

## The holistic impacts of the 2005 Canada Summer Games on the University of Regina

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Abstract 428**

The majority of literature regarding the impact of sporting events is concentrated largely on the economics of mega-events (Gratton & Henry, 2001). This is problematic in part because it overlooks many other outcomes and there has been little attention directed to the impact of smaller sporting events. Horne and Manzenreiter (2006) explain that a fantasy world is associated with mega-events which cause organizers to underestimate costs and environmental impacts, while overestimating revenues and economic development. Evaluating the monetary benefits of sporting events is the highest priority in capitalist societies and this premise reflects the academic literature regarding event impact analysis. On the contrary, sporting events of smaller stature, which likely have a decreased economic impact, are virtually unexplored academically.

Many residual effects of hosting sporting events are intangible, such as the psychological, political, socio-cultural and tourism impacts. However, the success of an event is often recognized by the tangible immediate economic impact (Gratton & Taylor, 2000). Focusing strictly on economic impact analysis fails to take into account other crucial positive and negative outcomes of sporting events. In addition, economic impact statements frequently present information that is skewed to make an event appear more successful (Mules & Faulkner, 1996) and sporting events organizers and in turn enhance the reputation of the event and the individual organizers. In order to become proactive and address these concerns, a multidisciplinary holistic view on the impact of sporting events is necessary to determine how the host community may be affected both in a positive or negative manner.

Researchers recently have taken a holistic approach to impact assessment. This inter-disciplinary approach integrates multiple concepts. Ritchie (1984) developed a classification of the types of impacts which must be evaluated for sport events. These six impact categories for a holistic event impact analysis are economic (e.g., increased income to citizens and price increases during event), tourism/commercial (e.g., number of tourists after an event and increased awareness of host community), physical (e.g., construction of facilities and environmental damage), socio-cultural (e.g., change of social atmosphere in the host community and strengthening of local cultures), psychological (e.g., pride in one's community), and political (e.g., economic exploitation of citizens in the host community to address the ambitions of the political elite). These impact categories developed by Ritchie (1984) will serve as a framework for this study.

The frequency of smaller sporting events is greater than mega-events. Although not well-researched, it appears that these smaller events have a different impact on the host community. For example, in a study by Garnham (1997) on the impacts of an interprovincial rugby tournament in a community in New Zealand, there was a sense of a psychological boost within the host community. These smaller events impact the host community intangibly and these residual effects tend to be more positive than that of a large event. While the tangible economic and physical impacts are minimized, there is evidence of a residual impact within the community psychologically.

The purpose of this study is to determine the holistic impacts of the 2005 Canada Summer Games on the University of Regina. The 2005 Canada Summer Games were hosted in Regina, Saskatchewan and the University of Regina housed athletes and accommodated numerous events, sport and non-sport venues. The Canada Summer Games are a national multi-sport event which attracts visitors and athletes from across Canada. The Canada Summer Games are relatively small in comparison to global events such as the Olympic Games and the World Cup, events which have much larger impacts and dominate the body of research in sport tourism. Mega-events such as the Olympics and World Cup have larger attendance, media coverage and overall holistic impact. It is also important to note that smaller sporting events have been relatively unexplored utilizing a holistic methodology. Therefore this study can contribute to the existing literature and encourage future discussion about holistic impacts of sporting events.

**Methods:** This case study will be conducted in a qualitative manner in order to gain multiple viewpoints from participants on their perceptions about the 2005 Games on the University of Regina. Data will be obtained via in-depth open interviews with senior administrators and staff who were actively involved in the Games. Focus groups will be conducted with senior undergraduate students and university staff, who were not actively involved in the Games. The interviews will be audio taped and transcribed verbatim. The data will then be analyzed using a process of content analysis.

References:

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