



SOCIAL IMPACT AND LEGACY OF SPORT EVENTS

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INTRODUCTION

Sport events are often (partly) public funded and therefore expected to generate benefits for the local community (Gratton et al., 2005).

BACKGROUND

Predominant the focus is on short-term economic impact, but focus is shifting more towards long-term social legacies (Chappelet, 2006).

Social effects (Chalip, 2006):
1) *impact*: short term effects
2) *legacy*: long term effects
3) *leverage* existing policies

A stakeholder perspective is necessary (Parent, 2008)

METHODOLOGY

- Systematic review
- 21 journals period 1998-2014 and reference list search
- 209 articles on sport events
- 30 articles include social impact, legacy or leverage
- Meta-analysis

DISCUSSION

Can strategies that work in certain specific contexts (types of events) be generalized?

Which events and strategies enable specific aspects of the social impact and legacy?

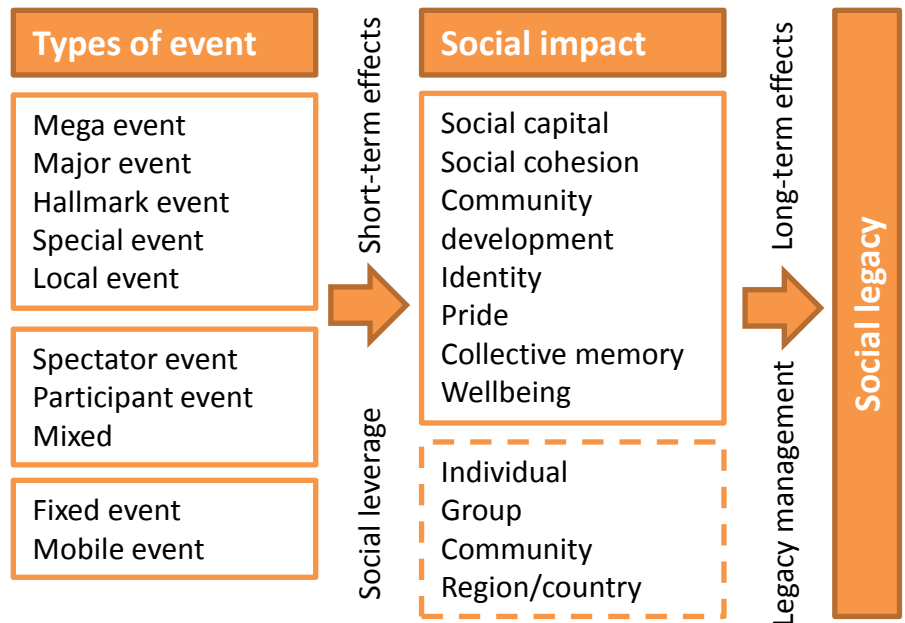
RESULTS

Strategies/tactics for leverage:

- Enable sociability by social activities and side-events.
- Participation local residents (bottom-up organizing).

Strategies/tactics for legacy:

- Create meaningful experience.
- Organize follow-up program.
- Create an event portfolio that creates follow-up.



REFERENCES

Chalip, L. (2006). Towards social leverage of sport events.
 Gratton, C., Shibli, S., & Coleman, R. (2005). The economics of sport tourism at major sports events.
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 Chappelet, J. (2006). Legacy, sustainability and CSR at mega sport events.