have to be dealt with. This research study analyses the experiences of China as host of the 2008 Summer Olympics and reviews the impact of the event on the Chinese economic environment.

The Olympic Games have become an increasingly large event. At the opening of the modern Olympics in 1896 in Athens, only 14 nations were represented by 241 athletes, whereas the Beijing Olympics in China hosted a record 205 nations, with 11,468 athletes. This number is double the 5,516 athletes that attended the Mexico Olympic Games in 1968, who came from 112 countries (Rogerson, 2009:339).

Previous experience helps a nation to prepare and anticipate the possible impact. A report by Rogerson (2009) focuses on the impact of large-scale events, in particular mega-events and the legacy that they leave.

The next section introduces some expert viewpoints on the hosting of large-scale events.

1.2. Background

Swart, Bob, Arrey and Vivian, (2008:123) note that many destinations are bidding for the right to host sporting events because of the benefits attached to these events which can include creating better social interaction, stimulating the local economy, showcasing the region to the world, development of facilities and infrastructure, entertainment and social opportunities, and a sense of pride and identity as a result of hosting a sporting event. As a result, the impact of sporting events can greatly affect the circumstances and quality of life of local residents.

Ntloko and Swart (2008:80) note that building confidence in the staging of sporting events involves factors that contribute to tourist destination development and promotion and one should not ignore the impact of events on the host community -

that is, the people who reside near the event location are most likely to realise the impacts (whether beneficial or not) by virtue of their proximity.

Ahmed, Moodley and Sookrayh (2008:75) argue that there are possible social costs related to events, such as an increase in crime, alcohol use and drug abuse. For example, an association was found between the hosting of America's Cup with an increase in petty crime (in 1987) and prostitution (in 1986). These social vices were attributed to the high demand for sex by event visitors (Ahmed *et al*., 2008:75).

Berger (2005:2) noted that "mega-events" have developed into an integral part of the global economy over recent decades. Huge sporting events, as well as world exhibitions and leading international fairs, bring people together from all continents. The author notes further that these "events enjoy international media attention" with an important economic factor for countries and regions that decides to participate. The reported economic benefit is not only surprising, but the number of cities that bid for hosting right have risen considerably over the past years (Berger, 2005). This increased interest in mega-event hosting rights increases the possibility of event management changes and challenges with numerous lessons to be learnt from each host. The Beijing Olympic Games is no exception as there were challenges (such as inaccurate financial projection, poor understanding of security, environmental risks) that affected data collection target during the first phase.

The identified changes challenge the management ability of the Beijing Olympic Games with consequent efficient management. In addition, mega-events host cities face enormous challenges during the bidding process and more so throughout the implementation phase, especially when they have little experience of bidding and managing large-scale events.

Cities and regions wishing to host large-scale events need to know how to formulate strategies that can help to control the complex challenges that arise, so that the event can be hosted effectively with minimum negative impacts. The full cycle of strategising, planning and implementation can involve as many as fifteen years' elapsed time. During this extended period, it is not just the diverse challenges that need to be managed; critical success factors may also be evident at each stage of the preparation process.

1.3. Benefits of holding the Games

It is important that planning and management strategies take full account of the potential benefits of hosting large-scale events. Weed (2008:102) noted that policy collaborations relating to Olympic tourism are not always successful in delivering the strategies required to fully leverage the opportunities that exist and so those opportunities must be examined and analysed to understand actual event benefits. According to Higham (2005:23), sport tourism has factors in common with several other forms of tourism in that it brings both positive and negative impacts to bear upon tourism destinations.

The impacts associated with both sport tourism and events like the Beijing Olympics are unavoidably viewed subjectively by different stakeholder groups because the economic, socio-cultural, environmental and security contexts of destination and/or host city are multifaceted and interconnected. The sustainable development of sport tourism destinations and host cities necessitates that destination and host city planners, tourism organisations and industry players are aware of this. According to Lyck (2006:11), large-scale events can be described as sustainable events with zero negative long-term consequences for the cities that stage them.

1.4. Implementation of the Beijing Games

The implementation of the Beijing Olympic Games was organised into three major phases, according to the Beijing Olympic Action Plan (2002:3):

- Pre-preparation
- Development
- Improvement and Operation

The pre-preparation phase extended from December 2001 to June 2003. During this phase, a range of significant steps were taken:

- The Beijing Olympic Action Plan (BOAP) was formulated;
- All the necessary preparations for construction of the Olympic venues and facilities were meant to be completed;
- Construction of facilities and urban infrastructure as well as a number of cultural and tourist sites were initiated, and
- Marketing programmes were put into operation.

The Development Phase extended from July 2003 to June 2006. By June 2006, the major construction projects of Olympic venues and facilities were completed and basic preparations were finished.

The third step, Improvement and Operation, extended from July 2006 to the opening of the 2008 Olympic Games. During that phase, all the venues and facilities, which fully met the requirements of the Games, were in place. Assessment of the venues was undertaken by means of test events that were conducted to ensure smooth operation and the availability of all services. Problems were identified and the work was progressed to completion.

1.5. Issues in organising the Beijing Olympics

According to Thompson (2008:48), no matter how extensive the preparations, the security risks at events such as the Olympics are ever-present. Worldwide terrorism is a reality and requires significant planning from security experts.

The Chinese organisers were also concerned about the local threat of domestic terrorism and disturbances by those looking to disrupt the event. Abadie (2004: 1) noted that the potential for domestic terrorism extended beyond the well-studied separatist groups and needed to be understood. The author argues that in 2003 1,536 cases of terrorism were reported in the Terrorism Knowledge Base. Out of this total only 240 cases were international, the rest are local. Although, much of the political and media debate in the past and current domestic and international environment on terrorism has focused on prevention policies, terrorism continues to be a major challenge to mega-events such as the Beijing Olympic Games.

In the Beijing Olympic planning phase, it was thought that unhappy Chinese citizens might start violent protests over a multiplicity of concerns that could occur either in Beijing or elsewhere in the country. In the past, mentally unstable or despondent persons have obtained explosives in rural areas and detonated bombs over personal grudges. Likewise, arson attacks and self-immolation incidents have occurred. Other domestic disturbances that could take place include mass protests over local issues, such as factory layoffs, improper land seizures or perceptions of corruption. Hooliganism and mob violence are not uncommon at sporting events around the world, including the Beijing Olympics Games, and must be considered threats in planning scenarios, although it is argued by Sawyer (2003:1) that violent

consequences can generally be avoided through proper management by local authorities to promote peace and progress in human society. There is also the "Olympic Spirit", of course, that might be expected to mitigate or compensate for problems threatening security.

According to the Beijing Olympics Action Plan (2002:2), the Olympic spirit was spread and most widely popularised through the active participation of all of the 1.3 billion Chinese people. At the same time, it was decided that the sports facilities met all the technical standards for the Olympic Games and that the main stadium and other key venues would be developed with note of the art technology. Competitions were well organised, providing excellent conditions for the athletes. All services provided at the Games were user-friendly and convenient. The most recent technology with the highest capability was adopted. Entertainment activities to show the depth of Chinese culture and its ever-lasting charm were also organised to create a unique opportunity where the East could meet the West. Tight, but friendly and peaceful, security measures were put into place to ensure safety of participants. Based on the experiences of the host cities of previous Olympic Games, creative management was applied to issues of organisation and marketing in order to make the most of the potential economic, socio-cultural, environmental and security benefits (Beijing Olympics Action Plan, 2002).

The objective was to maximise the positive impacts of the Olympic Games in terms of national economic development and accelerate the transformation of China as a country, in general. An increase in economic activities was observed in the capital in terms of economic development, urban construction, social progress and people's standard of living was envisaged so that by 2008 the per capita GDP of Beijing would go beyond USD$6,000 with accelerated economic, urban and social development projects (World Factbook, 2008).

The Olympic construction projects were considered as a vehicle to carry forward the reform and opening-up of the city. The principle of fair entry and fair competition was to be followed in order to form a socialist market economy, conforming to international practice (Ong, 2004). The policy making and legislative systems were optimised and protection of intellectual property rights enhanced. Training and employment of high-quality personnel and lessons of advanced management concepts and expertise from other countries were on the agenda. On the one hand,

government officials maintained the philosophy of openness, fairness, efficiency and honesty. On the other hand, practical innovative system(s), mechanisms and management were applied for the preparation and operation of the Olympic Games.

Although, these plans seem to be laudable, they were not enough to be adjudged fair systems and management processes (Thompson, 2008:48a).

Freedom of the press that was promised to foreign media before the Games became quite restricted. When a Western journalist asked a question concerning Tibet or the Uighur issues at a press conference, they were rejected by the presiding officer on the grounds that they had nothing to do with sport. (Thompson, 2008:48a) notes that regular press conference of the Beijing Olympics Organising Committee were held, with foreign journalists making a series of objections on issues of press freedom which they said had been violated. The Beijing Olympics, which had been touted as the “100-year dream of the Chinese people” under the slogan “One World, One Dream”, was held amid an eruption of domestic and external protests.

1.6. Security – a special concern

The National Institute for Defence Studies News (2008:2) noted that the process leading to the hosting of the Beijing Olympics was fraught with difficulty, despite the application of innovative system mechanism and management. The “riots” that broke out on March 14, 2008 in Lhasa, Tibet Autonomous Region, set off increasing international concerns about the human rights situation in Tibet and the Olympic torch relay became a forum for protest activity against the Communist regime. Some leaders of European countries voiced their intent to boycott the opening ceremony. In March, leaders such as Polish Prime Minister, Donald Tusk, and Estonian President, Toomas Hendrik, expressed their intention not to participate in the ceremony, while French President, Nicolas Sarkozy, hinted at a boycott when he said: “all options are open" (National Institute for Defence Studies News, 2008:2). In response to anti-China criticism, there was a public backlash in China and, on April 19, protest demonstrations were held at French diplomatic missions, the French supermarket giant, Carrefour, in Beijing and in other urban areas (National Institute for Defence Studies News, 2008:2).

By April 21, three days later, the demonstrations had spread to 19 cities. To restrict the expansion of the protests, the Chinese leadership stepped up propaganda

efforts. Xinhua (2008) also published an article that stressed patriotism through rational methods. Nevertheless, anti-French demonstrations again broke out on May 1 in Beijing, Chungking, Shenyang, Fuzhou and Changsha.

In addition, a terrorist attack on Han people, thought to have been perpetrated mainly by Muslims, occurred in the Uighur Autonomous Region (SINA.com, 2008). On August 4, 2008, only four days before the start of the Beijing Olympics, a police station was attacked and 16 police officers were killed in the Kashgar Prefecture of the Uighur Autonomous Region (SINA.com, 2008). On July 21, an incident occurred in Junming City, Yunnang Province, in which two local buses were destroyed. The Turkistan Islam Party (TIP) claimed responsibility for the crime on an Internet posting and warned that terror would continue unless the Beijing Olympics were cancelled.

All this protest action successfully created a negative image of the Chinese government and resulted in a sympathetic appeal to the Chinese government to address social issues affecting its people. In response, the Beijing Olympic Organising Committee's security director, Liu Shaowu, announced the establishment of protest zones in three Beijing parks during the Olympic. These were the World Park, Purple Bamboo Park and Ritan Park (National Institute for Defence Studies News, 2008:2).

In view of this public unrest, it is clear that Thompson (2008:48) was right in stating that Chinese domestic security challenges would arise from complex social, economic and political factors that have little to do with the international security environment. This internal security context had shaped Chinese organisers' thinking about security threats and added to the more traditional threats that are internationally regarded as the main focus.

In the Chinese planners' philosophy, the international experience was expected to give some degree of insight into the security problem, through cooperation and information sharing, but domestic issues remained high on the security agenda. At the same time, since the Games would attract heads of note, senior executives of multinational corporations, other VIPs and athletes, security planning required extensive international coordination. The organisers of the Beijing Games, therefore, actively engaged security organisations and governments around the world to share experiences and expertise.

The Olympic security command centre created a coordinating committee open to participating countries. Additionally, the Beijing Organising Committee for the Olympic Games (BOCOG) worked closely with the International Olympic Committee (IOC) and was believed to have hired security consultants and advisors (BOCOG, 2008). The Committee also established a close working relationship with Interpol as part of security arrangements for the event. Interpol agreed to provide access to its databases and deploy a "Major Event Support Team" in Beijing prior to the opening ceremony. Interpol's "MIND/FIND" database includes key information on high-risk individuals including names, fingerprints, photos and more. The Chinese organisers particularly valued access to international intelligence, reflecting a potential gap in their intelligence and assessment capabilities.

In addition to Interpol, China worked closely with multilateral organisations for Olympic security preparations. In 2005, China signed a declaration with the Association of South East Asian Nations (ASEAN) countries plus Japan and South Korea to boost cooperation for the Olympics (Xinning, 2005). In 2007, six member-countries of the Shanghai Cooperation Organisation (SCO) staged a joint anti-terror military exercise in Russia, followed by further exercises in the Xinjiang Autonomous Region and Russia's Chelyabinsk and all agreed to share Olympic-related security intelligence.

1.7. The principal planning concerns

According to the Beijing Olympic Action Plan (2002: 4), the major problems that were identified ahead of the Olympic Games were:

- A short-term approach might hinder long-term progress.
- Adequate water supplies would be needed for Beijing and the other host cities during the Games, and this might worsen the water crisis in other parts of the country or even in neighbouring countries.
- Since there was no independent judiciary, checks on the government's authority were seen as inadequate. This made it hard to balance the protection of individual rights with the need for public order.
- Beijing's security strategies could lead to the abuse of security systems during the Olympics and afterwards.
- It was unclear whether the new regulations would be applied equitably to all foreign journalists. For example, press freedom was not guaranteed for domestic journalists.
- Chinese officials still forcibly shut down peaceful demonstrations.

- Corruption continued despite disproportionately harsh punishments for some high-profile offenders.
- Government spending priorities had widened the gap between urban and rural areas.
- Migrants, who were crucial in building Olympic sites, would be left jobless when the Games were over.
- Ethnic minorities in border regions remained vulnerable to repression, even as the government pointed to their cultures as symbols of a “diverse but happy” note.

The Beijing Olympic Action Plan (2002:18) summarised these issues and promised an all-out effort to guarantee security during the Games on the basis of a sound social order, reliable public transport, effective fire-fighting systems, safe medical and health structures and other well-planned supporting measures.

Specific actions to be taken to mitigate these issues included a range of ideas such as:

- Maintaining good social order was the objective of two projects – "safe community" and "science and technology-based security" – that would work to enhance public security from the grass roots level by building a complete anti-criminal network among the citizens.
- Management of the floating population in the city would be further improved and services would be provided to them.
- Various crimes and illegal acts would be guarded against and addressed promptly and firmly, and anti-terrorism capacity would be developed.
- Ensuring public security during the Games a command centre was established that would take charge of security at the Olympic venues, dwelling places and other related areas.
- The security management experience of previous large-scale events held in China will be investigated and lessons to be learnt
- Security forces were to be rationally distributed to deal with major criminal cases and security incidents.
- As required by law, firefighting equipment and facilities were to be improved and fire-fighting forces stationed to prevent or deal with fire emergencies.
- Education programs on safe production were to be carried out in enterprises and security supervision of businesses was to be strengthened to avoid major accidents in production.
- Finally, the police forces of the capital city were to be strengthened and disciplined to create a new image of the Chinese police.

With such extensive actions in mind and in the plan, the question arises as to whether the implementation of the plan effectively followed these intentions, and the level of success achieved. An editorial in the Beijing Youth Daily (2008) noted that the day after the opening ceremony, millions of people around the world then

understood the essence of Chinese culture that makes them feel the pride and confidence of the Chinese people. Was this actually the case? Was the Games meant just to bring people together or deliver real economic, socio-cultural, environmental and security benefits as originally intended?

This work sets out to explore the problems and challenges in more detail and examine implementation of the plans and realisation of the anticipated benefits.

1.8. Aim, problem statement and research questions

The aim of the study, the research problem, and the research questions are presented in the following sections. Details of the research design and methods adopted are presented in Chapter 3.

1.8.1. Aim of the study

Winning the bid to host the 2008 Summer Olympic Games in 2001 was received in China with enthusiasm and joy by government officials and by people. Usually, large-scale mega-events such as the Olympics Games are associated with positive social and economic prospects by governments. It is an opportunity to earn foreign exchange, address social challenges and enhance bilateral relations and cultural understanding. However, other countries have found that the expected benefits of the Olympics are sometimes over-estimated and the negative impacts under-estimated.

This research aimed to explore this phenomenon using China as an example. This kind of research is important especially for countries which will be hosting large-scale events in the future, such as Brazil Olympics to be held in 2016.

1.8.2. Problem statement

Mega-events like the Olympics are held in places where they usually have not been held before, presenting significant uncertainty to the organisers in terms of the expected and actual impact.

Hence, the problem at the heart of this research was:

The impact of hosting mega-events such as the Olympic Games is often misrepresented and not understood.

1.8.3. Research questions

Table 1.1 presents the research problem, the principal research question, and the sub-questions that determined the structure of the enquiry. Notes are given on the objectives at each stage, and the research method that was adopted.

Table 1.1. Summary of research problem and questions

Research problem:	The impact of hosting mega-events such as the Olympic Games is often misrepresented and not understood.	
Principal research question:	To what extent were the benefits and impact of the Games properly anticipated, and what was the actual benefit?	
Sub-questions	Objective	Research method
What were the opinions of government officials on the impact of the Olympic Games?	Establish what problems and challenges were anticipated	Semi-structured interviews with government officials organising the Olympic Games
What were the economic socio-cultural, environmental and security impacts of the 2008 Summer Olympic Games in Beijing?	Establish what actually happened	Semi-structured interviews with business owners
How can future host countries manage mega-event so as to maximise the benefits and reduce the negative impacts?	Develop recommendations for the future	Analysis

1.9. Motivation

Cities which host the Olympic Games invest a large amount of money in venues and other infrastructures because they expect that the Games will create large and lasting economic benefits to the host country.

These cities expect economic benefits measured in billions of dollars, but in reality studies have consistently found no evidence of positive impacts from mega-sports events, even remotely approaching the expected benefits as predicted by economic impact studies. In addition to this, pre-event studies do not give due emphasis to other impacts such as economic, socio-cultural, environmental and security issues which impact significantly, in the long run, on the host country, its regions and the cities involved.

Beijing invested a large amount of money to host the 2008 Olympic Games and its expectations were variously noted to be a "Green Olympics", "High-Tec Olympics" and a "People's Olympics".

1.10. Scope of the study

Beijing was chosen to be the research site because it is where the 2008 Summer Olympic Games were held. However, a sporting event affects every sector of a country and it would be impossible to exhaust all issues related to a sporting event in a mini-thesis.

Thus, this research was confined to tourism, specifically to opinions of government officials and businesses on the economic impacts of tourism, with special emphasis on the 2008 Summer Olympic Games in Beijing.

These opinions were obtained through the administration of a questionnaire to stakeholders noted in the previous paragraph. The completed questionnaire was collected, coded and analysed for evidence of both negative and positive impacts.

1.11. Limitations of the study

The sources of data were principally Chinese this was done to gain a clear view of the local and cultural viewpoints on the issues concerned. The study was constrained by a limited budget. In the light of these constraints, a sample size of 600 respondents in Beijing was used to collect data. The limited sample size could mean that the opinions of stakeholders interviewed did not necessarily represent the opinion of stakeholders in Beijing and China, in general. The reliability and limitations of the work are discussed in detail in the closing sections of the research study (Chapter 3). Although data collection was designed to be in two phases, only one phase was possible. The one-phase data collection was due to unforeseen constraints and circumstances beyond control. However, these constraints and circumstances were exploited by using the first phase for pre-testing, instead of qualitative data collection, that sought to find out the perceptions of the organising committee on the expected impacts.

1.12. Summary

This chapter provided a background to the Beijing Olympic Games and introduced some expert views about the significance and impact of hosting large-scale events such as this. It provided a justification for the research, summarised the research problem, the research hypothesis, and the approach to the research.

The remaining chapters now proceed as follows:

- Chapter 2 looks at the available literature investigating and reporting on sport, tourism, large-scale events and various impacts on tourism.
- Chapter 3 explains the design of, and the approach to, the research.
- Chapter 4 presents the data analysis
- Chapter 5 draws conclusions and makes recommendations for those who are considering or are involved with tourism associated with sport on this scale in the future.

CHAPTER 2: LITERATURE REVIEW

2.1. Introduction

This chapter provides an overview of mega-sporting events and their impact on host cities. The literature review reveals some of the economic benefits as well as problems associated with big sporting events like the 2008 Beijing Olympics. Examples of these benefits and associated problems are given in relation to previously held events. These are used to explain what happened in some of the countries that have organised very large sporting events. One of the benefits mentioned is the large number of sport-lovers and fans (also known as sport tourists) attracted by such events.

The literature review provides data at the "secondary" level to highlight major problems that occur during events of such magnitude – this permits the development of a conceptual model such as that presented at the end of this chapter. These sources include text books, journal articles, magazines, newspaper reports, publications and periodicals. Most of these were obtained from the Cape Peninsula University of Technology (CPUT) library. Of particular importance was the Internet. Internet information was gathered from various websites and databases using mainly the Google Scholar search engine. This helped in questionnaire design and laid the foundation for data collection, discussed in the next chapter.

2.2. Background

2.2.1. Tourism

Hall (1998:5) noted that short-term staged attractions or hallmark events have been a major component of the growth of tourism in Australia in the past decade. Hallmark tourist events, otherwise referred to as mega (Ritchie & Yangzhou, 1987) or special events (Burns & Grove, 2005) are major festivals, expositions, cultural and sporting events which are held on either a regular or a one-off basis. Hallmark events have assumed a key role in international, national and regional tourism marketing strategies, their primary function being to provide the host community with an opportunity to secure high prominence in the tourism market place for a short, well defined, period of time (Ritchie, 1984).

2.2.2. Sport

According to Turco, Riley and Swart (2002:3), sport is any action, experience, or production for which the primary focus is athletics or physical recreation. Kotze and Visser (2008:62) define sport tourism in terms of the different sports which, all the way through history, have been the source of and/or the major reason for journeys.

An extra definition that seems to be a complete description of sport tourism describes this phenomenon as leisure-based travel that takes individuals temporarily outside of their home communities to play or watch physical activities or to venerate attractions associated with these activities" (Hinch & Higham, 2005:245). Hinch and Higham (2005) noted that all definitions tend to share three key dimensions, with the spatial aspect being the most prevalent. First, sport tourism involves the travel of non-resident, secondly it is a temporary stay away from home of at least one night and, thirdly, sport is closely related to the purpose of, or activity engaged in, while travelling.

2.2.3. Relationship between sport and tourism

De Villiers (2001:6) noted that major sporting events incite people to travel in ever-greater numbers; they generate considerable income for the host country, the actual impact of which has not yet been properly assessed and is, therefore, undervalued. Companies such as Club Med promote new holiday forms based on the culture of sport. These great sporting events help, in the long run, to consolidate the position of leading international tourist destinations and transform the image of the host countries. The spectacular success of the Games of the XXVII Olympiad in Sydney bore this out yet again in no uncertain terms. Barcelona is living proof that Olympic cities and sites have become world tourist attractions in their own right; the great sports arenas are visited by more and more people, a case in point being the Stade de France near Paris, that witnessed the host country's victory in the 1998 Soccer World Cup tournament: these stadia are now part of the cultural heritage of the countries that built them. (De Villiers, 2001).

Sinclair (2005: 539) noted that the links between tourism and sport have generated tremendous interest among the ranks of academics, sports practitioners, administrators, spectators, tourism entrepreneurs and travellers. The phenomenon has inspired a raft of academic studies, conferences, workshops and official policy

documents. A World Tourism Organisation study concludes that sport contributes just under 2 per cent to the gross domestic product of industrialised nations (WTO, 2001), while tourism contributes between 4 and 6 per cent (WTO, 2001).

2.3. Mega-events and tourism

Turco, Riley and Swart (2002:74) argue that sport tourism events comprise those events in which the primary purpose for travel is to participate in or to view the sporting activities. These types of tourism activities are usually planned by the event organisers as part of the marketing, public relations and eventually for the commercial benefits enjoyed by the host city.

2.3.1. Planning for mega-events

The better the research conducted prior to the proposed event, the greater the probability that an event that matches the planned outcomes of the organisation will be produced. Moreover, it is necessary for event organisers to spend more time on researching and evaluating events. Saayman and Rossouw (2008:1) note that sport events are big business and have grown enormously during the last two decades. From small participatory events to the mega and hallmark events seen by millions, this industry has mirrored the explosive growth of media, entertainment and tourism (Graham, Neirotti & Goldblatt, 2001). The term “sport event” refers to the organisation, marketing, implementation and evaluation of any type of event related to sport. Examples include local school and community sport events, not-for-profit and corporate events (Graham *et al*., 2001) as well as the mega-events.

Cashman (2002:7) noted that the noted benefits for a community from the staging of Olympic Games are often equally vague. These benefits are usually not costed and their values are inflated. After Olympic Games, there is limited assessment as to whether any proposed benefits have been realised.

The supporters of Olympic Games argue that these benefits will outweigh any negative impacts such as overcrowding, increased costs and taxes, and disruption due to the construction of Olympic-related buildings. There are, in addition, hidden and unanticipated burdens that might appear if the Games are perceived to be unsuccessful leading to criticism of a city or if there are unexpected burdens such as a terrorist attack like the knife-wielding assailant who killed an American on 9th

August 2008 during the Beijing Olympic Games. The attack occurred at the Drum Tower, an ancient landmark in Beijing located three miles from the main Olympic stadium (Miller & Giddings, 2012:3). In another terrorist attack, according to the report, “a bomb detonated killing two persons at a building in the Qinhuangdao economic and technological development zone near Beijing.”

The 2002 FIFA World Cup jointly hosted by Japan and South Korea was estimated by the Korea Development Institute to create industrial output worth USD$9.2billion in Korea, including an estimated USD$ 525million spent by some four-hundred thousand overseas visitors (Lee, n.d.:68). This estimate according to Lee, was the amount spent by approximately 800 known hooligans who were prohibited from leaving Britain to attend the 2002 World Cup. The estimate excluded a 700-strong British police deployment to Japan to help compile and share databases of rabble-rousers (Lee, n.d.: 68) as well as work with their local counterparts at England’s matches.

According to the Federal Government Progress Report (2005:11), the approval for a National Security Strategy of the 2006 FIFA World Cup was executed by the Conference of Interior Ministers (IMK) on 25 May 2005. The strategy comprised the framework for the supplementary security measures taken for the 2006 World Cup. Aspects of awareness in the strategy were hooliganism, politically-motivated crimes or terrorism, crimes associated with events in general and organised crime. Exceptionally, the broad actions towards hooliganism and security measures planned to deal with this sort of criminal activity drew on the developments during the months immediately preceding the event.

In the light of violent transgressions committed by hooligans at that time, representatives of Germany’s federal and note governments, the German Football Association (DFB), the German Football League (DFL) and the organisers of the 2006 Soccer World Cup met with the purpose of discussing ways of neutralising this trend during the regular season and for the major sporting event of the 2006 World Cup in particular (Metro Aaza.com, 2010). For instance, attempts to bring together and process information about violent offenders, were intensified. This information enabled these bodies to make prosecutions and stadium bans. Thus, interconnected security measures were being taken as a joint force to deal successfully with hooliganism.

According to the Federal Government Progress Report (2005:12) the National Security Strategy for the 2006 World Cup also benefited from dealings with international assistance, before and during the tournament. The German government signed bilateral contracts on event-related assistance in terms of security issues with neighbouring countries and the countries that were taking part in the event. Initially, in 2006, Germany shared information associated with major events at international level, in accordance with the European Union (EU) security principles and recommendations for EU member noted, to prevent terrorist attacks on the Olympic Games and sporting events of that nature.

According to Wannenburg (2006:1), a researcher at 'Business against Crime', the German media broadcasted that during the month in which the event took place in 2006, police recorded roughly 7000 incidents of crime, of which 850 were injuries. In general, the crimes involved assault, theft and damage to property. For the duration of the event, the police locked up 9000 people, 80% of them were originally German citizens; the majority of foreigners who were imprisoned were English. The German police expected additional football hooliganism and right-wing violence among the 14 million people who got together for outdoor screenings of the matches.

When preparing for mega-events, the following are the most useful areas that need to be dealt with:

- violent and other crime;
- aggravated robberies;
- commercial crime and fraud;
- corruption and IT security; and
- communications about crime and security.

An example of a reason to plan for a mega-event is summarised by the Jewish Palm Beach.(n.d.). During the 1972 Summer Olympic Games in Munich, in what was then West Germany, eleven members of the Israeli Olympic team were detained and afterwards murdered by eight members of a Palestinian terrorist group identified as the Black September Organisation. This event was known, at a later stage, as the Munich Massacre.

2.4. Impacts of sport tourism

Ntloko and Swart (2008:80) noted that, it is widely recognised that events have the power to have impacts of a socio-cultural, economic and environmental nature on their host destination and within the affected community. Hede, Jago and Deery (2002) suggest that events are usually evaluated from an economic perspective and are largely driven by the needs of government and tourism agencies, who justify the staging of special events based on their economic contribution to the host economy. This is because of the benefits or economic stimuli associated with sport tourism events (Hautbis, Revenel & Durand, 2003) linking sport tourism and local economic development.

Kasimati (2003:433) noted that the modern Olympic Games were first held in Athens in 1896. Over the years, the Games have survived many trials, including wars and boycotts, and each set of Games is held every four years. In recent years, the interest of countries and regions in staging a future edition of the Games has grown because of the perception that doing so would help attract tourists and generate income. As well as the likely impacts on the socio-cultural and environmental areas, host cities place great emphasis on the economic implications of the Olympics and the opportunities for tourism development. These implications have received increasing attention over the past two decades, involving economic studies to provide a measure of the net gains that hosting the Games may provide.

2.4.1. Economic

According to Vellas and Bécherel (1995:348), the economic impact of tourism on the development of host city infrastructure is an aspect of destination marketing. Most countries infrastructural development, therefore, becomes an important element of the economic benefit associated with a sporting event. Other economic benefits reported are:

- Job creation during construction and for local people in the longer term.
- Increased income to an area - visitors spend money in local shops, on locally made goods.
- Increase in local trade - visitors use other local facilities such as restaurants, and
- Increase in wealth amongst those that provide specific services to visitors.

Growth in leisure and tourism does not necessarily mean that the community really benefits. Some negative economic impacts of tourism can be surprising: visitors to Windsor Castle arrive mainly by coach resulting in traffic congestion and loss of local business (Vellas & Bécherel, 1995). Other negative impacts reported are:

- A destabilised local economy - sudden changes in the population numbers, seasonal work.
- Loss of local industry.
- Loss of amenities - local shops close in favour of shops for tourists.

Stynes, (1997:1) notes that the tourism industry sees itself as the main contributor to local economic developmental initiatives for various reasons. Some identified reasons are claims that tourism contribution to local economic development is so significant that it gives the industry greater respect among the business community, public officials and the public in general. This often translates into decisions or public policies that are favourable to tourism. Community support is important for tourism, as it is an activity that affects the entire community. Tourism businesses depend extensively on each other as well as on other businesses, governments and residents of the local community.

Economic benefits and costs of tourism reach virtually everyone in the region in one way or another. Stynes (1997) contended that although economic impact analyses provide tangible estimates of the economic contribution, interdependencies and a better understanding of the role of the importance with which economic development relates to tourism activities is still unclear. This lack of clarity is supported by the responsibility for the economic costs of tourism. This includes the direct costs incurred by tourism businesses, government costs for infrastructural provision and the individual community costs. Despite the different cost the tourism industry continues to claim success for tourism contribution to local economic development, while community believes that tourism contribution is the combined effort of community and community members that work to provide tourism services for profit. The real tourism contribution is both economic and entrepreneurial development.

Lickorish and Jenkins (1997:63) note that it is usually acknowledged international tourism represents one of the most considerable trade flow(s) on a large scale. As a corporate, multi-faceted activity, it is hard to be accurate about the value of international tourism. It is likely that it is the major economic sector in the world. It

has been shown to be a flexible activity and less prone to economic variations than many other economic sectors. There are no grounds for suggesting that future global demand will decline. International tourism has two main impacts; first, in trade and, secondly, in its redistributive effects.

The trade effect is a characteristic of tourism demand. As tourists travel to visit countries, the act of travelling itself stimulates trade. Most long-haul travellers travel by air (Lickorish & Jenkins, 1997). At the destination, the tourist might use accommodation owned and managed by non-residents and consume some food and drink not supplied domestically. For instance, a German tourist visiting Sri Lanka might arrive on Air Lanka using a DC10 aircraft (made in the USA), stay in a foreign-owned and managed hotel (Taj Group India), drink French wine and Scotch whisky and eat Australian beef. To the tourist-receiving country, these imports represent leakages meaning local products are not consumed. Thus, local businesses are not entirely benefitting from that tourist. To the international economy, they constitute trade opportunities and generate exports.

The redistributive effects of international tourism refers to the fact that most international tourists come from high-income, developed countries and spend a part of their discretionary income in lower-income countries by the purchase of holidays. In this way, some of the surplus spending power of the richer countries is redistributed, through tourism, to other countries, many of them being in the developing world (Lickorish & Jenkins, 1997). The relatively wealthy countries of Western Europe and North America are major generators of tourists. Countries with high surpluses on their balance of payments, such as Japan, encourage residents to travel abroad as one means of reducing and redistributing the surplus.

De Villiers (2001:13) noted that an exceptional growth of tourism over the past decades is one of the most remarkable economic and social phenomena of the 20th century. The number of international arrivals in Japan, shows an evolution from a mere 25 million in 1950 to around 700 million in 2000, representing an average annual growth rate of more than 7% over the last 50 years. The World Tourism Organization (WTO) predicts that by 2020, China will be the number one tourist destination in the world with inbound tourist arrivals estimated at 210 million (Gibson, Qi & Zhang, 2008:428). Tourism has clearly outperformed all other sectors of the economy and has grown into the most significant economic activity in the world.

2.4.2. Socio-Cultural

Ohmann, Jones and Wilkes (2006:132) noted that relatively few studies have been undertaken on the impacts of events, often with a variety of results. On the social impact research by Ohmann *et al.* (2006:145) concludes that residents' experiences of hosting the FIFA World Cup event in Germany was largely positive as negative impacts relating to fan behaviour, crime and prostitution were not subsequently identified as key issues by respondents.

It is interesting to look at how the results of a study on the impact of an event such as the Beijing Olympic Games, may differ from or confirm the results of previous studies. Studies by Ritchie (1984), Hall (1992) and Getz (2005) have all identified social impacts that may arise as a consequence of an event. A number of similarities can be noted. Hall (1992) and Getz (2005), for example, agree that the negative impacts, such as substance abuse, an increase in crime and prostitution as well as bad behaviour, the dislocation of locals and the loss of amenities, which Getz (2005) views as a result of noise and crowding, are social effects of events. In terms of positive impacts, the idea of events as an influence of community pride and increased involvement of individuals in community activities is shared by both Hall (1992) and Ritchie (1984).

Saayman and Rossouw (2008: 2), note that other critical impacts of mega-events are the enhancement of living standards and the international image of the host community. In fact, several researchers (Zhou & Ap, 2009; Mihalik, 2004) suggest that residents of communities that have hosted sport mega-events, such as Calgary (the 1988 Winter Olympic Games) and Atlanta (the 1996 Summer Olympic Games) believe that positive social impacts of the sport mega-events (such as community pride and international recognition) are equally, or even more important, than the positive economic benefits of the event (Kim, Gursoy & Lee, 2006). In support of this notement, Saayman (2001) indicates that the Rugby World Cup had a positive impact on national pride in South Africa in 1995 and the same happened in the Rugby World Cup in 2007 in France. According to Maennig (2007), the greatest benefit of the 2006 FIFA World Cup to Germany was the "feel good" effect of the German population and the improved image of the country. Residents' support for mega-events become greater if the locals perceive tourism development for mega-events as something that will improve the recreational facilities that the locals can

enjoy or will increase the opportunities for recreational activities for the community (Maennig, 2007).

Liu (2003) noted that while recognising the economic benefits of tourism, many writers appear to have a view that its social and cultural impacts are primarily harmful. Croall (1995), for instance, claims that tourism has trivialised cultures, brought about uniformity and has had adverse effects on traditional ways of life and on the distinctiveness of local cultures. Preserving cultural heritage, maintaining traditional values and providing authentic experiences for tourists have often been highlighted as important elements of sustainable tourism. However, Croall (1995) believes that most socio-cultural changes brought about by tourism development are beneficial and the unique role of tourism in promoting modern values, social progress and cultural evolution should be greatly appreciated.

2.4.3. Environmental

Turpie and Joubert (2001:387) note that development and resource allocation decisions are usually based on the rationale of maximising economic benefits. Most development carries some degree of impact on the environment, a problem which has been addressed in the past mainly through efforts at damage mitigation, but the economic implications of environmental impacts have largely been ignored in decision-making processes (Turpie & Joubert, 2001:25). However, with valuation associated with the environment and biodiversity becoming a growing international field, there is now increasingly a move, in the international arena, to consider the full costs and benefits of all actions in decision-making processes as new understanding suggests that many past decisions have been sub-optimal.

Ahmed, Moodley and Sookrajh, (2008:75) note that sport events are getting bigger and bigger. So the negative effects associated with them are growing. Any sport event attracting large numbers of visitors to a relatively small area is likely to create noise, caused heavy traffic and overcrowding and result in large amounts of waste and energy use, compromise water quantity and quality, disturb natural environments and processes and disrupt local activities. In the Caribbean, for example (Ahmed *et al*., 2008), the tourist industry has led to the unsustainable exploitation of sand, limestone and clay on many islands as a surrogate for the shortage of construction-related building materials.

Mieczkowski (1995:50) noted that among the three (economic, socio-cultural and environmental) impacts, the economic effects of tourism undoubtedly played the dominant role up to the 1960s, not only in the professional literature, but also in the arenas of practical decision-making. With the focus on the economic benefits obtained by the areas of destination, the adverse non-economic socio-cultural and environmental impacts of tourism were almost totally ignored.

Environmental costs were disregarded because nature was viewed as an inexhaustible renewable resource. However, these views have been largely discarded since 1960s as the negative effects of tourism were brought to light in the new era of growing environmental and social consciousness (Mieczkowski, 1995). The startling realisation was that the environmental and socio-cultural impacts of tourism were frequently negative and, in the long-term, the economic effects were by no means always beneficial. Consequently, tourism's reputation has become somewhat tarnished. Thus, a more comprehensive and balanced view has gained acceptance: tourism causes not only positive, but some negative impacts as well.

2.4.4. Security

Ritchie and Adair (2004:174) note that crimes that are associated with sport tourism present challenges to hosting destinations and proper planning is needed in this regard. The preparation and management concerns, which are so important for the development of sustainable sports tourism, need to be examined by the organisers (Broudehoux, 2007:23). In fact, some of the most severe impacts of hosting events happen from an increase in crime and unpleasant behaviour.

Lockwood and Medlik (2002:245) argue that there is an improved awareness of health and security in tourism. It is also acknowledged that there are some risks and hazards that are also associated with travel and they may not be entirely removed. Risks that affect travellers' comfort and safety may arise anywhere and include adverse political developments, dangers to public health and/or natural forces.

Lockwood and Medlik (2002:171) suggest that it is essential to develop more effective safety and security measures to guarantee a more stable tourist climate that contributes to longer-term tourism development programmes in the face of international competition. Doswell (1997:179) notes in a study before Lockwood and Medlik's (2002) that numerous countries are convinced that setting up a separate

tourist police unit is indispensable. For example, such a unit was established by the Royal Malaysian Police in 1998. The objective for this specific unit was to sustain tourism by providing tourists with security and assistance, and by preventing crime against tourists or crime committed by tourists (Doswell, 1997).

The roles and functions of this police unit in Doswell's (1997) study were to:

- Obtain sufficient knowledge of tourist destinations and attractions.
- Make sure that both security and assistance are guaranteed.
- Offer information and guidance.
- Be certain that areas are safe for tourists and free from criminal activities.
- Be certain that the victimisation of tourists is reduced.
- Educate tourists on the local norms, customs, laws and regulations.
- Take immediate actions on criminal cases that are related to tourists, expediting investigations and prosecutions.
- Prevent fraud or any unsavoury activity related to the tourism industry, and
- Assist visitors who are involved in accidents, theft or have lost essential documents during their visit.

This unit selects specific employees and makes sure that they receive appropriate training to fulfil their roles and functions within the organisation.

Gartner (1996:21) argues that the lack of ability of governments to stop terrorism focussed at tourists might also affect travel, at least regionally. Similarly, FAS.org. (n.d.) reported that although incidents of terrorist activity have decreased during the early 1990s, there is no guarantee that this trend will continue. Tourists have been targeted by terrorists' factions in order to destabilise the political system as tourism is an important foreign exchange earner for the hosting country.

Toohey, Taylor and Lee (2003:176) argue that so involved was the anti-terrorist planning that the 2006 Korean and Japan World Cup's security measures became the strictest for any sporting event to date. Korean and Japanese security organisations, aided by the USA Federal Bureau of Investigation (FBI) and United Kingdom (UK), were involved in pre-Games anti-terrorist planning. During the event, fighter jets patrolled no fly zones around the stadiums, while surface-to-air missiles were ready to shoot down suspicious aircraft. Sharpshooters were in place at all venues and in addition to the normal security measures, undercover operatives, some trained by the Israeli Mossad Intelligence Agency, and assisted by Israeli army

specialists, were on the lookout for suicide bombers (Toohey *et al*., 2003). No major terrorist incidents occurred during the event.

Rifer (2005:108) noted that internationally, the theory of security was obliged to change after the terrorist attacks in the United Noted on September 11 2001 because terrorism became an undeniable truth, which implies a necessity for adequate arrangements in terms of security worldwide that may be adjustable for a range of reasons and in diverse ways. In fact, the notion of security in the United Noted changed immediately because the most significant threat for a note may no longer be another note, but rather an unclear sub-note or even a trans-note or groups of people, weapons and financing. Using the same perspective, terrorism can negatively affect the viability of the economy of a region without a bomb explosion (Rifer, 2005).

Ewi and Aning (2006:33) argue that the worldwide perception of the struggle against terrorism should take into consideration four aspects, which include national, regional, intercontinental and global. The power of the note still has its own authority unchanged, while fighting terrorism at all levels remains the focal point, all four aspects must be considered and included in the fight against terrorism. For that reason, no matter what role intergovernmental organisations play, the fight against terrorism should be seen as an important note responsibility. According to Turco *et al.* (2002:128), the mission to assure safety and security of clients and participants at an event has a large degree of flexibility to adapt and respond to security threats. This kind of responsiveness can be used to prevent terrorism in manner that is both satisfactory and in line with security requirement for mega-events.

Requirements of employees dealing with security matters and essential equipment, such as intrusion detection systems and communication tools should be acknowledged, while additional methodical training programmes should be carried out by the security personnel in order to get them ready to deal effectively with security matters that arise. Theobald (2005:542) argues that the tourism industry all over the world is dealing with a considerable change when it comes to perception as well as the reality of alleged risks in travel. In the world of tourism, both government and tourism operators need to address anxieties relating to tourists' safety and security when dealing with a crisis. There is a need for safety and appropriate

security measures to be taken into consideration as tourists need to be convinced that the place (where) they visit is safe.

Lumsdon and Page (2004:112) note that external events such as September 11 and the bombing of a night club in Bali in 2002 had a major impact on the number of persons travelling by air in the short/medium term. Although a recovery appeared to be underway in 2002, at that time it was not possible to be entirely clear what the longer-term effects would be. Pizam and Mansfeld (1996:144) note that a pistol pointed at a hostage is equivalent to a pistol pointed at a country's heart. Terrorists are attracted to tourists and tourism infrastructure because they provide targets which enable them to achieve their goals. Terrorists are usually seeking international publicity for the causes which they espouse.

International travellers, by definition, have links to other places and when they are harmed or inconvenienced in a big way, publicity is immediately generated in the areas of their origin. Terrorist events, accidents and natural disasters receive great media publicity with indications of losses of life and usually special emphasis on those affected from the nation to which the media are reporting (DeLisle, 2009:21). The opportunity to impact individuals from a diversity of origins, thus, increases the likelihood of acquiring widespread publicly. The seizure of the ship, the Achille Lauro, in October 1985, and the Rome and Vienna airport attacks in December of the same year are examples of ways in which terrorists may target the tourist industry.

2.5. Summary

This literature review has revealed four principal areas of concern: economic, socio-cultural, environmental and security:

- **Economic**: Generally, countries, bid for hosting major events with the purpose of getting an economic boost with job creation during construction, and for local people in the longer term.
- **Socio-cultural**: During major events visitors from all over the world visit the host country and that allows the interaction between locals and foreigners. Thus, the impacts on the culture can either be positive or negative.
- **Environmental**: It has been recognised that planners have been focusing their intention on the benefits that are primarily economic and which may allow the environment suffer.
- **Security**: Maintaining safety for visitors when planning a mega-event is essential, because the fact is tourists are sometimes targeted, and tourism has been recognised as one of the industries with a high income generator).

It is argued by experts that good forward planning in these four areas coupled with superior management will allow the organisers to maximise the benefits and minimise the risks of the major events in the host country. These aspects characterise the major concerns for the host country during an event:

The remainder of the research study adopts this separation of ideas in developing the research design, analysis, and discussion of results.

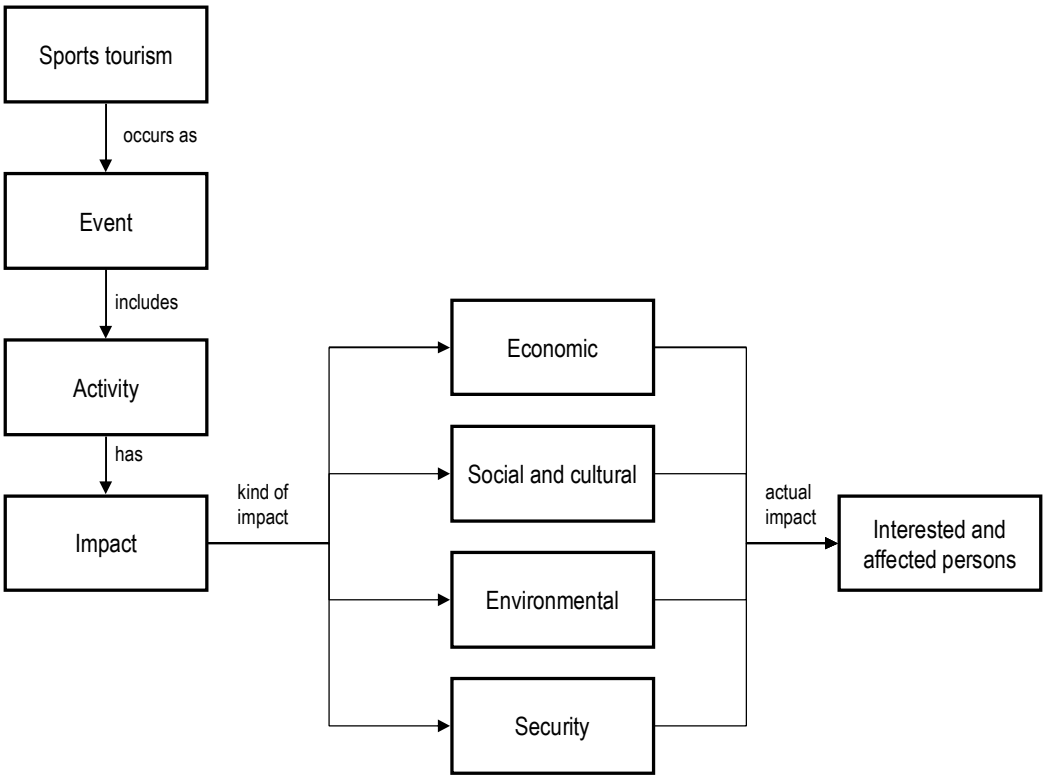

Figure 2.1.: Conceptual model of the impact factors

CHAPTER 3: RESEARCH METHODOLOGY

3.1. Introduction

This chapter explains how the approach to the research was developed. As will be explained, the initial approach to the research was only partially successful and the method of work was developed and adjusted into a single data collection to derive more useful results for a single analysis after the Games.

3.2. Methodological options

There are two principal methods of working in research, quantitative and qualitative, that are often associated with two philosophical options – positivist and interpretive, respectively (Myers, 1997),

- Quantitative methods are concerned with the measurement of identifiable variables, such as "height" and "weight" in the case of a study of tall and short people and the relationship between height and weight.
- Qualitative methods are concerned with understanding what people think about a phenomenon, especially where variables cannot be easily identified or measured, as in the case of business success or personal feelings and opinions. In such cases, quantification might be possible through the use of proxy measures, but such measures might be relatively meaningless when compared with the richness of qualitative work.
- Positivist research is strongly associated with quantitative approaches, where one is "positive" that there are variables and that they can be measured, as indicated above.
- Interpretive research is strongly associated with qualitative approaches, where it is necessary to hear what people think and to interpret their ideas in order to understand what the variables might be.

In the first instance, the data collection used a semi-structured questionnaire to interview stakeholders, including those involved in the planning and preparations. The content of the interviews was analysed using a qualitative technique and descriptive statistics (quantitative) analysis to establish:

- Whether critical issues from the literature were understood by respondents.
- Respondents' feelings, opinions or perceptions about the impact of the event
- The particular nature of the Games is that it is an oriental context involving a degree of national transformation.

A semi-structured interview is a verbal interchange where one person, the interviewer, attempts to elicit information from another person by asking questions (Longhurst, 2003:103). Semi-structured interviews are probably one of the most commonly used qualitative methods, according to Longhurst (2003:104), because

they allow the collection of data on an equally diverse range of subjects. The drawback experienced is the usage of one interviewer and interviewee at each interview session. It would have been more appropriate to have at least more than one interviewer and interviewee at each interview session.

3.3. Conceptual model

The design of the project was informed by a conceptual model, initially derived from the literature, but subsequently developed during the study. Figure 3.1 shows how the research revolved around two questions:

- What was planned for in the preparations for the Games, and
- What actually happened in the event?

Four areas of specific interest investigated were:

- Economic costs and benefits
- Socio-cultural impact
- Environmental issues
- Security.

The first of the two questions is really about the initial perceptions held by the managers who were tasked with the preparation for the Games.

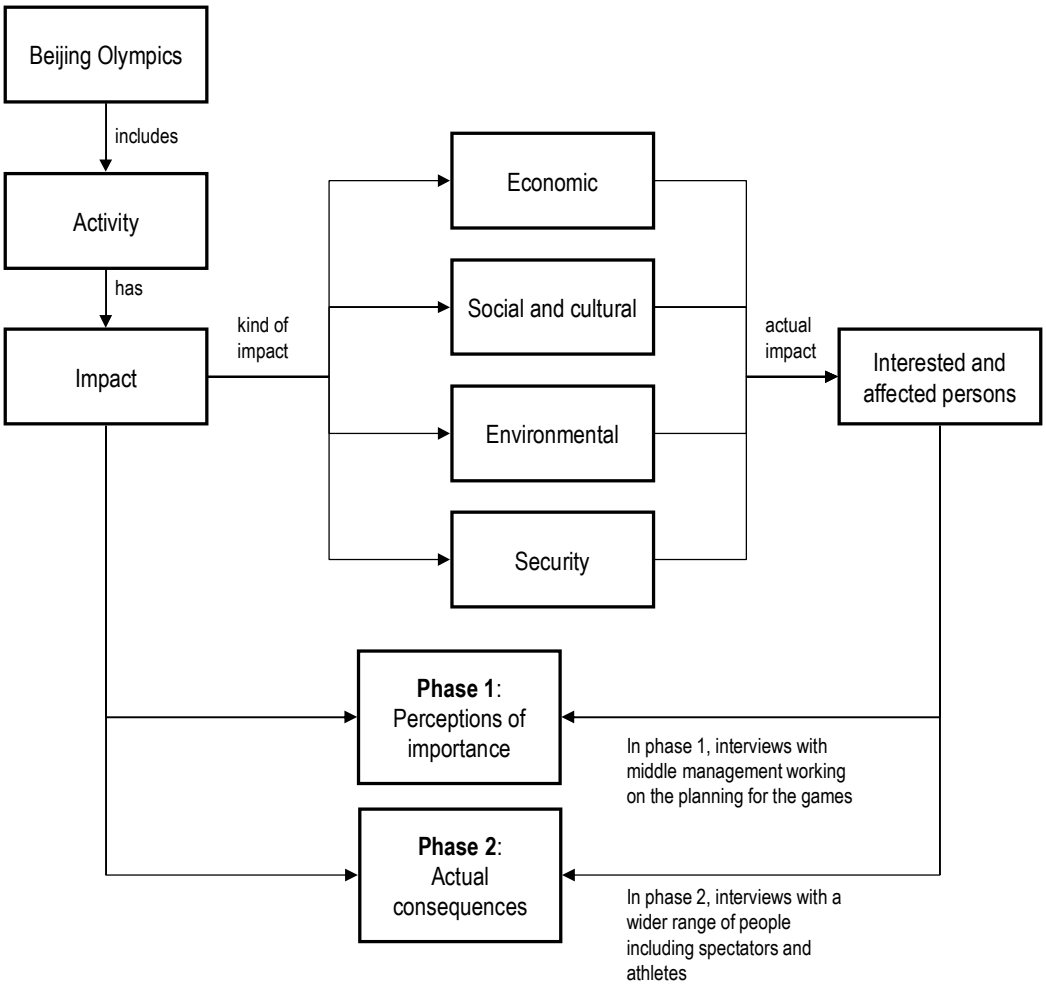

Figure 3.1: Author's construction of the research process

The second question is concerned with what actually happened at the event. The four areas of specific interest as listed earlier came from the literature review.

3.4. Research design and methodology

Two phases were applicable in this research, as one would like to know what the planners expected during the events and obviously compare this with what actually happened. Thus, the second set of questionnaires was used to collect date from proxies acting as spectators and athletes.

Phase 1 of the study concerned perceptions of the possible impact of the Olympics before the event, interviewing middle manager and asking them about issues that concerned them with respect to the opportunities and risks and about the extent of

their concern. The measurement of “extent” is difficult, but it was decided to attempt to do this. As will be seen, the measurements were not really informative and it was decided to take a different approach for the second part of the study.

Phase 2 of the study was used to support phase 1. In this phase, a combination of methods followed. The research started with a literature search in which secondary data were consulted to gain insight into the subject/phenomenon. This was then followed by a survey in the second phase. Interviewee in this phase include spectators and athletes in order to understand actual impact.

3.4.1. Research technique

Interviewing is a research technique as much as observation and archival research (Myers, 1997). For this study, interview and archival research (literature search) comprising of written data sources such as published and unpublished documents, newspaper articles and so forth were used.

The interview and questionnaire techniques mentioned in this study were used in data collection both as primary and secondary sources. In analysing data, content analysis is a research analysis technique for making replicable and valid references from data to their contexts. The researcher searches for structures and patterned regularities in the text and makes inferences on the basis of these regularities (Myers, 1997).

3.4.2. Data collection

The main data collection was done through a survey, following the limited personal pre-test interviews. The survey involved e-mail distribution of a questionnaire to 600 randomly-selected respondents, while the pre-test used face-to-face interviews to obtain primary data directly from the key people in charge of some departments in the organising committee.

3.4.3. Selection of respondents

In doing the research, the informants were government officials from six ministries:

- National Tourism Administration
- Culture
- Overseas Chinese Affairs
- Foreign affairs

- Note Development and Planning
- Note Economic and Trade Commission

In order to collect the necessary data using snowballing techniques, ten government officials from the six ministries were selected and interviewed. A questionnaire was also distributed to fifty other people from the same ministries to make a sample size of 60 respondents. These respondents were selected with referral from one interviewee to another based on role and responsibility. The selection was done following interview appointment with one government official in the pre-test. After the first interview, the researcher was referred to government officials in other ministries.

3.4.4. Outcome of the survey

The survey took place in different ministries in Beijing including the offices of the Beijing Olympic Organising Committee. There were some difficulties (such as interviewee work load) during the interview phase. These difficulties affected the time the ministry officials took to be available for interviews.

3.4.5. Outcome of the interview

Perceptions do not always match the reality. However, the organisers of the Games learned from emerging development that become part of their change strategy to align plans to emerging situations.

3.4.6. Data analysis

Data from 329 respondents were analysed using the Chi-square statistical technique. The Chi-square statistical technique is suitable for testing the fit between a theoretical frequency distribution and a frequency distribution of observed data for which each observation may fall into one of several categories. The statistical procedure test empirical data against a research questions by measuring the frequency distribution of observed data to check that it was consistent with the research objective in order to determine the real impact of the impact of the 2008 Beijing Olympic Games.

3.5. Phase 1 – Management perceptions before the Game

In the run-up to the 2008 Beijing Olympic Games, pre-survey interviews were conducted with the ten selected respondents in Beijing, at their respective ministries. These interviews were conducted as part of the research design to understand the

perceptions of members of the organising committee. There were logistical limitations and reluctance of respondents to participate in the study. Thus, the research activity at this phase was changed to a pre-survey interview, it was hoped that at least there would be improved quality/relevance of the data collection instrument for the second phase. Security was a major concern. The Chinese organisers were concerned about the local threat of domestic terrorism, and other disturbances, by those looking to disrupt the event. Therefore, the potential for domestic terrorism extended beyond the well-studied separatist groups and needed to be understood better in terms of accommodating some of their grievances like economic empowerment, cultural protection and preservation. These concerns were then incorporated in the questionnaire used for the second phase of data collection.

3.6. Phase 2 – Impact after the event

3.6.1. Literature search on qualitative and descriptive research method

Quantitatively, descriptive statistics can be used to describe the main features of a collection of data so as to differentiate them from inferential or inductive statistics. While descriptive statistics aim to summarise a data set, they do not provide accurate learning information about the population represented. This generally means that descriptive statistics, unlike inferential statistics, are not developed on the basis of probability theory. Even when data analysis draws its main conclusions using inferential statistics, descriptive statistics are generalised. Fidel (1993:220) notes that the notion of qualitative research is more like that of information that can be generalised. Nevertheless, qualitative researchers know what it means and what qualitative research characteristics are. This knowledge guides them in every step of their research.

Although they are essentially different, each method can use elements of the other. Quantitative research always includes a basic qualitative component: qualities, not the phenomena or objects themselves, are measured or counted (Ratcliff, 1983). Without first defining what is being measured, one cannot perform quantitative analyses. As Barnett (1983) describes:

> Qualities are those attributes of objects, persons, and events that enable us to identify and classify them. That definition (qualities) supplies a premise that at once permits the inference that lengths, volume, and weights are qualities

> no less than are colours, sounds, and taste. So is being kind, generous, and awkward. It is true that the dimensions and magnitudes of lengths, volumes and weights can be measured in units and that those units can be treated mathematically, whereas intensities within each of the other categories can only be graded and their degrees compared in terms of equality or inequality.

Robertson and Hancock-Bealieu (1992) actually demonstrate this idea and show that retrieval experiments, including Cranfield-like tests, include very important qualitative aspects.

A qualitative study can use quantitative techniques. Diesing (1971) and Gephart (1988) explain the use of statistics in qualitative research as well as Pfaffenberger (2001) and Patton (1990) all of whom gave reasons (such as storage, quick and efficient) for the use of a computer. While the main focus is based on verbal protocols, the authors discuss the levels of analysis that computers can execute on texts. Researchers even illustrated specific computer techniques when they use it for data collection and analysis, such as logical programming (Shelly & Sibert, 1986), database management systems, graphic presentation of online searches and repertory grid technique.

Yet, quantitative research considers method and general applicability of results of primary importance, whereas qualitative research is guided by the belief in primacy of subject matter over method (Diesing, 1971). Qualitative researchers maintain that each approach has its own merits and that the method to be used, whether quantitative or qualitative, should be determined by the problem being investigated and its specific conditions. This plurality of methods is foreign to business research, which traditionally invests much effort in finding the optimal method: it is more with the control of the vocabulary versus free-text searching, academic versus programmed indexing, or intermediary versus user searching. In recent studies, the idea that these methods go together, rather than compete with each other, is receiving increased support. In the same way, qualitative methods are slowly taking their position as viable research methods alongside the quantitative ones (Onwuegbuzie & Leech, 2005).

One way to define qualitative research is by the abstract construct involved. Thus, Barnett (1983) describes qualitative science as being a ”science of form, pattern,

shape, design, or configuration". Another way to view qualitative research is by the techniques used. Lofland and Lofland (1984:1) explain that qualitative research uses the data collection techniques of participant observation and/or intensive interviewing and data techniques that are non-quantitative. However, even this general definition might be misleading as van Maanen, Dabbs and Faulkner (1982:15) caution:

> If anything, qualitative research is marked more by reliance upon multiple sources of data than by its commitment to any one source alone. Thus, technique dependent definitions for qualitative work will not suffice. They are unlikely to encompass the diversity of uses. Reflecting this is the variety of names given to qualitative research: ethnology, anthropological methods, interpretive research, field research, field work, grounded theory search, naturalistic inquiry, observation, participant-observer method, and case-study method. Although each name represents a unique approach, they all share a set of characteristics that together define qualitative research.

3.6.2. Characteristics of qualitative research

The qualitative approach presents the methods with the most qualities to analyse human behaviour. It is a descriptive method suitable for the objective of the study.

The human-oriented nature of qualitative studies creates a set of characteristics typical of the research. From a methodological standpoint, a qualitative project will have almost all these characteristics. Most books about qualitative research discuss these characteristics in one way or another, but the discussion by Patton, (1990) is more useful because he lists them explicitly.

3.6.3. In depth interviews

Stevik (2008:13) suggests that social impact scales are too narrow in their approach. "Researchers apply value-laden judgements in defining impacts as positive and negative. This fails to recognise that "shades of grey" exist and a diversity of opinions among residents' perceptions of these impacts occur. The utilisation of a predefined social impact scale is constrained and limited, in order to pre-test and to validate questionnaire relevance/usability. Reid (2007:91) argues that social consequences may be a more appropriate term than social impacts. The author uses a constructivist approach to identify social consequences of events. "This approach acknowledges that perceptions of reality are constructed by individuals. Thus, it is

the individual who is experiencing planning, operationalising and hosting of the events who is best able to report the social consequences of this event." Reid (2007:92).

3.6.4. Qualitative and quantitative methods

All inquiry entails description, and all description entails interpretation. Knowing any phenomenon (or event or experience) requires, at the very least, knowing the facts about that phenomenon. Yet there are no facts outside the particular context that gives those facts meaning. Descriptions always depend on the perceptions, inclinations, sensitivities and sensibilities of the describer (Wolcott, 1994). There is no pure looking with a naked, innocent eye and there is no immaculate perception (Beer cited in Wolcott, 1994:13). Researchers seeking to describe an experience or event select what they will describe and, in the process of featuring certain aspects of it, begin to transform that experience or event.

Willig (2001:11) examines qualitative research and identifies two meanings. The best meaning he calls the 'big Q', which refers to open-ended, inductive research methodologies that are concerned with theory generation and the exploration of meanings. The second meaning he calls the 'little q' which refers to the incorporation of non-numerical data collection techniques into hypothetic-deductive research designs. For example, researchers may include an open-ended question so that the respondent can briefly give his/her opinion about the question asked or an otherwise forced-choice questionnaire and then use content analysis to 'score' the qualitative materials. The 'little q' according to Willig (2001) does not work from the bottom up. That is, 'little q' methods of data collection and analysis do not seek to engage with the data to gain new insights into the ways in which participants construct meaning and/or experience their world. Instead, they start with a question/hypothesis and researcher-defined categories against which the qualitative data are then checked.

3.7. The nature of the process

To investigate the impact of the 2008 Beijing Olympics on the Chinese economy, an empirical study was undertaken.

3.7.1. Research approach

Both quantitative and qualitative research methods were used in this both phases 1 and 2 of the study. It is a form of conclusive research, which involves a large representative sample using snowball data collection procedures. Snowball sampling procedure enables the researcher to access respondents through contact information that is provided by other respondents. This process is, by necessity, repetitive: respondents refer the researcher to other respondents, who are contacted by the researcher and then refer her or him to yet other respondents, and so on (Noy, 2008:330). It is mostly used in qualitative studies. Snowball sampling was used over other sampling methods because it allowed access to one government official responsible for the Olympic Games who, in turn, referred the researcher to other government officials for interviews. The quantitative research approach used is descriptive research to understand the impact of the Olympic Games.

3.7.2. The sample

The population for the study comprised 600 respondents selected from businesses and government employees in Beijing after the Olympic Games to understand respondents' perceptions about the real impact of the Game. Selection of the sample of respondents was done randomly. A total of 600 respondents from six ministries were undertaken during phase one. The number of respondents increased with additional 100 respondents during the survey. Fifty four per cent of the randomly selected respondents from the business community and government official in Beijing responded out of the 100 questionnaires distributed. Because of limitations of time and finance, of the 600 respondents approached, only 329 responded representing a 54% response rate. This enquiry used a simple random sampling method to select 600 respondents from spectators and athletes.

3.7.3. Research instruments

The research instrument used for collecting data was semi-structured, five point numerically-scaled Likert–type questionnaire designed for the purpose of this study to meet the criteria recommended by de Vos, Strydom, Fouche and Delport (2006). This questionnaire was divided into three sections. The first section sought to elicit biographical information. The second section consisted of questions designed to elicit responses to which a rating scale of five points was applied, while the third

section sought additional information in a respondent's own words (that is the questions were open-ended). The questionnaire was designed using computer-aided software called SurveyMonkey.

3.8. Pilot study

The SurveyMonkey-designed questionnaire was printed and e-mailed to two businessmen, two government employees and two academics to pre-test the usability of the instrument. This pre-test was done to check for the relevance/accuracy of the question phrasing and content. The responses received were given to a statistician to ascertain the practicality of the instrument in terms of response categories and items for statistical analysis. The statistician recommended that minor changes be made to the numbering and, thus, the questionnaire was refined to have a proper sequence and layout.

3.8.1. Data collection

The questionnaire was administered to business and government officials in Beijing using e-mail and fax services. There was long delay between data collection and actual data analysis because of time constraint and the researcher's work commitments, the availability of a statistician and other logistical problems beyond the researcher's control. There was also delay between the administration of the data collection instrument and the feedback from respondents, resulting in numerous phone calls and e-mails to request feedback. Clear instructions were given to the respondents on how to complete the questionnaire. Data collection was initially planned to start and end in 2011. It took place over a period of three months after a series of follow-up e-mails and phone calls were made.

3.8.2. Data processing and analysis

The returned questionnaires were inspected to determine their level of acceptability, edited, where necessary, and coded. The data were transferred to Statistical Packages for Social Sciences (SPSS). The SPSS package was used to process the results. The techniques used during data analysis included descriptive statistics (for example tables and charts, as well as the Chi-square test).

3.8.3. Validity of results

This study used the Chi-square difference test to assess the disparity of respondents' perceptions of the 2008 Beijing Olympic Game with a value scale with respect to the actual impact. In other words, a Chi-square difference test used here tests the research question. The test statistical value for the Chi-square difference test is merely the difference between the goodness-of-fit Chi-square test statistic values of the multiple group measurement models under the null and the alternative hypotheses. The associated degrees of freedom are merely the difference between the degrees of freedom of the measurement models under the null and the alternative hypotheses. The Chi-square difference test gives results for the assessment of the discriminant validity of respondents' perception value scale with respect to the impact of the Olympic Games on the Chinese economy. The Chi-square table is shown in Table 3.1.

Table 3.1: Chi-Square tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.058(a)	16	.669
Likelihood Ratio	13.321	16	.649
Linear-by-Linear Association	1.801	1	.180
N of Valid Cases	373		

In (a) 4 cells with 16.0% of expected value is less than 5. The minimum expected count required in this test is 1.25. The Chi-square in Table 3.1 shows that the value of P>0.05. The null hypothesis is accepted. This means that there is sufficient evidence, and that the alternative hypothesis should be rejected.

3.9. Summary

The two phases of data collection designed for this research were intended to ascertain what the planners expected before the event and what they found out about their expectations after the event. What actually happened was that the first phase was used for pre-testing, instead of determination of organiser's perceptions of concerns regarding preparation for the event. The second phase used a

descriptive study in the form of a survey to understand the impacts of the Game on the Chinese economy. The survey, done after the Games, enabled the researcher to gain a perspective on respondents' perceptions of the actual impact of the Olympic Games. Chapter 4 describes and analyses the data.

CHAPTER 4: FINDINGS AND DESCRIPTIVE DATA ANALYSIS

4.1. Introduction

Chapter 3 explained how the research approach was developed, beginning with the first phase and progressed with more intensity to the second phase. This chapter presents the results from data collected during the second phase (impact after the event). The presentation of data follows a systematic method of coding using SPSS and Chi-square tests. The results of the Chi-square analysis are described with the aid of tables. The descriptive data analysis was used to evaluate a previously noted hypothesis, to determine conformity and non-conformity with the tested variables to understand the real impact of the 2008 Beijing Olympics.

Data described and analysed in this chapter are all focused on the impacts derived from the literature section 2.3.1 and re-enforced in the conceptual model in the section 3.3 of this dissertation.

4.2. Chi-square analysis

Pearson's chi-square uses the statistical techniques to test (X^2) also known for several chi-square tests – statistical procedures whose results are evaluated by reference to the chi-square distribution. This statistical procedure is used to tests a null hypothesis with frequency distribution of certain events observed in a sample that is consistent with a particular theoretical distribution such as the impact of the 2008 Beijing Olympic Games as presented in Tables 4.1 to 4.25.

Table 4.1: Awareness of Economic benefit and impact

	Value	*df*	*Asymp. Sig. (2sided)*
Pearson ChiSquare	*158.671(a)*	*16*	*.000*
Likelihood Ratio	*155.300*	*16*	*.000*
Linear-by-Linear Association	*104.087*	*1*	*.000*
N of Valid Cases	*369*		

Table 4.1 shows Chi-square test measuring the impact of the Olympic Games on economic, cultural and social life of the host community – Beijing with (a) 7 cells recording 28.0%. The expected count from this test is less than 5 compared with the minimum expected count of 1.00. This Chi-square shows P<0.05. It can be concluded that respondents are aware of the economic benefit of the 2008 Beijing Olympic Games.

Table 4.2: Rating of actual economic benefit and impact

	Value	df	Asymp. Sig. (2sided)
Pearson ChiSquare	241.990(a)	16	.000
Likelihood Ratio	232.663	16	.000
LinearbyLinear Association	137.170	1	.000
N of Valid Cases	387		

A probing question to ascertain the extent to which this awareness could help respondents to identify specific benefits indicate that (a) 8 cells with 32.0% have an expected count less than 5. The minimum expected count is .95. The chi square on the rating of actual economic benefit above shows that P<0.05. It is concluded that although respondents are aware of the economic benefit, it differs from their rating of the actual benefits gained from the Olympic Games.

Table 4.3: Improved infrastructure and impact

	Value	df	Asymp. Sig. (2sided)
Pearson ChiSquare	11.240(a)	12	.509
Likelihood Ratio	14.832	12	.251
LinearbyLinear Association	2.163	1	.141
N of Valid Cases	386		

Despite the differences of opinion on the rating of individual benefit, (a) 11 cells with 55.0% of an expected count of less than 5 have 41 as the minimum expected count. This mean that the Chi-square test shows that P>0.05 It can be concluded that despite the above differences with the rating, most respondents were aware of the

level to which infrastructure has improved during preparation for and after the 2008 Beijing Olympic Games.

Table 4.4: Improved business activities and impact

	Value	df	Asymp. Sig. (2sided)
Pearson ChiSquare	21.000(a)	16	.179
Likelihood Ratio	23.809	16	.094
LinearbyLinear Association	7.569	1	.006
N of Valid Cases	386		

The relationship between variable and respondents perception in (a) 16 cells is 64.0% and it has an expected count less than 5. The minimum expected count for this test is .04. The Chi-square above shows that P>0.05. It is concluded that although there is awareness about the level of infrastructural improvement, there is little improvement in business activities during the Olympic Games. This negative perception of respondents about improved business activities is due (in part) to the low number of business owners that participated in this study.

Table 4.5: Learning about other culture and impact

	Value	df	Asymp. Sig. (2sided)
Pearson ChiSquare	35.756(a)	16	.003
Likelihood Ratio	23.121	16	.111
LinearbyLinear Association	11.039	1	.001
N of Valid Cases	387		

The Chi-square test in Table 4.5 shows in (a) 14 cells 56.0% expected count is less than 5. The minimum expected count here is .04. The test above shows that P<0.05. It can be concluded that there is a relationship between respondents' perception and the interest of sport tourists in learning about another culture especially, the Chinese culture.

Table 4.6: Increased flow of hard currency and impact

	Value	df	Asymp. Sig. (2sided)
Pearson ChiSquare	47.348(a)	16	.000
Likelihood Ratio	32.915	16	.008
Linearby-Linear Association	14.300	1	.000
N of Valid Cases	386		

Table 4.6 shows the relationship between the Olympic Games and the increased flow of hard currency as depicted in (a) 16 cells which have 64.0% expected count less than 5. The minimum expected count is .04. This Chi-square above shows that P<0.05. It is concluded that there is indeed a relationship between an increase in the flow of hard currency and the respondents' perception.

Table 4.7: International networking opportunity and impact

	Value	df	Asymp. Sig. (2sided)
Pearson ChiSquare	26.787(a)	16	.044
Likelihood Ratio	24.946	16	.071
Linearby-Linear Association	.465	1	.495
N of Valid Cases	383		

The relationship between international networking opportunity and respondents' perception is presented in the above table has 10 cells with 40.0% expected count less than 5. The minimum expected count is .04. The Chi-square above shows that P<0.05. This relationship shows that respondents believe that there are international networking opportunities during and after the 2008 Beijing Olympic Games.

Table 4.8: Destination marketing and impact

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.411(a)	16	.001
Likelihood Ratio	35.960	16	.003
Linear-by-Linear Association	6.248	1	.012
N of Valid Cases	387		

The Chi-square test for destination marketing as contained in (a) 8 cells with 32.0% expected count which is less than 5. The minimum expected count is .08. The Chi-square test in the Table 4.8 shows that P<0.05. It is concluded that there is a relationship between respondents' perception and destination marketing such as the host city marketing exposure during and after the Olympic Games.

Table 4.9: Global media exposure and impact

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.721(a)	16	.233
Likelihood Ratio	20.384	16	.203
Linear-by-Linear Association	4.679	1	.031
N of Valid Cases	386		

The global media exposure received by Beijing and China is shown in (a) 16 cells with 64.0% expected count. Again, this percentage count is less than 5. The minimum expected count is .17. The Chi-square above shows that P>0.05. It is concluded that there is a negative relationship between respondents' perception of global media exposure, to the extent that most of the respondents do not think that the Olympic Games has enabled China to benefit from global media exposure. China already enjoys a high level of global media exposure because of their privileged economic and political position at the world stage, and this may have led respondents to have negative perception of exposure to global media during the Games.

Table 4.10: Public relations and impact

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.344(a)	12	.061
Likelihood Ratio	17.512	12	.131
Linear-by-Linear Association	2.497	1	.114
N of Valid Cases	386		

Table 4.10 tests the relationships between respondents' perception and public relations as shown in (a) 11 cells with 55.0% expected count which is again less than 5. The minimum expected count is .12. The Chi-square above shows that P>0.05. It is concluded that this relationship shows that respondents' believe that little impact has been made in public relations during and after the Olympic Games. Once again this is the result of the perceived global image that China has as major economic player, and continues to enjoy on the world stage.

Table 4.11: Strengthen local sport and impact

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.897(a)	12	.153
Likelihood Ratio	19.099	12	.086
Linear-by-Linear Association	3.656	1	.056
N of Valid Cases	387		

The strengthening of local sport shows a relationship as contained in (a) 11 cells with 55.0% expected count which is also less than 5. The minimum expected count is .12. The Chi-square in the above table shows that P>0.05. Therefore, it can be concluded that the Olympic Games did not help to strengthen local sport, as perceived by respondents.

Table 4.12: Create additional jobs and impact

	Value	df	Asymp. Sig. (2sided)
Pearson ChiSquare	30.186(a)	16	.017
Likelihood Ratio	31.462	16	.012
Linearby-Linear Association	16.165	1	.000
N of Valid Cases	382		

Table 4.12 tests the relationship between the Olympic Games and the creation of additional jobs as in (a) 10 cells with 40.0% expected count is less than 5. The minimum expected count required here is .04. The Chi-square test shows that P<0.05. It is concluded that the Olympic Games created additional jobs and thus have a positive impact on the Chinese economy and, by extension, the culture and social life.

Table 4.13: Opportunity for small business development and impact

	Value	Df	Asymp. Sig. (2sided)
Pearson ChiSquare	57.268(a)	20	.000
Likelihood Ratio	58.133	20	.000
Linearby-Linear Association	24.934	1	.000
N of Valid Cases	386		

The opportunity for small business development was tested in (a) 13 cells and the result shows that it has 43.3% expected count that is also less than 5. The minimum expected count required for this test is .04. The Chi-square test above shows that P<0.05. It is concluded that there is little improvement in business development during the Olympic Games (same as Table 4.8).

Table 4.14: Other impacts

	Value	Df	Asymp. Sig. (2sided)
Pearson ChiSquare	38.249(a)	16	.001
Likelihood Ratio	39.349	16	.001
Linearby-Linear Association	12.036	1	.001
N of Valid Cases	378		

Table 4.14 shows the result of test for other impacts as in (a) 12 cells with 48.0% expected count less than 5. The minimum expected count for this test is .63. The Chi-square shown in this table is P<0.05. It can be concluded that in addition to the tested theoretical questions, there are other benefits (such as personal) that came with the Olympic Games.

Table 4.15: Cultural dilution and impact

	Value	df	Asymp. Sig. (2sided)
Pearson ChiSquare	29.420(a)	16	.021
Likelihood Ratio	30.727	16	.015
Linearby-Linear Association	9.946	1	.002
N of Valid Cases	382		

The test for cultural dilution shown in (a) 5 cells has 20.0% expected count which is less than 5. The minimum expected count for this test is 2.09. The Chi-square above shows that P<0.05.It can be concluded that there was a dilution of the Chinese culture during the Olympic Games. This dilution could have both negative and positive impacts on the Chinese economy, culture and social life depending on various cultural elements and the degree of actual dilution.

Table 4.16: Increased security threats and impact

	Value	df	Asymp. Sig. (2sided)
Pearson ChiSquare	30.146(a)	16	.017
Likelihood Ratio	31.643	16	.011
Linearby-Linear Association	1.680	1	.195
N of Valid Cases	384		

Increased security threats test in the table above in (a) 4 cells has 16.0% expected count which is less than 5. The minimum expected count for this test is 1.46. The Chi-square test for this table shows that P<0.05. It is concluded that there were few threats to security, as perceived by the respondents.

Table 4.17: Environmental pollution and impact

	Value	df	Asymp. Sig. (2sided)
Pearson ChiSquare	31.502(a)	16	.012
Likelihood Ratio	32.139	16	.010
Linearby-Linear Association	.244	1	.621
N of Valid Cases	376		

The test for environmental pollution above captured in (a) 5 cells has 20.0% expected count which is less than 5. The minimum expected count is 1.12. The Chi-square test in this table shows that P<0.05. It is concluded that there were no perceived environmental pollution problems.

Table 4.18: Global price competition and impact

	Value	df	Asymp. Sig. (2sided)
Pearson ChiSquare	49.020(a)	16	.000
Likelihood Ratio	52.132	16	.000
Linearby-Linear Association	2.665	1	.103
N of Valid Cases	375		

The global price competition test above reported in (a) 6 cells has 24.0% expected count less than 5. The minimum expected count for this test is 1.04. The Chi-square for this test shows that P<0.05. It is concluded that the there is a relationship between global price competitiveness and respondents' perception of global price competitiveness which could have both negative and positive economic impacts.

Table 4.19: Increased cost of goods and services and impact

	Value	df	Asymp. Sig. (2sided)
Pearson ChiSquare	35.539(a)	16	.003
Likelihood Ratio	37.713	16	.002
Linearby-Linear Association	1.968	1	.161
N of Valid Cases	374		

The above test in (a) 6 cells has 24.0% expected count less than 5. The minimum expected count is .84. The Chi-square in this table shows that P<0.05. It is concluded that there was a perceived increased in the cost of goods and services during the Olympic Games and by extension this leads to inflation.

Table 4.20: Overnoted benefit and impact

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.463(a)	16	.028
Likelihood Ratio	31.005	16	.013
Linear-by-Linear Association	1.350	1	.245
N of Valid Cases	376		

The test for overnoted benefit above as shown in (a) 7 cells has 28.0% expected count which is less than 5. The minimum expected count is .96. The Chi-square for this test shows that P<0.05. It is concluded that the economic, cultural and social benefits of this event for the Chinese economy were overnoted. Although, it difficult to accurately estimate the benefit for this type of event, overnoted benefits could have led to too much investment in planning and managing the event.

Table 4.21: Probability of drug and alcohol abuse and impact

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.839(a)	16	.010
Likelihood Ratio	34.395	16	.005
Linear-by-Linear Association	.074	1	.786
N of Valid Cases	371		

The probability of drug and alcohol abuse test in (a) 4 cells is 16.0% expected count which is again less than 5. The minimum expected count is 1.37. The Chi-square test shows that P<0.05. It is concluded that there is a relationship between the event and drug and alcohol abuse as perceived by respondents.

Table 4.22: Poorer service and impact

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.058(a)	16	.669
Likelihood Ratio	13.321	16	.649
Linear-by-Linear Association	1.801	1	.180
N of Valid Cases	373		

A test of poorer service shown above in (a) 4 cells has 16.0% expected count which is less than 5. The minimum expected count required for this test is 1.25. The Chi-square above shows that P>0.05. It is concluded that service provision was not poor during the Olympic Games and this is a positive relationship/impact on the economy.

Table 4.23: Job losses after the Game and impact

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.576(a)	16	.291
Likelihood Ratio	19.331	16	.252
Linear-by-Linear Association	3.145	1	.076
N of Valid Cases	373		

The test for job losses after the Games presented above in (a) 5 cells has 20.0% expected count which is again less than 5. The minimum expected count for this test is 1.17. The Chi-square above shows that P>0.05. It can be concluded that there were indeed job losses after the Game and thus a negative relationship/impact on the economy.

Table 4.24: Difficulties of implementation and impact

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.319(a)	16	.306
Likelihood Ratio	19.414	16	.248
Linear-by-Linear Association	1.940	1	.164
N of Valid Cases	375		

The test for difficulties of implementation above in (a) 8 cells has 32.0% expected count which also less than 5. The minimum expected count for this test is .60. The Chi-square above shows that P>0.05. It is concluded that there were difficulties encountered during the implementation of some of the activities during the Olympic Game. These perceived difficulties have the potential to change/alter perceived versus actual benefits of the event.

Table 4.25: Technical support and impact

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.792(a)	16	.094
Likelihood Ratio	23.807	16	.094
Linear-by-Linear Association	3.011	1	.083
N of Valid Cases	374		

The test for technical support above in (a) 7 cells has 28.0% expected count which is less than 5. The minimum expected count for this test is .68. The Chi-square above shows that P>0.05. It is concluded that there was no technical support as perceived by respondents.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

This study investigated the impact of the 2008 Beijing Olympic Games to understand the anticipated and actual of the Olympic Games. It was envisaged that mega-events that attract large numbers of visitors would have a huge impact on economic, socio-cultural, environmental and security aspects of the host city and country, but the extent of this impact was unknown before the Games and needed to be assessed afterwards. While the large number of visitors to the Game was not preventable, it was necessary to anticipate the nature and extent of the impact of visitors' activities so as to understand and prioritise management resources to mitigate any negative outcomes of visitors' activities. This concern formed the basis for the research hypothesis in Chapter 1, which provided a rationale for the research design and the collection of data to answer the research question.

In this chapter, conclusions are drawn based on the research findings to know actual versus anticipated impact of the identified variables. The conclusions are derived from data analysis and synthesised with the research questions and objectives, and recommendations are provided based on this new understanding of the actual impact to enhance the knowledge base available to mega-event organisers and managers in the future.

5.2. Conclusions derived from the literature

Numerous reports from previous events provided evidence of a variety of impacts, ranging from economic, socio-cultural and environmental to issues of security. The findings do not show the extent of the impact that was anticipated and incorporated in the planning phase. More recently, terrorism has become a major security element for planning committees and event organisers. While event planning can be seen to have improved tremendously, different research continue to show disparity between pre-event anticipation of impact and actual impact. This suggests that actual event impacts are misunderstood, misrepresented and misconceived, with the consequence of increased event hosting costs.

5.3. Conclusion on the main research questions

The research question was as follows:

To what extent were the benefits and impact of the Games properly anticipated, and what was the actual benefit?

The benefits and impact of the Games are known but, the extent is not. Social and economic benefits are usually seen as the inevitable benefit of hosting the Olympic Games. However, while social and economic benefits might come from the Olympic Games, the security risk, environmental degradation and cultural dilution obliterate social economic benefit. In this study, the social and economic benefit of the 2008 Beijing Olympic Games were substantial, with limited negative impact on security and the environment. Although the impact of the 2008 Beijing Olympic Games was found to be generally positive, the extent of the benefits was not properly anticipated and the actual benefits were not determined.

5.3.1. Sub question 1:

What were the opinions of government officials on the impact of the Olympic Games?

The first phase of data collection was inconclusive and opinions of government officials were mixed – there was cautious optimism: the Games were described as good for Beijing and for China. The organisers of the event were concerned about security issues that might arise from the threat of domestic terrorism as well as those simply planning to disrupt the event. Here, the potential for domestic terrorism exists and can be seen to extend beyond known separatist groups. This concern enabled the committee to extend socio-economic opportunity as a strategy to reduce the security threat and increase access to socio-economic benefits like economic empowerment, cultural protection and preservation of safety in the light of those known separatist groups with grievances.

5.3.2. Sub question 2:

What were the economic socio-cultural, environmental and security impacts of the 2008 Summer Olympic Games in Beijing?

The likely impacts of the 2008 Beijing Olympic Games were identified at an early stage in the work, based largely on a review of the literature relating to similar events and grouped in the following categories:

Economic: This is seen in the form of improved infrastructure, increased inflow of foreign currency countered by low levels of business activity. However, the low level

of business activity during the Games was attributable to the low number of participants in the study and does correctly indicate known impact. Despite the low level of business activity, additional jobs were created during the event with increased marketing opportunity and media exposure for Beijing and China. The media exposure eventually would become the source of future public relations and small business development in the short, medium and long-term. On the downside, inflationary pressure was felt through the increase in the cost of goods and services and poor service quality.

Socio-cultural: Learning about the culture of visiting athletes and spectators as well as those visitors learning about the Chinese was found to be not predominant amongst either spectators or Chinese locals. There were differences in respondents' perceptions about this, but there were relationships that showed limited interest in learning about each other's' culture. The limited interests did not interfere with the international networking opportunities that became necessary for social and business purpose during and after the Games.

Environmental: There was no pollution and no impact on the environment, according to respondents. This is probably one area where the planning committee can be acknowledged for a job well done. There might have been some noise pollution, but not as bad to attract negative influence amongst respondents.

Security: Limited security threats were perceived – too limited to cause anxiety and apprehension. Again, the credit goes to the planning committee for making adequate security arrangements to protect the lives and property of athletes, spectators and residents. Global awareness about terrorism and knowledge of local separatist groups may have contributed to ensuring adequacy in security planning.

5.3.3. Sub question 3:

> *How can future host countries manage mega-event so as to maximise the benefits and reduce the negative impacts?*

Increased investment in security and environmental management are very important and lead to economic and social benefits. It is sometimes difficult to understand disparity in the prioritisation of these important benefits to produce equivalent outcomes. At best, future planning committees should allocate resources based on forecasted anticipated benefits that assign equal rating and/or priorities to identified

benefit variables. Countries should develop Benefit Measurement Metrics (BMMs) to monitor success and implement a dynamic prioritisation strategy to maximise the benefits as seen using identified variables during and after the event.

5.4. Objectives of the study

This exploratory study explored the impact of hosting large-scale sporting events with reference to the 2008 Beijing Olympic Games, and this dissertation reports on the experience learned. Based on the research problem, that the impact of hosting large-scale events such as the Olympic Games is often misrepresented and not understood, the study was designed to analyse the real impact of the events as seen through the perceptions of respondents and, in so doing, validate/invalidate the specific research questions. Although the result of this study shows a significant positive statistical impact of most of the tested variables, it was found that the negative impact of security and environmental pollution may have been overestimated and probably not fully understood before, during and after the event. The actual impact of the Games is now more clearly understood compared to the misrepresentations and misunderstandings perceived by the Chinese government and the organising committee before the Games happened.

5.5. Recommendations

The study provides a background to understanding the rationale to estimating the short, medium and long-term impact of mega-events. Understanding the impact of events properly enables more reliable estimation of monetary and other economic costs and their incorporation into the planning process. The estimation of monetary costs is important and should be adopted in the event planning phase for adequate representation and understanding of the short term impacts. However, the other risk factors concerning socio-cultural, environmental and security issues are longer term and also need to be understood.

Future events organisers should try to secure the interest and participation of past members of organising committees as their input could be useful in understanding and managing the difference between what is planned and what actually happens. Future research should focus on the effective use of information by organising committees as they plan for mega-events like the Olympic Games.

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APPENDICES

APPENDIX A: Questionnaire

The economic impact of 2008 Beijing Olympic

Mr. Anson is a Masters student at the Cape Peninsula University Technology. In this research, he is investigating the 2008 Beijing Olympic Games to understand the perceptions of the community on event benefits. You have been selected to participate. Please answer the question below by placing a tick in the box and provide additional comments in the free format.

The information provided will be kept in strict professional confidence and used for the noted purpose of academic research only.

How aware are you of the economic benefit of the 2008 Olympic Games?

Please tick appropriate box

Very	Quite well	Some	Little	Not at all

How would you rate your understanding of the actual economic benefit?

Please tick appropriate box

Excellent	Very good	Good	Poor	None

What kind of impact do you believe the 2008 Olympic Games will have on the Chinese economic, cultural and social life?

Please tick appropriate box

Vital	Important	Significant	Little	None

In what areas and to what extent do you think the potential benefits lie?

Please tick appropriate box on each line.

	Great	Some	Little	None
4.1 improved infrastructure				
4.2 improved business activities				
4.3 learning about other culture				
4.4 increased inflow of hard currency				
4.5 international networking opportunity				
4.6 destination marketing				
4.7 global media exposure				
4.8 public relation				
4.9 strengthen local sport				
4.10 create additional jobs				
4.11 opportunity for small business development				
4.12 Other (please note):				

To what extent do you think each of the following will have negative impact on the economy?

Please tick appropriate box on each line.

	Great	Some	Little	None	Don't know
5.1 Cultural dilution					
5.2 Increased security threats					
5.3 Environmental pollution					
5.4 Global price competition					
5.5 Increased cost of goods and services					

5.6 Overstated benefit					
5.7 Probability of drug and alcohol abuse					
5.8 Poorer service					
5.9 Job losses after the Game					
5.10 Difficulties of Implementation					
5.11 Technical support					
5.12 Other (please note):					

In your opinion, are there any benefits that you have identified?

If so please give brief details in the table below. Some prompts have been provided but you may prefer to choose your own words.

Question	Your comment or answer
6.1 Which economic benefit do you expect?	
6.2 How do see the benefit?	
6.3 Long term, medium or short term	
6.4 Do you identify other benefit category?	

How important do you think each of these potential barriers will be?

Please tick appropriate boxes

	Very	Somewhat	Minor	Not at all	Don't know
7.1 Cultural dilution					
7.2 Increased security threats					
7.3 Environmental pollution					
7.4 Global price competition					
7.5 Increased cost of goods and services					
7.6 Overstated benefit					

7.7 Probability of drug and alcohol abuse					
7.8 Poorer service					
7.9 Job losses after the Game					
7.10 Difficulties of Implementation					
7.11 Technical support					
7.12 Other (please note):					

APPENDIX B: Chi-Square Analysis

The tables presented below are from the statistical analysis package and provide full details of the Chi Square tests.

Awareness of economic benefit and impact

Crosstab

			Impact on economy, culture and social life				Total
			Vital	Important	Significant	Little	
Awareness of Economic benefit	Very	Count	15	3	3	2	23
		Expected Count	3.9	4.2	6.8	7.1	23.0
		% within Awareness of Economic benefit	65.2%	13.0%	13.0%	8.7%	100.0%
		% within Impact on economy, culture and social life	23.8%	4.5%	2.8%	1.8%	6.2%
	quite well	Count	32	32	24	6	95
		Expected Count	16.2	17.2	28.1	29.3	95.0
		% within Awareness of Economic benefit	33.7%	33.7%	25.3%	6.3%	100.0%
		% within Impact on economy, culture and social life	50.8%	47.8%	22.0%	5.3%	25.7%
	some	Count	11	16	45	24	100
		Expected Count	17.1	18.2	29.5	30.9	100.0
		% within Awareness of Economic benefit	11.0%	16.0%	45.0%	24.0%	100.0%

		% within Impact on economy, culture and social life	17.5%	23.9%	41.3%	21.1%	27.1%
	little	Count	4	9	19	58	96
		Expected Count	16.4	17.4	28.4	29.7	96.0
		% within Awareness of Economic benefit	4.2%	9.4%	19.8%	60.4%	100.0%
		% within Impact on economy, culture and social life	6.3%	13.4%	17.4%	50.9%	26.0%
	not at all	Count	1	7	18	24	55
		Expected Count	9.4	10.0	16.2	17.0	55.0
		% within Awareness of Economic benefit	1.8%	12.7%	32.7%	43.6%	100.0%
		% within Impact on economy, culture and social life	1.6%	10.4%	16.5%	21.1%	14.9%
Total		Count	63	67	109	114	369
		Expected Count	63.0	67.0	109.0	114.0	369.0
		% within Awareness of Economic benefit	17.1%	18.2%	29.5%	30.9%	100.0%
		% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	158.671(a)	16	.000
Likelihood Ratio	155.300	16	.000
Linear-by-Linear Association	104.087	1	.000
N of Valid Cases	369		

7 cells (28.0%) have expected count less than 5. The minimum expected count is 1.00.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Rating of actual economic benefit and impact

Crosstab

			Impact on economy, culture and social life			Total	
			Vital	Important	Significant	None	
rating of actual economic benefit	Excellent	Count	19	9	0	0	28
		Expected Count	4.7	5.2	8.4	1.2	28.0
		% within rating of actual economic benefit	67.9%	32.1%	.0%	.0%	100.0%
		% within Impact on economy, culture and social life	29.2%	12.5%	.0%	.0%	7.2%
	Very good	Count	24	36	42	0	109
		Expected Count	18.3	20.3	32.7	4.5	109.0
		% within rating of actual economic benefit	22.0%	33.0%	38.5%	.0%	100.0%

		% within Impact on economy, culture and social life	36.9%	50.0%	36.2%	.0%	28.2%
	Good	Count	14	20	53	0	118
		Expected Count	19.8	22.0	35.4	4.9	118.0
		% within rating of actual economic benefit	11.9%	16.9%	44.9%	.0%	100.0%
		% within Impact on economy, culture and social life	21.5%	27.8%	45.7%	.0%	30.5%
	Poor	Count	7	4	17	9	109
		Expected Count	18.3	20.3	32.7	4.5	109.0
		% within rating of actual economic benefit	6.4%	3.7%	15.6%	8.3%	100.0%
		% within Impact on economy, culture and social life	10.8%	5.6%	14.7%	56.3%	28.2%
	None	Count	1	3	4	7	23
		Expected Count	3.9	4.3	6.9	1.0	23.0
		% within rating of actual economic benefit	4.3%	13.0%	17.4%	30.4%	100.0%
		% within Impact on economy, culture and social life	1.5%	4.2%	3.4%	43.8%	5.9%
Total		Count	65	72	116	16	387
		Expected Count	65.0	72.0	116.0	16.0	387.0

	% within rating of actual economic benefit	16.8%	18.6%	30.0%	4.1%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	241.990(a)	16	.000
Likelihood Ratio	232.663	16	.000
Linear-by-Linear Association	137.170	1	.000
N of Valid Cases	387		

8 cells (32.0%) have expected count less than 5. The minimum expected count is .95.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Improved infrastructure and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Improved infrastructure	Great	Count	55	59	93	96	12	315
		Expected Count	52.2	58.8	94.7	96.3	13.1	315.0
		% within Improved infrastructure	17.5%	18.7%	29.5%	30.5%	3.8%	100.0%
		% within Impact on economy, culture and social life	85.9%	81.9%	80.2%	81.4%	75.0%	81.6%
	Some	Count	7	10	14	11	4	46

		Expected Count	7.6	8.6	13.8	14.1	1.9	46.0
		% within Improved infrastructure	15.2%	21.7%	30.4%	23.9%	8.7%	100.0%
		% within Impact on economy, culture and social life	10.9%	13.9%	12.1%	9.3%	25.0%	11.9%
	Little	Count	2	3	4	6	0	15
		Expected Count	2.5	2.8	4.5	4.6	.6	15.0
		% within Improved infrastructure	13.3%	20.0%	26.7%	40.0%	.0%	100.0%
		% within Impact on economy, culture and social life	3.1%	4.2%	3.4%	5.1%	.0%	3.9%
	None	Count	0	0	5	5	0	10
		Expected Count	1.7	1.9	3.0	3.1	.4	10.0
		% within Improved infrastructure	.0%	.0%	50.0%	50.0%	.0%	100.0%
		% within Impact on economy, culture and social life	.0%	.0%	4.3%	4.2%	.0%	2.6%
Total		Count	64	72	116	118	16	386
		Expected Count	64.0	72.0	116.0	118.0	16.0	386.0
		% within Improved infrastructure	16.6%	18.7%	30.1%	30.6%	4.1%	100.0%

	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.240(a)	12	.509
Likelihood Ratio	14.832	12	.251
Linear-by-Linear Association	2.163	1	.141
N of Valid Cases	386		

11 cells (55.0%) have expected count less than 5. The minimum expected count is .41.
The chi square above shows that P>0.05. The null hypothesis is accepted.

Improved business activities and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
improved business activities	Great	Count	52	54	81	78	8	273
		Expected Count	45.3	50.9	82.0	83.5	11.3	273.0
		% within improved business activities	19.0%	19.8%	29.7%	28.6%	2.9%	100.0%
		% within Impact on economy, culture and social life	81.3%	75.0%	69.8%	66.1%	50.0%	70.7%
	Some	Count	8	18	29	33	6	94

	Expected Count	15.6	17.5	28.2	28.7	3.9	94.0
	% within improved business activities	8.5%	19.1%	30.9%	35.1%	6.4%	100.0%
	% within Impact on economy, culture and social life	12.5%	25.0%	25.0%	28.0%	37.5%	24.4%
Little	Count	3	0	6	4	1	14
	Expected Count	2.3	2.6	4.2	4.3	.6	14.0
	% within improved business activities	21.4%	.0%	42.9%	28.6%	7.1%	100.0%
	% within Impact on economy, culture and social life	4.7%	.0%	5.2%	3.4%	6.3%	3.6%
None	Count	1	0	0	2	1	4
	Expected Count	.7	.7	1.2	1.2	.2	4.0
	% within improved business activities	25.0%	.0%	.0%	50.0%	25.0%	100.0%
	% within Impact on economy, culture and social life	1.6%	.0%	.0%	1.7%	6.3%	1.0%
5	Count	0	0	0	1	0	1
	Expected Count	.2	.2	.3	.3	.0	1.0

	% within improved business activities	.0%	.0%	.0%	100.0%	.0%	100.0%
	% within Impact on economy, culture and social life	.0%	.0%	.0%	.8%	.0%	.3%
Total	Count	64	72	116	118	16	386
	Expected Count	64.0	72.0	116.0	118.0	16.0	386.0
	% within improved business activities	16.6%	18.7%	30.1%	30.6%	4.1%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.000(a)	16	.179
Likelihood Ratio	23.809	16	.094
Linear-by-Linear Association	7.569	1	.006
N of Valid Cases	386		

16 cells (64.0%) have expected count less than 5. The minimum expected count is .04.
The chi square above shows that P>0.05. The null hypothesis is accepted.

Learning about other culture and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Learning about other culture	Great	Count	48	50	76	75	6	255
		Expected Count	42.8	47.4	76.4	77.8	10.5	255.0
		% within Learning about other culture	18.8%	19.6%	29.8%	29.4%	2.4%	100.0%
		% within Impact on economy, culture and social life	73.8%	69.4%	65.5%	63.6%	37.5%	65.9%
	Some	Count	15	17	32	30	4	98
		Expected Count	16.5	18.2	29.4	29.9	4.1	98.0
		% within Learning about other culture	15.3%	17.3%	32.7%	30.6%	4.1%	100.0%
		% within Impact on economy, culture and social life	23.1%	23.6%	27.6%	25.4%	25.0%	25.3%
	Little	Count	2	3	7	10	3	25
		Expected Count	4.2	4.7	7.5	7.6	1.0	25.0
		% within Learning about other culture	8.0%	12.0%	28.0%	40.0%	12.0%	100.0%

		% within Impact on economy, culture and social life	3.1%	4.2%	6.0%	8.5%	18.8%	6.5%
	None	Count	0	2	1	2	3	8
		Expected Count	1.3	1.5	2.4	2.4	.3	8.0
		% within Learning about other culture	.0%	25.0%	12.5%	25.0%	37.5%	100.0%
		% within Impact on economy, culture and social life	.0%	2.8%	.9%	1.7%	18.8%	2.1%
	5	Count	0	0	0	1	0	1
		Expected Count	.2	.2	.3	.3	.0	1.0
		% within Learning about other culture	.0%	.0%	.0%	100.0%	.0%	100.0%
		% within Impact on economy, culture and social life	.0%	.0%	.0%	.8%	.0%	.3%
Total		Count	65	72	116	118	16	387
		Expected Count	65.0	72.0	116.0	118.0	16.0	387.0
		% within Learning about other culture	16.8%	18.6%	30.0%	30.5%	4.1%	100.0%
		% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.756(a)	16	.003
Likelihood Ratio	23.121	16	.111
Linear-by-Linear Association	11.039	1	.001
N of Valid Cases	387		

14 cells (56.0%) have expected count less than 5. The minimum expected count is .04.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Increased flow of hard currency and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Increased flow of hard currency	Great	Count	55	55	80	83	6	279
		Expected Count	47.0	52.0	83.1	85.3	11.6	279.0
		% within Increased flow of hard currency	19.7%	19.7%	28.7%	29.7%	2.2%	100.0%
		% within Impact on economy, culture and social life	84.6%	76.4%	69.6%	70.3%	37.5%	72.3%
	Some	Count	7	14	27	21	5	74
		Expected Count	12.5	13.8	22.0	22.6	3.1	74.0
		% within Increased flow of hard currency	9.5%	18.9%	36.5%	28.4%	6.8%	100.0%
		% within Impact on economy, culture and social life	10.8%	19.4%	23.5%	17.8%	31.3%	19.2%
	Little	Count	2	1	5	8	0	16
		Expected Count	2.7	3.0	4.8	4.9	.7	16.0
		% within Increased flow of hard currency	12.5%	6.3%	31.3%	50.0%	.0%	100.0%
		% within Impact on economy, culture and social life	3.1%	1.4%	4.3%	6.8%	.0%	4.1%

	None	Count	1	2	2	6	5	16
		Expected Count	2.7	3.0	4.8	4.9	.7	16.0
		% within Increased flow of hard currency	6.3%	12.5%	12.5%	37.5%	31.3%	100.0%
		% within Impact on economy, culture and social life	1.5%	2.8%	1.7%	5.1%	31.3%	4.1%
	5	Count	0	0	1	0	0	1
		Expected Count	.2	.2	.3	.3	.0	1.0
		% within Increased flow of hard currency	.0%	.0%	100.0%	.0%	.0%	100.0%
		% within Impact on economy, culture and social life	.0%	.0%	.9%	.0%	.0%	.3%
Total		Count	65	72	115	118	16	386
		Expected Count	65.0	72.0	115.0	118.0	16.0	386.0
		% within Increased flow of hard currency	16.8%	18.7%	29.8%	30.6%	4.1%	100.0%
		% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.348(a)	16	.000
Likelihood Ratio	32.915	16	.008
Linear-by-Linear Association	14.300	1	.000
N of Valid Cases	386		

16 cells (64.0%) have expected count less than 5. The minimum expected count is .04.
The chi square above shows that P<0.05. The null hypothesis is rejected.

International networking opportunity and impact

Crosstab

		Impact on economy, culture and social life					Total
		Vital	Important	Significant	Little	None	

International networking opportunity	Great	Count	40	52	76	82	6	256
		Expected Count	43.4	48.1	74.9	78.9	10.7	256.0
		% within International networking opportunity	15.6%	20.3%	29.7%	32.0%	2.3%	100.0%
		% within Impact on economy, culture and social life	61.5%	72.2%	67.9%	69.5%	37.5%	66.8%
	Some	Count	14	11	26	17	3	71
		Expected Count	12.0	13.3	20.8	21.9	3.0	71.0
		% within International networking opportunity	19.7%	15.5%	36.6%	23.9%	4.2%	100.0%
		% within Impact on economy, culture and social life	21.5%	15.3%	23.2%	14.4%	18.8%	18.5%
	Little	Count	2	3	6	8	2	21
		Expected Count	3.6	3.9	6.1	6.5	.9	21.0
		% within International networking opportunity	9.5%	14.3%	28.6%	38.1%	9.5%	100.0%
		% within Impact on economy, culture and social life	3.1%	4.2%	5.4%	6.8%	12.5%	5.5%
	None	Count	9	6	3	11	5	34

		Expected Count	5.8	6.4	9.9	10.5	1.4	34.0
		% within International networking opportunity	26.5%	17.6%	8.8%	32.4%	14.7%	100.0%
		% within Impact on economy, culture and social life	13.8%	8.3%	2.7%	9.3%	31.3%	8.9%
	5	Count	0	0	1	0	0	1
		Expected Count	.2	.2	.3	.3	.0	1.0
		% within International networking opportunity	.0%	.0%	100.0%	.0%	.0%	100.0%
		% within Impact on economy, culture and social life	.0%	.0%	.9%	.0%	.0%	.3%
Total		Count	65	72	112	118	16	383
		Expected Count	65.0	72.0	112.0	118.0	16.0	383.0
		% within International networking opportunity	17.0%	18.8%	29.2%	30.8%	4.2%	100.0%
		% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.787(a)	16	.044
Likelihood Ratio	24.946	16	.071
Linear-by-Linear Association	.465	1	.495
N of Valid Cases	383		

10 cells (40.0%) have expected count less than 5. The minimum expected count is .04.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Destination marketing and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Destination marketing	Great	Count	45	43	60	63	6	217
		Expected Count	36.4	40.4	65.0	66.2	9.0	217.0
		% within Destination marketing	20.7%	19.8%	27.6%	29.0%	2.8%	100.0%
		% within Impact on economy, culture and social life	69.2%	59.7%	51.7%	53.4%	37.5%	56.1%
	Some	Count	10	16	37	25	3	91
		Expected Count	15.3	16.9	27.3	27.7	3.8	91.0
		% within Destination marketing	11.0%	17.6%	40.7%	27.5%	3.3%	100.0%

	% within Impact on economy, culture and social life	15.4%	22.2%	31.9%	21.2%	18.8%	23.5%
Little	Count	2	7	15	17	1	42
	Expected Count	7.1	7.8	12.6	12.8	1.7	42.0
	% within Destination marketing	4.8%	16.7%	35.7%	40.5%	2.4%	100.0%
	% within Impact on economy, culture and social life	3.1%	9.7%	12.9%	14.4%	6.3%	10.9%
None	Count	7	6	3	13	6	35
	Expected Count	5.9	6.5	10.5	10.7	1.4	35.0
	% within Destination marketing	20.0%	17.1%	8.6%	37.1%	17.1%	100.0%
	% within Impact on economy, culture and social life	10.8%	8.3%	2.6%	11.0%	37.5%	9.0%
5	Count	1	0	1	0	0	2
	Expected Count	.3	.4	.6	.6	.1	2.0
	% within Destination marketing	50.0%	.0%	50.0%	.0%	.0%	100.0%
	% within Impact on economy, culture and social life	1.5%	.0%	.9%	.0%	.0%	.5%

Total	Count	65	72	116	118	16	387
	Expected Count	65.0	72.0	116.0	118.0	16.0	387.0
	% within Destination marketing	16.8%	18.6%	30.0%	30.5%	4.1%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.411(a)	16	.001
Likelihood Ratio	35.960	16	.003
Linear-by-Linear Association	6.248	1	.012
N of Valid Cases	387		

8 cells (32.0%) have expected count less than 5. The minimum expected count is .08.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Global media exposure and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Global media exposure	Great	Count	58	63	91	93	10	315
		Expected Count	52.2	58.8	94.7	96.3	13.1	315.0
		% within Global media exposure	18.4%	20.0%	28.9%	29.5%	3.2%	100.0%

	% within Impact on economy, culture and social life	90.6%	87.5%	78.4%	78.8%	62.5%	81.6%
Some	Count	4	6	19	16	5	50
	Expected Count	8.3	9.3	15.0	15.3	2.1	50.0
	% within Global media exposure	8.0%	12.0%	38.0%	32.0%	10.0%	100.0%
	% within Impact on economy, culture and social life	6.3%	8.3%	16.4%	13.6%	31.3%	13.0%
Little	Count	1	1	2	6	0	10
	Expected Count	1.7	1.9	3.0	3.1	.4	10.0
	% within Global media exposure	10.0%	10.0%	20.0%	60.0%	.0%	100.0%
	% within Impact on economy, culture and social life	1.6%	1.4%	1.7%	5.1%	.0%	2.6%
None	Count	0	2	2	2	1	7
	Expected Count	1.2	1.3	2.1	2.1	.3	7.0
	% within Global media exposure	.0%	28.6%	28.6%	28.6%	14.3%	100.0%
	% within Impact on economy, culture and social life	.0%	2.8%	1.7%	1.7%	6.3%	1.8%
5	Count	1	0	2	1	0	4
	Expected Count	.7	.7	1.2	1.2	.2	4.0

	% within Global media exposure	25.0%	.0%	50.0%	25.0%	.0%	100.0%
	% within Impact on economy, culture and social life	1.6%	.0%	1.7%	.8%	.0%	1.0%
Total	Count	64	72	116	118	16	386
	Expected Count	64.0	72.0	116.0	118.0	16.0	386.0
	% within Global media exposure	16.6%	18.7%	30.1%	30.6%	4.1%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.721(a)	16	.233
Likelihood Ratio	20.384	16	.203
Linear-by-Linear Association	4.679	1	.031
N of Valid Cases	386		

16 cells (64.0%) have expected count less than 5. The minimum expected count is .17.
The chi square above shows that P>0.05. The null hypothesis is accepted.

Public relations and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Public relations	Great	Count	47	61	92	92	8	300

		Expected Count	49.7	56.0	90.2	91.7	12.4	300.0
		% within Public relations	15.7%	20.3%	30.7%	30.7%	2.7%	100.0%
		% within Impact on economy, culture and social life	73.4%	84.7%	79.3%	78.0%	50.0%	77.7%
	Some	Count	16	10	19	22	6	73
		Expected Count	12.1	13.6	21.9	22.3	3.0	73.0
		% within Public relations	21.9%	13.7%	26.0%	30.1%	8.2%	100.0%
		% within Impact on economy, culture and social life	25.0%	13.9%	16.4%	18.6%	37.5%	18.9%
	Little	Count	1	1	5	2	1	10
		Expected Count	1.7	1.9	3.0	3.1	.4	10.0
		% within Public relations	10.0%	10.0%	50.0%	20.0%	10.0%	100.0%
		% within Impact on economy, culture and social life	1.6%	1.4%	4.3%	1.7%	6.3%	2.6%
	None	Count	0	0	0	2	1	3
		Expected Count	.5	.6	.9	.9	.1	3.0
		% within Public relations	.0%	.0%	.0%	66.7%	33.3%	100.0%
		% within Impact on economy, culture and social life	.0%	.0%	.0%	1.7%	6.3%	.8%
Total		Count	64	72	116	118	16	386
		Expected Count	64.0	72.0	116.0	118.0	16.0	386.0

	% within Public relations	16.6%	18.7%	30.1%	30.6%	4.1%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.344(a)	12	.061
Likelihood Ratio	17.512	12	.131
Linear-by-Linear Association	2.497	1	.114
N of Valid Cases	386		

11 cells (55.0%) have expected count less than 5. The minimum expected count is .12.
The chi square above shows that P>0.05. The null hypothesis is accepted.

Strengthen local sport and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Strengthen local sport	Great	Count	54	65	87	93	10	309
		Expected Count	51.9	57.5	92.6	94.2	12.8	309.0
		% within Strengthen local sport	17.5%	21.0%	28.2%	30.1%	3.2%	100.0%
		% within Impact on economy, culture and social life	83.1%	90.3%	75.0%	78.8%	62.5%	79.8%
	Some	Count	9	7	26	19	6	67

		Expected Count	11.3	12.5	20.1	20.4	2.8	67.0
		% within Strengthen local sport	13.4%	10.4%	38.8%	28.4%	9.0%	100.0%
		% within Impact on economy, culture and social life	13.8%	9.7%	22.4%	16.1%	37.5%	17.3%
	Little	Count	1	0	3	4	0	8
		Expected Count	1.3	1.5	2.4	2.4	.3	8.0
		% within Strengthen local sport	12.5%	.0%	37.5%	50.0%	.0%	100.0%
		% within Impact on economy, culture and social life	1.5%	.0%	2.6%	3.4%	.0%	2.1%
	None	Count	1	0	0	2	0	3
		Expected Count	.5	.6	.9	.9	.1	3.0
		% within Strengthen local sport	33.3%	.0%	.0%	66.7%	.0%	100.0%
		% within Impact on economy, culture and social life	1.5%	.0%	.0%	1.7%	.0%	.8%
Total		Count	65	72	116	118	16	387
		Expected Count	65.0	72.0	116.0	118.0	16.0	387.0
		% within Strengthen local sport	16.8%	18.6%	30.0%	30.5%	4.1%	100.0%

	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.897(a)	12	.153
Likelihood Ratio	19.099	12	.086
Linear-by-Linear Association	3.656	1	.056
N of Valid Cases	387		

11 cells (55.0%) have expected count less than 5. The minimum expected count is .12.
The chi square above shows that P>0.05. The null hypothesis is accepted.

Create additional jobs and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Create additinal jobs	Great	Count	45	47	59	44	9	204
		Expected Count	33.6	38.5	60.9	63.0	8.0	204.0
		% within Create additinal jobs	22.1%	23.0%	28.9%	21.6%	4.4%	100.0%
		% within Impact on economy, culture and social life	71.4%	65.3%	51.8%	37.3%	60.0%	53.4%
	Some	Count	13	15	33	48	2	111
		Expected Count	18.3	20.9	33.1	34.3	4.4	111.0

	% within Create additinaljobs	11.7%	13.5%	29.7%	43.2%	1.8%	100.0%
	% within Impact on economy, culture and social life	20.6%	20.8%	28.9%	40.7%	13.3%	29.1%
Little	Count	3	8	17	18	3	49
	Expected Count	8.1	9.2	14.6	15.1	1.9	49.0
	% within Create additinal jobs	6.1%	16.3%	34.7%	36.7%	6.1%	100.0%
	% within Impact on economy, culture and social life	4.8%	11.1%	14.9%	15.3%	20.0%	12.8%
None	Count	2	2	5	7	1	17
	Expected Count	2.8	3.2	5.1	5.3	.7	17.0
	% within Create additinal jobs	11.8%	11.8%	29.4%	41.2%	5.9%	100.0%
	% within Impact on economy, culture and social life	3.2%	2.8%	4.4%	5.9%	6.7%	4.5%
5	Count	0	0	0	1	0	1
	Expected Count	.2	.2	.3	.3	.0	1.0
	% within Create additinal jobs	.0%	.0%	.0%	100.0%	.0%	100.0%
	% within Impact on economy, culture and social life	.0%	.0%	.0%	.8%	.0%	.3%

Total	Count	63	72	114	118	15	382
	Expected Count	63.0	72.0	114.0	118.0	15.0	382.0
	% within Create additinal jobs	16.5%	18.8%	29.8%	30.9%	3.9%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.186(a)	16	.017
Likelihood Ratio	31.462	16	.012
Linear-by-Linear Association	16.165	1	.000
N of Valid Cases	382		

10 cells (40.0%) have expected count less than 5. The minimum expected count is .04.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Opportunity for small business development and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Opportunity for small development	Great	Count	39	36	46	23	7	151
		Expected Count	25.4	28.2	45.4	46.2	5.9	151.0
		% within Opportunity for small development	25.8%	23.8%	30.5%	15.2%	4.6%	100.0%
		% within Impact on economy, culture and social life	60.0%	50.0%	39.7%	19.5%	46.7%	39.1%

Some	Count	13	19	41	29	2	104
	Expected Count	17.5	19.4	31.3	31.8	4.0	104.0
	% within Opportunity for small development	12.5%	18.3%	39.4%	27.9%	1.9%	100.0%
	% within Impact on economy, culture and social life	20.0%	26.4%	35.3%	24.6%	13.3%	26.9%
Little	Count	7	10	15	43	4	79
	Expected Count	13.3	14.7	23.7	24.2	3.1	79.0
	% within Opportunity for small development	8.9%	12.7%	19.0%	54.4%	5.1%	100.0%
	% within Impact on economy, culture and social life	10.8%	13.9%	12.9%	36.4%	26.7%	20.5%
None	Count	6	7	13	20	2	48
	Expected Count	8.1	9.0	14.4	14.7	1.9	48.0
	% within Opportunity for small development	12.5%	14.6%	27.1%	41.7%	4.2%	100.0%
	% within Impact on economy, culture and social life	9.2%	9.7%	11.2%	16.9%	13.3%	12.4%
5	Count	0	0	1	2	0	3
	Expected Count	.5	.6	.9	.9	.1	3.0
	% within Opportunity for small development	.0%	.0%	33.3%	66.7%	.0%	100.0%
	% within Impact on economy, culture and social life	.0%	.0%	.9%	1.7%	.0%	.8%
14	Count	0	0	0	1	0	1

	Expected Count	.2	.2	.3	.3	.0	1.0
	% within Opportunity for small development	.0%	.0%	.0%	100.0%	.0%	100.0%
	% within Impact on economy, culture and social life	.0%	.0%	.0%	.8%	.0%	.3%
Total	Count	65	72	116	118	15	386
	Expected Count	65.0	72.0	116.0	118.0	15.0	386.0
	% within Opportunity for small development	16.8%	18.7%	30.1%	30.6%	3.9%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57.268(a)	20	.000
Likelihood Ratio	58.133	20	.000
Linear-by-Linear Association	24.934	1	.000
N of Valid Cases	386		

13 cells (43.3%) have expected count less than 5. The minimum expected count is .04.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Other impacts

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Others	Great	Count	19	17	15	9	4	64

	Expected Count	10.2	11.9	19.3	20.0	2.7	64.0
	% within others	29.7%	26.6%	23.4%	14.1%	6.3%	100.0%
	% within Impact on economy, culture and social life	31.7%	24.3%	13.2%	7.6%	25.0%	16.9%
Some	Count	2	5	14	5	0	26
	Expected Count	4.1	4.8	7.8	8.1	1.1	26.0
	% within others	7.7%	19.2%	53.8%	19.2%	.0%	100.0%
	% within Impact on economy, culture and social life	3.3%	7.1%	12.3%	4.2%	.0%	6.9%
Little	Count	2	1	4	8	0	15
	Expected Count	2.4	2.8	4.5	4.7	.6	15.0
	% within others	13.3%	6.7%	26.7%	53.3%	.0%	100.0%
	% within Impact on economy, culture and social life	3.3%	1.4%	3.5%	6.8%	.0%	4.0%
None	Count	36	43	71	92	11	253
	Expected Count	40.2	46.9	76.3	79.0	10.7	253.0
	% within others	14.2%	17.0%	28.1%	36.4%	4.3%	100.0%
	% within Impact on economy, culture and social life	60.0%	61.4%	62.3%	78.0%	68.8%	66.9%
5	Count	1	4	10	4	1	20
	Expected Count	3.2	3.7	6.0	6.2	.8	20.0

	% within others	5.0%	20.0%	50.0%	20.0%	5.0%	100.0%
	% within Impact on economy, culture and social life	1.7%	5.7%	8.8%	3.4%	6.3%	5.3%
Total	Count	60	70	114	118	16	378
	Expected Count	60.0	70.0	114.0	118.0	16.0	378.0
	% within others	15.9%	18.5%	30.2%	31.2%	4.2%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.249(a)	16	.001
Likelihood Ratio	39.349	16	.001
Linear-by-Linear Association	12.036	1	.001
N of Valid Cases	378		

12 cells (48.0%) have expected count less than 5. The minimum expected count is .63.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Cultural dilution and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Cultural dilution	Great	Count	14	10	18	9	2	53
		Expected Count	8.9	9.9	15.7	16.4	2.2	53.0

	% within Cultural dilution	26.4%	18.9%	34.0%	17.0%	3.8%	100.0%
	% within Impact on economy, culture and social life	21.9%	14.1%	15.9%	7.6%	12.5%	13.9%
Some	Count	16	21	26	23	5	91
	Expected Count	15.2	16.9	26.9	28.1	3.8	91.0
	% within Cultural dilution	17.6%	23.1%	28.6%	25.3%	5.5%	100.0%
	% within Impact on economy, culture and social life	25.0%	29.6%	23.0%	19.5%	31.3%	23.8%
Little	Count	12	22	33	24	5	96
	Expected Count	16.1	17.8	28.4	29.7	4.0	96.0
	% within Cultural dilution	12.5%	22.9%	34.4%	25.0%	5.2%	100.0%
	% within Impact on economy, culture and social life	18.8%	31.0%	29.2%	20.3%	31.3%	25.1%
None	Count	16	14	20	41	1	92
	Expected Count	15.4	17.1	27.2	28.4	3.9	92.0
	% within Cultural dilution	17.4%	15.2%	21.7%	44.6%	1.1%	100.0%
	% within Impact on economy, culture and social life	25.0%	19.7%	17.7%	34.7%	6.3%	24.1%
5	Count	6	4	16	21	3	50
	Expected Count	8.4	9.3	14.8	15.4	2.1	50.0

	% within Cultural dilution	12.0%	8.0%	32.0%	42.0%	6.0%	100.0%
	% within Impact on economy, culture and social life	9.4%	5.6%	14.2%	17.8%	18.8%	13.1%
Total	Count	64	71	113	118	16	382
	Expected Count	64.0	71.0	113.0	118.0	16.0	382.0
	% within Cultural dilution	16.8%	18.6%	29.6%	30.9%	4.2%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.420(a)	16	.021
Likelihood Ratio	30.727	16	.015
Linear-by-Linear Association	9.946	1	.002
N of Valid Cases	382		

5 cells (20.0%) have expected count less than 5. The minimum expected count is 2.09.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Increased security threats and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Increased security threats	Great	Count	14	13	19	30	2	78
		Expected Count	12.8	14.6	23.4	24.0	3.3	78.0

	% within Increased security threats	17.9%	16.7%	24.4%	38.5%	2.6%	100.0%
	% within Impact on economy, culture and social life	22.2%	18.1%	16.5%	25.4%	12.5%	20.3%
Some	Count	19	22	28	29	8	106
	Expected Count	17.4	19.9	31.7	32.6	4.4	106.0
	% within Increased security threats	17.9%	20.8%	26.4%	27.4%	7.5%	100.0%
	% within Impact on economy, culture and social life	30.2%	30.6%	24.3%	24.6%	50.0%	27.6%
Little	Count	21	27	45	23	4	120
	Expected Count	19.7	22.5	35.9	36.9	5.0	120.0
	% within Increased security threats	17.5%	22.5%	37.5%	19.2%	3.3%	100.0%
	% within Impact on economy, culture and social life	33.3%	37.5%	39.1%	19.5%	25.0%	31.3%
None	Count	5	7	16	17	0	45
	Expected Count	7.4	8.4	13.5	13.8	1.9	45.0
	% within Increased security threats	11.1%	15.6%	35.6%	37.8%	.0%	100.0%

		% within Impact on economy, culture and social life	7.9%	9.7%	13.9%	14.4%	.0%	11.7%
	5	Count	4	3	7	19	2	35
		Expected Count	5.7	6.6	10.5	10.8	1.5	35.0
		% within Increased security threats	11.4%	8.6%	20.0%	54.3%	5.7%	100.0%
		% within Impact on economy, culture and social life	6.3%	4.2%	6.1%	16.1%	12.5%	9.1%
Total		Count	63	72	115	118	16	384
		Expected Count	63.0	72.0	115.0	118.0	16.0	384.0
		% within Increased security threats	16.4%	18.8%	29.9%	30.7%	4.2%	100.0%
		% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.146(a)	16	.017
Likelihood Ratio	31.643	16	.011
Linear-by-Linear Association	1.680	1	.195
N of Valid Cases	384		

4 cells (16.0%) have expected count less than 5. The minimum expected count is 1.46.

The chi square above shows that P<0.05. The null hypothesis is rejected.

Environmental pollution and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Environmental pollution	Very	Count	12	10	14	32	3	71
		Expected Count	11.7	13.4	21.3	21.7	2.8	71.0
		% within Environmental pollution	16.9%	14.1%	19.7%	45.1%	4.2%	100.0%
		% within Impact on economy, culture and social life	19.4%	14.1%	12.4%	27.8%	20.0%	18.9%
	Somewhat	Count	20	15	32	26	4	97
		Expected Count	16.0	18.3	29.2	29.7	3.9	97.0
		% within Environmental pollution	20.6%	15.5%	33.0%	26.8%	4.1%	100.0%
		% within Impact on economy, culture and social life	32.3%	21.1%	28.3%	22.6%	26.7%	25.8%
	Minor	Count	23	37	41	30	6	137
		Expected Count	22.6	25.9	41.2	41.9	5.5	137.0
		% within Environmental pollution	16.8%	27.0%	29.9%	21.9%	4.4%	100.0%

		% within Impact on economy, culture and social life	37.1%	52.1%	36.3%	26.1%	40.0%	36.4%
	Not at all	Count	4	8	18	12	1	43
		Expected Count	7.1	8.1	12.9	13.2	1.7	43.0
		% within Environmental pollution	9.3%	18.6%	41.9%	27.9%	2.3%	100.0%
		% within Impact on economy, culture and social life	6.5%	11.3%	15.9%	10.4%	6.7%	11.4%
	Don't know	Count	3	1	8	15	1	28
		Expected Count	4.6	5.3	8.4	8.6	1.1	28.0
		% within Environmental pollution	10.7%	3.6%	28.6%	53.6%	3.6%	100.0%
		% within Impact on economy, culture and social life	4.8%	1.4%	7.1%	13.0%	6.7%	7.4%
Total		Count	62	71	113	115	15	376
		Expected Count	62.0	71.0	113.0	115.0	15.0	376.0
		% within Environmental pollution	16.5%	18.9%	30.1%	30.6%	4.0%	100.0%
		% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	31.502(a)	16	.012
Likelihood Ratio	32.139	16	.010
Linear-by-Linear Association	.244	1	.621
N of Valid Cases	376		

5 cells (20.0%) have expected count less than 5. The minimum expected count is 1.12.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Global price competition and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Global price competition	Very	Count	8	2	9	27	2	48
		Expected Count	7.9	9.0	14.5	14.7	1.9	48.0
		% within Global price competition	16.7%	4.2%	18.8%	56.3%	4.2%	100.0%
		% within Impact on economy, culture and social life	12.9%	2.9%	8.0%	23.5%	13.3%	12.8%
	Somewhat	Count	16	19	29	20	3	87
		Expected Count	14.4	16.2	26.2	26.7	3.5	87.0
		% within Global price competition	18.4%	21.8%	33.3%	23.0%	3.4%	100.0%
		% within Impact on economy, culture and social life	25.8%	27.1%	25.7%	17.4%	20.0%	23.2%
	Minor	Count	34	42	50	34	5	165
		Expected Count	27.3	30.8	49.7	50.6	6.6	165.0

		% within Global price competition	20.6%	25.5%	30.3%	20.6%	3.0%	100.0%
		% within Impact on economy, culture and social life	54.8%	60.0%	44.2%	29.6%	33.3%	44.0%
	Not at all	Count	2	2	9	12	1	26
		Expected Count	4.3	4.9	7.8	8.0	1.0	26.0
		% within Global price competition	7.7%	7.7%	34.6%	46.2%	3.8%	100.0%
		% within Impact on economy, culture and social life	3.2%	2.9%	8.0%	10.4%	6.7%	6.9%
	Don't know	Count	2	5	16	22	4	49
		Expected Count	8.1	9.1	14.8	15.0	2.0	49.0
		% within Global price competition	4.1%	10.2%	32.7%	44.9%	8.2%	100.0%
		% within Impact on economy, culture and social life	3.2%	7.1%	14.2%	19.1%	26.7%	13.1%
Total		Count	62	70	113	115	15	375
		Expected Count	62.0	70.0	113.0	115.0	15.0	375.0
		% within Global price competition	16.5%	18.7%	30.1%	30.7%	4.0%	100.0%
		% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	49.020(a)	16	.000
Likelihood Ratio	52.132	16	.000
Linear-by-Linear Association	2.665	1	.103
N of Valid Cases	375		

6 cells (24.0%) have expected count less than 5. The minimum expected count is 1.04.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Increased cost of goods and services and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Increased cost of goods and services	Very	Count	9	7	21	30	1	68
		Expected Count	11.3	12.7	20.4	20.9	2.7	68.0
		% within Increased cost of goods and services	13.2%	10.3%	30.9%	44.1%	1.5%	100.0%
		% within Impact on economy, culture and social life	14.5%	10.0%	18.8%	26.1%	6.7%	18.2%
	Somewhat	Count	20	17	23	26	2	88
		Expected Count	14.6	16.5	26.4	27.1	3.5	88.0
		% within Increased cost of goods and services	22.7%	19.3%	26.1%	29.5%	2.3%	100.0%
		% within Impact on economy, culture and social life	32.3%	24.3%	20.5%	22.6%	13.3%	23.5%
	Minor	Count	25	37	39	27	7	135

		Expected Count	22.4	25.3	40.4	41.5	5.4	135.0
		% within Increased cost of goods and services	18.5%	27.4%	28.9%	20.0%	5.2%	100.0%
		% within Impact on economy, culture and social life	40.3%	52.9%	34.8%	23.5%	46.7%	36.1%
	Not at all	Count	4	3	6	8	0	21
		Expected Count	3.5	3.9	6.3	6.5	.8	21.0
		% within Increased cost of goods and services	19.0%	14.3%	28.6%	38.1%	.0%	100.0%
		% within Impact on economy, culture and social life	6.5%	4.3%	5.4%	7.0%	.0%	5.6%
	Don't know	Count	4	6	23	24	5	62
		Expected Count	10.3	11.6	18.6	19.1	2.5	62.0
		% within Increased cost of goods and services	6.5%	9.7%	37.1%	38.7%	8.1%	100.0%
		% within Impact on economy, culture and social life	6.5%	8.6%	20.5%	20.9%	33.3%	16.6%
Total		Count	62	70	112	115	15	374
		Expected Count	62.0	70.0	112.0	115.0	15.0	374.0
		% within Increased cost of goods and services	16.6%	18.7%	29.9%	30.7%	4.0%	100.0%

	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.539(a)	16	.003
Likelihood Ratio	37.713	16	.002
Linear-by-Linear Association	1.968	1	.161
N of Valid Cases	374		

6 cells (24.0%) have expected count less than 5. The minimum expected count is .84.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Overnoted benefit and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Overnoted benefit	Very	Count	9	8	14	28	1	60
		Expected Count	9.9	11.3	18.0	18.4	2.4	60.0
		% within Overnoted benefit	15.0%	13.3%	23.3%	46.7%	1.7%	100.0%
		% within Impact on economy, culture and social life	14.5%	11.3%	12.4%	24.3%	6.7%	16.0%
	Somewhat	Count	21	20	29	29	4	103
		Expected Count	17.0	19.4	31.0	31.5	4.1	103.0
		% within Overnoted benefit	20.4%	19.4%	28.2%	28.2%	3.9%	100.0%

		% within Impact on economy, culture and social life	33.9%	28.2%	25.7%	25.2%	26.7%	27.4%
	Minor	Count	24	29	34	23	7	117
		Expected Count	19.3	22.1	35.2	35.8	4.7	117.0
		% within Overnoted benefit	20.5%	24.8%	29.1%	19.7%	6.0%	100.0%
		% within Impact on economy, culture and social life	38.7%	40.8%	30.1%	20.0%	46.7%	31.1%
	Not at all	Count	4	3	8	9	0	24
		Expected Count	4.0	4.5	7.2	7.3	1.0	24.0
		% within Overnoted benefit	16.7%	12.5%	33.3%	37.5%	.0%	100.0%
		% within Impact on economy, culture and social life	6.5%	4.2%	7.1%	7.8%	.0%	6.4%
	Don't know	Count	4	11	28	26	3	72
		Expected Count	11.9	13.6	21.6	22.0	2.9	72.0
		% within Overnoted benefit	5.6%	15.3%	38.9%	36.1%	4.2%	100.0%
		% within Impact on economy, culture and social life	6.5%	15.5%	24.8%	22.6%	20.0%	19.1%
Total		Count	62	71	113	115	15	376
		Expected Count	62.0	71.0	113.0	115.0	15.0	376.0
		% within Overnoted benefit	16.5%	18.9%	30.1%	30.6%	4.0%	100.0%

	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.463(a)	16	.028
Likelihood Ratio	31.005	16	.013
Linear-by-Linear Association	1.350	1	.245
N of Valid Cases	376		

7 cells (28.0%) have expected count less than 5. The minimum expected count is .96.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Probability of drug and alcohol abuse and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Probability of drug and alcohol abuse	Very	Count	7	6	14	22	2	51
		Expected Count	8.4	9.8	15.1	15.7	2.1	51.0
		% within Probability of drug and alcohol abuse	13.7%	11.8%	27.5%	43.1%	3.9%	100.0%
		% within Impact on economy, culture and social life	11.5%	8.5%	12.7%	19.3%	13.3%	13.7%
	Somewhat	Count	12	16	24	22	1	75
		Expected Count	12.3	14.4	22.2	23.0	3.0	75.0

	% within Probability of drug and alcohol abuse	16.0%	21.3%	32.0%	29.3%	1.3%	100.0%
	% within Impact on economy, culture and social life	19.7%	22.5%	21.8%	19.3%	6.7%	20.2%
Minor	Count	30	32	36	31	8	137
	Expected Count	22.5	26.2	40.6	42.1	5.5	137.0
	% within Probability of drug and alcohol abuse	21.9%	23.4%	26.3%	22.6%	5.8%	100.0%
	% within Impact on economy, culture and social life	49.2%	45.1%	32.7%	27.2%	53.3%	36.9%
Not at all	Count	6	1	7	18	2	34
	Expected Count	5.6	6.5	10.1	10.4	1.4	34.0
	% within Probability of drug and alcohol abuse	17.6%	2.9%	20.6%	52.9%	5.9%	100.0%
	% within Impact on economy, culture and social life	9.8%	1.4%	6.4%	15.8%	13.3%	9.2%
Don't know	Count	6	16	29	21	2	74
	Expected Count	12.2	14.2	21.9	22.7	3.0	74.0
	% within Probability of drug and alcohol abuse	8.1%	21.6%	39.2%	28.4%	2.7%	100.0%
	% within Impact on economy, culture and social life	9.8%	22.5%	26.4%	18.4%	13.3%	19.9%

Total	Count	61	71	110	114	15	371
	Expected Count	61.0	71.0	110.0	114.0	15.0	371.0
	% within Probability of drug and alcohol abuse	16.4%	19.1%	29.6%	30.7%	4.0%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.839(a)	16	.010
Likelihood Ratio	34.395	16	.005
Linear-by-Linear Association	.074	1	.786
N of Valid Cases	371		

4 cells (16.0%) have expected count less than 5. The minimum expected count is 1.37.
The chi square above shows that P<0.05. The null hypothesis is rejected.

Poorer service and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
poorer service	Very	Count	7	8	9	13	2	39
		Expected Count	6.4	7.3	11.7	12.0	1.6	39.0
		% within poorer service	17.9%	20.5%	23.1%	33.3%	5.1%	100.0%

	% within Impact on economy, culture and social life	11.5%	11.4%	8.0%	11.3%	13.3%	10.5%
Somewhat	Count	26	20	27	37	6	116
	Expected Count	19.0	21.8	34.8	35.8	4.7	116.0
	% within poorer service	22.4%	17.2%	23.3%	31.9%	5.2%	100.0%
	% within Impact on economy, culture and social life	42.6%	28.6%	24.1%	32.2%	40.0%	31.1%
Minor	Count	19	27	44	35	3	128
	Expected Count	20.9	24.0	38.4	39.5	5.1	128.0
	% within poorer service	14.8%	21.1%	34.4%	27.3%	2.3%	100.0%
	% within Impact on economy, culture and social life	31.1%	38.6%	39.3%	30.4%	20.0%	34.3%
Not at all	Count	3	6	10	10	2	31
	Expected Count	5.1	5.8	9.3	9.6	1.2	31.0
	% within poorer service	9.7%	19.4%	32.3%	32.3%	6.5%	100.0%
	% within Impact on economy, culture and social life	4.9%	8.6%	8.9%	8.7%	13.3%	8.3%
Don't know	Count	6	9	22	20	2	59
	Expected Count	9.6	11.1	17.7	18.2	2.4	59.0
	% within poorer service	10.2%	15.3%	37.3%	33.9%	3.4%	100.0%

	% within Impact on economy, culture and social life	9.8%	12.9%	19.6%	17.4%	13.3%	15.8%
Total	Count	61	70	112	115	15	373
	Expected Count	61.0	70.0	112.0	115.0	15.0	373.0
	% within poorer service	16.4%	18.8%	30.0%	30.8%	4.0%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.058(a)	16	.669
Likelihood Ratio	13.321	16	.649
Linear-by-Linear Association	1.801	1	.180
N of Valid Cases	373		

4 cells (16.0%) have expected count less than 5. The minimum expected count is 1.25.
The chi square above shows that P>0.05. The null hypothesis is accepted.

Job losses after the Game and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Job loses after the Game	Very	Count	4	4	11	8	2	29
		Expected Count	4.8	5.5	8.7	8.8	1.2	29.0

	% within Job loses after the Game	13.8%	13.8%	37.9%	27.6%	6.9%	100.0%
	% within Impact on economy, culture and social life	6.5%	5.6%	9.8%	7.1%	13.3%	7.8%
Somewhat	Count	17	16	19	22	2	76
	Expected Count	12.6	14.5	22.8	23.0	3.1	76.0
	% within Job loses after the Game	22.4%	21.1%	25.0%	28.9%	2.6%	100.0%
	% within Impact on economy, culture and social life	27.4%	22.5%	17.0%	19.5%	13.3%	20.4%
Minor	Count	32	29	45	44	7	157
	Expected Count	26.1	29.9	47.1	47.6	6.3	157.0
	% within Job loses after the Game	20.4%	18.5%	28.7%	28.0%	4.5%	100.0%
	% within Impact on economy, culture and social life	51.6%	40.8%	40.2%	38.9%	46.7%	42.1%
Not at all	Count	4	11	8	14	2	39
	Expected Count	6.5	7.4	11.7	11.8	1.6	39.0
	% within Job loses after the Game	10.3%	28.2%	20.5%	35.9%	5.1%	100.0%
	% within Impact on economy, culture and social life	6.5%	15.5%	7.1%	12.4%	13.3%	10.5%
Don't know	Count	5	11	29	25	2	72
	Expected Count	12.0	13.7	21.6	21.8	2.9	72.0

	% within Job loses after the Game	6.9%	15.3%	40.3%	34.7%	2.8%	100.0%
	% within Impact on economy, culture and social life	8.1%	15.5%	25.9%	22.1%	13.3%	19.3%
Total	Count	62	71	112	113	15	373
	Expected Count	62.0	71.0	112.0	113.0	15.0	373.0
	% within Job loses after the Game	16.6%	19.0%	30.0%	30.3%	4.0%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.576(a)	16	.291
Likelihood Ratio	19.331	16	.252
Linear-by-Linear Association	3.145	1	.076
N of Valid Cases	373		

5 cells (20.0%) have expected count less than 5. The minimum expected count is 1.17.
The chi square above shows that P>0.05. The null hypothesis is accepted.

Difficulties of implementation and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
Difficulties of implementation	Very	Count	4	1	3	7	0	15
		Expected Count	2.5	2.8	4.5	4.6	.6	15.0

		% within Difficulties of implementation	26.7%	6.7%	20.0%	46.7%	.0%	100.0%
		% within Impact on economy, culture and social life	6.5%	1.4%	2.7%	6.1%	.0%	4.0%
	Somewhat	Count	10	8	21	15	3	57
		Expected Count	9.4	10.6	17.2	17.5	2.3	57.0
		% within Difficulties of implementation	17.5%	14.0%	36.8%	26.3%	5.3%	100.0%
		% within Impact on economy, culture and social life	16.1%	11.4%	18.6%	13.0%	20.0%	15.2%
	Minor	Count	26	34	43	40	5	148
		Expected Count	24.5	27.6	44.6	45.4	5.9	148.0
		% within Difficulties of implementation	17.6%	23.0%	29.1%	27.0%	3.4%	100.0%
		% within Impact on economy, culture and social life	41.9%	48.6%	38.1%	34.8%	33.3%	39.5%
	Not at all	Count	13	12	14	25	1	65
		Expected Count	10.7	12.1	19.6	19.9	2.6	65.0
		% within Difficulties of implementation	20.0%	18.5%	21.5%	38.5%	1.5%	100.0%
		% within Impact on economy, culture and social life	21.0%	17.1%	12.4%	21.7%	6.7%	17.3%
	Don't know	Count	9	15	32	28	6	90
		Expected Count	14.9	16.8	27.1	27.6	3.6	90.0

	% within Difficulties of implementation	10.0%	16.7%	35.6%	31.1%	6.7%	100.0%
	% within Impact on economy, culture and social life	14.5%	21.4%	28.3%	24.3%	40.0%	24.0%
Total	Count	62	70	113	115	15	375
	Expected Count	62.0	70.0	113.0	115.0	15.0	375.0
	% within Difficulties of implementation	16.5%	18.7%	30.1%	30.7%	4.0%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.319(a)	16	.306
Likelihood Ratio	19.414	16	.248
Linear-by-Linear Association	1.940	1	.164
N of Valid Cases	375		

8 cells (32.0%) have expected count less than 5. The minimum expected count is .60.
The chi square above shows that P>0.05. The null hypothesis is accepted.

Technical support and impact

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
technical support	Very	Count	3	2	8	4	0	17
		Expected Count	2.8	3.2	5.1	5.2	.7	17.0

	% within technical support	17.6%	11.8%	47.1%	23.5%	.0%	100.0%
	% within Impact on economy, culture and social life	4.8%	2.9%	7.1%	3.5%	.0%	4.5%
Somewhat	Count	10	11	8	12	1	42
	Expected Count	7.0	7.9	12.6	12.9	1.7	42.0
	% within technical support	23.8%	26.2%	19.0%	28.6%	2.4%	100.0%
	% within Impact on economy, culture and social life	16.1%	15.7%	7.1%	10.4%	6.7%	11.2%
Minor	Count	18	28	38	30	3	117
	Expected Count	19.4	21.9	35.0	36.0	4.7	117.0
	% within technical support	15.4%	23.9%	32.5%	25.6%	2.6%	100.0%
	% within Impact on economy, culture and social life	29.0%	40.0%	33.9%	26.1%	20.0%	31.3%
Not at all	Count	10	11	16	35	4	76
	Expected Count	12.6	14.2	22.8	23.4	3.0	76.0
	% within technical support	13.2%	14.5%	21.1%	46.1%	5.3%	100.0%
	% within Impact on economy, culture and social life	16.1%	15.7%	14.3%	30.4%	26.7%	20.3%
Don't know	Count	21	18	42	34	7	122
	Expected Count	20.2	22.8	36.5	37.5	4.9	122.0

	% within technical support	17.2%	14.8%	34.4%	27.9%	5.7%	100.0%
	% within Impact on economy, culture and social life	33.9%	25.7%	37.5%	29.6%	46.7%	32.6%
Total	Count	62	70	112	115	15	374
	Expected Count	62.0	70.0	112.0	115.0	15.0	374.0
	% within technical support	16.6%	18.7%	29.9%	30.7%	4.0%	100.0%
	% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.792(a)	16	.094
Likelihood Ratio	23.807	16	.094
Linear-by-Linear Association	3.011	1	.083
N of Valid Cases	374		

7 cells (28.0%) have expected count less than 5. The minimum expected count is .68.
The chi square above shows that P>0.05. The null hypothesis is accepted.

Other impacts

Crosstab

			Impact on economy, culture and social life					Total
			Vital	Important	Significant	Little	None	
others	Very	Count	1	0	2	0	0	3
		Expected Count	.5	.6	.9	.9	.1	3.0

		% within others	33.3%	.0%	66.7%	.0%	.0%	100.0%
		% within Impact on economy, culture and social life	1.7%	.0%	1.8%	.0%	.0%	.8%
	Somewhat	Count	0	1	11	3	0	15
		Expected Count	2.4	2.8	4.6	4.7	.6	15.0
		% within others	.0%	6.7%	73.3%	20.0%	.0%	100.0%
		% within Impact on economy, culture and social life	.0%	1.4%	9.7%	2.6%	.0%	4.1%
	Minor	Count	1	10	10	3	0	24
		Expected Count	3.8	4.5	7.3	7.5	1.0	24.0
		% within others	4.2%	41.7%	41.7%	12.5%	.0%	100.0%
		% within Impact on economy, culture and social life	1.7%	14.5%	8.8%	2.6%	.0%	6.5%
	Not at all	Count	2	2	2	2	0	8
		Expected Count	1.3	1.5	2.4	2.5	.3	8.0
		% within others	25.0%	25.0%	25.0%	25.0%	.0%	100.0%
		% within Impact on economy, culture and social life	3.4%	2.9%	1.8%	1.7%	.0%	2.2%
	Don't know	Count	54	56	88	107	15	320
		Expected Count	50.2	59.7	97.7	99.5	13.0	320.0
		% within others	16.9%	17.5%	27.5%	33.4%	4.7%	100.0%
		% within Impact on economy, culture and social life	93.1%	81.2%	77.9%	93.0%	100.0%	86.5%
Total		Count	58	69	113	115	15	370
		Expected Count	58.0	69.0	113.0	115.0	15.0	370.0
		% within others	15.7%	18.6%	30.5%	31.1%	4.1%	100.0%
		% within Impact on economy, culture and social life	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	34.145(a)	16	.005
Likelihood Ratio	37.124	16	.002
Linear-by-Linear Association	.430	1	.512
N of Valid Cases	370		

18 cells (72.0%) have expected count less than 5. The minimum expected count is .12.
The chi square above shows that P<0.05. The null hypothesis is rejected.