



Analysis of the Impact of the Organization of Sporting Events: A Literature Review

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Abstract. The competition among countries to host major sporting events goes far beyond merely entertaining their populations; it reflects deeper motivations and leads to significant impacts. Interested countries compete to present strong bids, meticulously prepared by experts and often developed in consultation with nations that have previously hosted such events. Morocco, for instance, seizes every opportunity to submit its candidacy for hosting global tournaments. Recently, it was selected to host the Africa Cup of Nations in 2025 and to co-host the 2030 FIFA World Cup with Spain and Portugal. These initiatives raise numerous questions about the underlying objectives of these efforts and the expected economic and social impacts, highlighting the need to examine past experiences to maximize benefits. Undeniably, the preparation for such events prompts governments to invest in necessary infrastructure, whether by modernizing existing facilities or building new ones as required. The debate in the literature generally focuses on assessing the social and economic benefits, such as revenue generation, tourism growth, and job creation resulting from these investments. Our study adopts a meta-analysis of existing literature since 2000, synthesizing international empirical research to evaluate the impact of these events on various sectors, with particular emphasis on their contribution to GDP, tax revenues, job creation, tourism, and social impacts. Our analysis reveals that the economic impact of sporting events is not always positive for all host countries, or at least it does not always meet initial expectations. Several studies indicate that the nations benefiting most from these events are developed countries with already established infrastructure. For these countries, the expenses tend to be lower compared to developing nations, which benefit less or, in some cases, suffer negative economic effects due to the costs associated with hosting. This is particularly true when these countries must incur debt to finance the necessary investments and projects.

Keywords: GDP, Social impact, Sports Economy, Sports events, Tourism.

1. INTRODUCTION

The competition between countries to host major sporting events goes far beyond the simple goal of entertaining their populations and reflects deeper motivations, namely the generation of significant economic and social benefits. Interested countries compete to present strong bids, carefully crafted by experts and often in consultation with nations that have previously hosted such events. Morocco, for example, seizes every opportunity to submit bids for hosting global tournaments. Recently, it was chosen to host the Africa Cup of Nations in 2025 and co-organize the World Cup in 2030 with Spain and Portugal. These initiatives raise numerous questions about the underlying objectives of these efforts, as well as the expected economic and social impacts, thus emphasizing the need to examine past experiences to maximize the benefits of such projects.

Undoubtedly, the preparation of such events encourages governments to invest in the necessary infrastructure, whether by modernizing existing facilities or building new ones if needed. The debate in the literature generally focuses on evaluating the social and economic benefits, such as revenues, tourism, and job creation resulting from these investments. We opt for a meta-analysis of the existing literature review since 2000 and synthesize international empirical research to extract the impact of these events on various sectors, with particular emphasis on their contribution to GDP, job creation, tourism, and their social impacts. Through our analysis of the various studies conducted, we aim to identify the methodologies adopted by researchers and specialists in this field over the past years, as well as the methods and tools used to measure the economic, social, and other impacts of these sporting events on the host countries and cities. This will allow us to gain a broader understanding of the topic and frame it both theoretically and empirically. This approach will provide us with a clear and comprehensive view of the precise methodologies and tools necessary to obtain reliable results. It will also allow us to continue our research in this field, building on a solid theoretical and empirical foundation. Thus, our approach leads us to question how the organization of sporting events can contribute to the growth of the local economy.

2. LITERATURE REVIEW

In the context of this study, we will first present the discipline of sports economics, then explore the subject of the organization of sporting events, with a particular focus on analyzing their impacts on the overall economy and its various sectors. This approach leads us, initially, to scientifically define the concept of 'sporting events,' and subsequently to conduct a meta-analysis of empirical research conducted between 2000 and 2024 on the topic under study. The choice of this period is justified by the fact that the majority of empirical studies, which applied econometric and statistical methods to assess the economic impact of sporting events on host countries, were published during these years. Our meta-analysis is conducted using the Scopus database as a source. This choice is explained by the scientific recognition enjoyed by the journals and works it hosts.

Sports economics, literally the economic science of sport, is the body of economic analyses dedicated to the sports sector, the money that enters, circulates, and exits it. It is a branch of economics that focuses on the study of economic decisions related to sports, the sports industry, and its economic implications. This includes the analysis of sports markets, consumer spending on sports activities and related products, investments in sports infrastructure, the economic effects of sporting events, professional athletes' salaries, and other economic aspects of the sports industry. Sports economics uses tools and methods from traditional economics to analyze these sport-specific issues (Andreff, 2012).

Mega-events have been the subject of extensive research due to their lasting effects on host communities (Gursoy et al., 2017; Zhou & Ap, 2009). Mega-events are large-scale, occasional events that take place on an international level (Magno & Dossena, 2020). They are referred to as 'mega' due to their scale, the number of participants, public interest, the level of financial investments, and media coverage. These events generate impacts on the host community in the form of new infrastructure, economic growth, and urban renewal (Lorde et al., 2011). The large scale of these events, such as the Olympic Games, the Commonwealth Games, the FIFA World Cups, and World Expos, means they have a significant impact on a wide range of stakeholders and provide opportunities to catalyze change (O'Brien, 2006; Tournois, 2018).

Mega-events bring various benefits and contribute to the development of host destinations. The existing literature has primarily focused on the economic impacts of mega-events, while the social impacts and their measurements remain difficult to define and are heavily debated due to their indefinite duration and relatively qualitative nature (Pappalepore & Duignan, 2016; Ritchie et al., 2020). Economic benefits are clearly quantifiable, such as direct and indirect economic outcomes, job creation, and incoming investments, while social impacts are defined as 'any impact likely to influence the quality of life of local residents (FREDLINE et al., 2003). They can be considered at different levels: individual, such as civil liberty and participation; community, such as gentrification; at the host city level, such as a sense of pride; and at the national level, such as the image of the destination and accessibility (Ritchie et al., 2020; Smith et al., 2019). These social impacts are more difficult to discern and measure objectively (Ritchie et al., 2009). They include intangible elements such as increased civic pride, social capital, an improved image of the destination, and the development of new business networks (Mair & Duffy, 2018). But despite these benefits, the organization of mega-events also incurs costs, many of which are borne by local residents. These costs include increased traffic, noise, and congestion (Fredline & Faulkner, 2001), as well as a potential feeling of exclusion from the event planning process (Chien et al., 2012). These social costs and benefits are often linked to the concept of the Triple Bottom Line of sustainability and are closely associated with the notion of the event's legacy (Mair & Duffy, 2018).

3. METHODOLOGY

As part of our analysis of research and studies conducted on the economic and social effects of sporting events on host countries, we have opted for a meta-analysis of literature reviews, due to its advantages and the precise and clear results it allows to obtain. This provides us with a comprehensive and in-depth view of the directions taken in research over a given period, the most commonly used tools to conduct these studies, the methodologies adopted, as well as the quality and type of results obtained. It is important to note that meta-analysis is a general approach followed by researchers in each field, aiming to conduct detailed analytical studies on research already conducted in the same domain (Zimmer, 2006).

Meta-analysis is a statistical method that integrates data and results from various studies, research, and scientific reports, with the aim of drawing common and interconnected conclusions, as well as determining the general trends in research within a given scientific field. Through this analysis, researchers can compile multiple detailed studies and transform them into a comprehensive and exhaustive study, following steps generally recognized among scientific researchers.

First, it involves selecting and defining the subject and the variables being studied, while specifying the main objective of the analysis and study. Then, relevant studies are collected and synthesized, and the key results serving the overall purpose of the analysis are extracted. It is essential that these studies come from sources recognized for their scientific credibility and their reputation within the community of researchers, scientists, and experts.

After this step, the results obtained are reviewed, evaluated, and analyzed based on the overall objective of the research. All the data, results, and methodologies adopted by the studies, as well as their hypotheses, are transformed into statistics to facilitate their analysis and interpretation. Finally, the results are compared with each other to identify points of convergence and divergence.

In our analysis, we gathered the majority of studies and research papers in English that are available, focusing on econometric analyses or data analyses aimed at assessing the economic impact of sporting events on host countries or cities. These studies, published between 2000 and 2024, come from the Scopus database. As mentioned earlier, our choice of this period is explained by the fact that most studies using modern or relatively recent econometric and statistical methods were published during this period. In contrast, the choice of the Scopus database is due to its reputation and the credibility of its research within the scientific community. Additionally, we opted for a narrative approach aimed at exploring and presenting the theoretical and empirical

methods adopted to assess the economic impact of sporting events on host countries or cities. Our analysis includes a detailed study of 22 articles and research papers, while attempting to extract the empirical methods used, including the statistical or econometric tools, the adopted theoretical framework, the results and conclusions, as well as the recommendations.

4. RESULTS

We performed the calculations of our results using Excel software, and the results of our analysis are presented in the tables below.

Table 1: Research Title, Journal/Review, Authors/Year, Methodology, and Results

Title	Journal/review	Authors/ Year	Methodology	Results
Mega-events, Urban Boosterism and Growth Strategies: An Analysis of the Objectives and Legitimations of the Cape Town 2004 Olympic Bid	International Journal of Urban and Regional Research	Harry Hiller 2000	An Analysis of Scientific Research and Previous Studies	The expected economic benefits are not always realized. Although mega sporting events can stimulate economic growth, they do not necessarily guarantee a sustainable and inclusive social transformation.
Social Impacts of the Sydney Olympics	Pergamon ; Annals of Tourism Research	Gordon Waitt 2003	Two telephone surveys conducted in 1998 and 2000 among residents of various districts in Sydney.	Residents experienced an increased sense of pride and social cohesion; however, concerns emerged among those living near Olympic sites due to disruptions caused by the preparations.
The impact of the 2002 World Cup on South Korea: Comparisons of pre- and post-games	Tourism Management	Hyun Jeong Kim, Dogan GURSOY et Soo-Bum Lee 2004	A Factor Analysis of Data	The results indicate that expectations regarding economic benefits were not met, while cultural exchanges were perceived as relatively positive after the event.
Comparative Economic Impact Analyses: Differences Across Cities, Events, and Demographics	Economic Development Quarterly	Michael J. Mondello & Patrick Rishe 2004	The authors employed ex-ante studies with analyses based on surveys administered to spectators. The data were processed using SPSS.	The results show that youth competitions and women's events can generate greater local economic benefits than their male or senior counterparts, due to higher family expenditures and longer stays.
Beyond Input-Output Analysis: Using Occupation-Based Modeling to Estimate Wages Generated by a Sport Tourism Event	Journal of Travel Research,	Daniels, M. J. 2004	Input-Output (I-O) Modeling	Daniels concludes that this approach can guide local policies to optimize the economic impacts of similar events by adapting training and resource allocation according to actual labor needs.
Estimating the contribution of a multi-purpose event facility to the area economy	Tourism Economics,	Nancy M. Hodur & Dean A. Bangsund & F. Larry Leistritz & John Kaatz 2006	The analysis is based on surveys conducted at 11 representative events, including concerts, sporting events, and trade fairs, using an input-output model to assess the ripple effects on the local economy.	The study highlights the significance of events such as concerts, sports competitions, and trade fairs in small towns, where the economic impacts are often underestimated.
The Economic Impact of Sports Facilities, Teams and Mega-Events	The Australian Economic Review	John Siegfried et Andrew Zimbalist 2007	Analysis of Research and Scientific Studies	The authors demonstrate that academic studies rarely find significant effects of sports facilities and events on urban economic growth. On the contrary, research indicates that there is no lasting positive relationship between stadium construction or hosting major events and local economic development.
The Impact of the Broadcasting of Sports Events on the Image and Awareness of Host Cities Abroad	Belgeo	Egbert R. Oldenboom 2008	The study utilized surveys conducted before and after Euro 2000 in five European countries, with questions on the recognition and image of the host cities.	The study reveals that broadcasting had a moderate impact on the recognition of host cities, influenced by the national team's performance and the tournament stage. Promotional effects are more pronounced when the match is significant and when the national team performs well.

Club Sport National Tournament: Economic Impact of a Small Event on a Mid-Size Community	Recreational Sports Journal	Frank R. Veltri, John J. Miller, and Aaron Harris 2009	The researchers conducted a survey of 105 spectators to estimate their expenditures in the city over the three days of the event.	The article demonstrates that small sporting events can represent significant economic opportunities for mid-sized cities due to the influx of new spending from external visitors.
Importance of Events in Tourism: Impacts of the UEFA-EURO 2004™ on the Accommodation Industry in Algarve, Portugal	Anatolia ; An International Journal of Tourism and Hospitality Research	Fernando Perna et Maria João Custódio 2011	The authors assess the impact of this event by measuring changes in overnight stays, occupancy rates, and revenues, relying on data from the Portuguese National Institute of Statistics. They employ an input-output analysis and revenue estimation.	The authors show that this event led to an unexpected 14.7% decrease in overnight stays in June 2004 compared to the previous year, due to higher accommodation prices, which discouraged some regular tourists. Despite this decline in attendance, the average revenue per night increased, partially stabilizing total revenues.
Modelling the economic impact of sports events: The case of the Beijing Olympics	Economic Modelling	ShiNa Li a & Adam Blake & Rhodri Thomas 2013	The study explores the advantages of using MEGC modeling with imperfect competition to simulate the economic impact of sporting events.	The results show that the Games generated moderate economic benefits for the host city, primarily driven by tourist expenditures.
Tourism and the 2010 World Cup: Lessons for Developing Countries	Journal of African Economies	Thomas Peetersa & Victor Mathesonb & Stefan Szymanskic 2014	The study utilizes monthly tourist arrival data from 170 countries, collected over a 10-year period, to compare tourism flows before, during, and after the 2010 World Cup. A multiple regression model was applied.	The authors find that while the World Cup attracted approximately 300,000 additional visitors in 2010, the increase was concentrated during the event, with a limited long-term impact. The study reveals that organizational costs—largely allocated to infrastructure—far exceeded direct benefits, especially since profits from broadcasting rights and ticket sales were predominantly captured by FIFA.
A longitudinal assessment on the economic effects of hosting major sporting events	Applied Economics	Huei-Wen Lin et Huei-Fu Lu 2018	The study employs dynamic panel data models to compare the impact before, during, and after the events.	The results show that the long-term benefits often cited in the literature are actually overestimated due to methodological biases and the optimism of the models used.
Economic Impact Assessment of Mega-Events in the United Kingdom and Brazil	Journal of Hospitality & Tourism Research,	Shui Ki Wan & Haiyan Song 2019	A Panel Data Modeling	The article highlights significant differences between developed and developing countries. The study shows that the United Kingdom experienced positive economic impacts from the Games, whereas Brazil's massive investments in infrastructure for these events led to high costs with lower economic benefits.
Assessing economic and fiscal impacts of sports complex in a small US county	Tourism Economics	Sungsoo Kim 2019	The analysis employs a regional multiplier model to estimate the precise economic impacts using EMSI (Economic Modeling Specialists International).	The study shows that sports complexes can have significant economic impacts in small rural towns by attracting external visitors for various events, including sports tournaments.
The Importance of Sport Events on Hotel Performance for Restarting Tourism After COVID-19	Societies	Dusan Borovcanin, Ivan Cuk , Miha Lesjak et Emil Juvan 2020	Statistical Data Analysis (ANOVA) - SPSS	The study shows that these sporting events significantly increase hotel occupancy and revenue due to the heightened demand from participants and visitors. Marathons generate higher revenues than other non-sporting events, and the authors suggest

Destination development by sport event tourism (SET): a case study of Thailand	Sport in Society of Cultures, Commerce, Media, Politics	Greg Williams, Young Hoon Kim & John Nauright 2021	A qualitative approach based on a review of existing literature and an analysis of current policies, infrastructure, and business models related to sports event tourism (SET) in Thailand.	adopting dynamic pricing policies to maximize these gains. The study also highlights that sporting events can be a key driver in revitalizing the hospitality sector after the COVID-19 crisis.
Social Impacts of Mega-Events: A Systematic Narrative Review and Research Agenda	Journal of Sustainable Tourism	Judith Mair , P. Monica Chien , Sarah Jane Kelly & Stephanie Derrington 2021	The authors followed the PRISMA model for a narrative analysis based on a systematic literature review synthesis.	The article concludes that sports event tourism (SET) represents a major opportunity for Thailand's economic and tourism development but requires coordinated efforts between the government, local businesses, and communities. A strategic approach integrating innovative business models and sustainable development policies is essential to maximize benefits and position Thailand as a competitive global sports destination.
The Impact of Attracting a Mega-Sport Facility on the Development of a Small Town: A Case Study on Taekwondown in Muju, South Korea	Sustainability	Seungyup Lim 2022	The study employed an inductive analysis of qualitative data derived from 120-minute interviews.	The authors highlight the lack of consensus in measuring social impacts, which include social cohesion, civic pride, destination branding, and the development of sports infrastructure. While these events can bring benefits such as improving local skills and reducing social segregation, they can also lead to social costs, including increased traffic, noise, and gentrification.
The Urban and Economic Impacts of Mega-Events: Mechanisms of Change in Global Games	Sport in Society : Cultures, Commerce, Media, Politics	Sven Daniel Wolfe, David Gogishvili, Jean-Loup Chapelet & Martin Müller 2022	The authors employ a comparative methodology, analyzing case studies of mega-events in cities such as Moscow, Rio de Janeiro, and London.	The study shows that the presence of this large sports facility has stimulated local economic development, created jobs, and improved the city's tourism infrastructure.
Sport Tourism, Regional Development, and Urban Resilience: A Focus on Regional Economic Development in Lake Toba District, North Sumatra, Indonesia	Sustainability	Ida Widianingsih ; Abdillah Abdillah ;Erna Herawati ; Anggia Utami Dewi, Ahmad Zaini Miftah ; Qinthara M. Adikancana, Masry Nanda Pratama et Sudarmono Sasmono 2023	The study examines the economic and environmental impacts of the World Championship by analyzing qualitative data from international databases using NVIVO.	The article highlights that mega-events profoundly reshape host cities and their social dynamics, often in an uneven manner. While these events are presented as development opportunities, they primarily benefit powerful economic actors at the expense of local residents, who often endure urban transformations without fully reaping their benefits.
Evaluating the impact of mega-sport events: A case of EuroBasket 2022	Journal of Physical Education and Sport	Patrycja Gulak-Lipka 2024	The economic impacts were measured using the Keynesian multiplier method, accounting for the direct, indirect, and induced effects of expenditures in the host cities.	This event had a positive impact on the local economy by boosting tourism, generating revenue for small businesses, and supporting post-COVID-19 economic recovery. Moreover, it contributed to enhancing urban resilience by promoting local infrastructure projects and training programs. However, environmental concerns, particularly regarding carbon emissions and potential lake pollution, were identified.
				The study concludes that the economic and media benefits of EuroBasket 2022 are significant while emphasizing the importance of managing the environmental footprint of such events for future host candidates.

Table 2: Results.

Category	Indicators/Details	Number	Percentage	Total
Type of research	Applied	4	18%	100%
	Fundamental	18	82%	
	Inferential	5	23%	
Methodology	Descriptive-Analytical	7	32%	100%
	Mathematical Modeling	10	45%	
	Desk Research (Literature Review)	16	73%	
Data collection procedure	Observation	1	5%	100%
	Interview	3	14%	
	Questionnaire	2	9%	
Research Validity	Yes	19	86%	100%
	No	3	14%	
	Research Question - Yes	18	82%	
	Research Question - No	4	18%	
	Hypotheses - Yes	10	45%	
Research Framework	Hypotheses - No	12	55%	100%
	Conceptual Model - Yes	12	55%	
	Conceptual Model - No	10	45%	
	Economic	22	100%	
	Social	2	9%	
	Environmental	2	9%	
	Technical	0	0%	
Dimensions of Research Papers	Cultural	1	5%	-
	Organizationl	4	18%	

Regarding the scientific nature of the research, 82% fall under fundamental research, while 18% correspond to applied research. Inferential analyses represent 23%, whereas descriptive analyses account for 32%. Additionally, 45% of the studies include econometric modeling. Moreover, 86% of the analyzed articles feature scientific validation.

Concerning the methodological framework, 82% of the articles pose research questions, and 45% formulate hypotheses. Articles including a conceptual model make up 55% of the total. Finally, in terms of the studied dimensions, the majority of articles focus on the economic dimension of sporting events, while only 9% of the studies address social and other aspects.

5. DISCUSSION

Regarding the studied impacts, the articles primarily analyze the effect on the overall economy, measured by the GDP response after hosting the events. Other impacts relate to the tourism sector, tax contributions, territorial development of host areas, and social effects on local populations. Some studies focus on the country's image and the promotion of local commercial, industrial, and tourism brands through surveys and interviews conducted with visitors and tourists.

Our analysis of the reviewed articles reveals that the economic impact of sporting events is not always positive for all host countries, or at least, it does not always meet initial expectations. Several studies indicate that the nations benefiting the most from these events are developed countries that already have the necessary infrastructure. For these countries, expenses are often lower, unlike developing countries, which benefit less or, in some cases, experience negative economic effects due to the costs associated with hosting. This is especially true when these countries have to incur debt to finance the necessary investments and projects. Furthermore, some studies reveal that the majority of jobs created for such events are often temporary and low-paid. However, these events can have a very positive and significant impact on the country's image, positioning it as a nation capable of hosting large gatherings and becoming an attractive destination for visitors from around the world. However, this requires the development of strong tourism strategies to capitalize on these opportunities and promote the country internationally.

Regarding state revenues, they are positive in almost all the cases studied. This is mainly explained by the fact that economic activities related to the preparation and organization of the event generate substantial tax revenues for the host country.

6. CONCLUSION

Our research paper focuses on a meta-analysis of a selection of articles, studies, and research papers in English, published between 2000 and 2024 in the scientific database Scopus. It includes a detailed analysis of 22

articles and studies, all centered on assessing the economic and social impact of sporting events on host countries and cities, whether through data analysis or mathematical and econometric modeling.

As previously mentioned, the choice of this period is justified by the fact that the majority of research utilizing modern econometric methods was published during these years, with a strong concentration between 2004 and 2024. This period also saw an increase in the use of econometric models, which provide relative precision in evaluating economic impacts through country-specific economic indicators and statistics.

On the other hand, some studies relied on qualitative data, conducting interviews, surveys, and polls to assess the economic and social impact of these events from the perspective of local residents, participants, and inhabitants of the host cities or countries. Other research opted for an analysis of pre-existing studies, attempting to draw conclusions based on the experiences and findings of other countries.

Finally, many researchers argue that the results of their studies remain dependent on the methods and tools adopted. Therefore, they recommend using more complex and robust econometric methods to achieve an accurate assessment of the effects of these events on the economy and society, such as Computable General Equilibrium (CGE) models. These models offer advantages in terms of structure and precision, allowing researchers to overcome several limitations of traditional econometric methods, such as panel models, VAR, and ARDL ... (Li et al., 2013).

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