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

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Abstract

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.

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