Using Equity Theory to Understand Non-Host City Residents’ Perceptions of a Mega-Event

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While mega-events are often funded using both state and national taxpayer funding, research has typically focused on the impact of the event on the host city (Mules, 1998). More recent research has begun to explore the perceptions of individuals who reside outside of the host city (Deccio & Baloglu, 2002; Karadakis & Kaplanidou, 2012), as employing effective leveraging strategies can expand the benefits and impact to non-host communities (Kellett, Hede, & Chalip, 2008). Much of the research on non-host city residents has been quantitative and has examined residents’ perceptions of the event (Atkinson, Mourato, Szymanski, & Ozdemiroglu, 2008; Deccio & Baloglu, 2002; Karadakis & Kaplanidou, 2012; Liu et al., 2014). However, recent qualitative research has explored residents’ views regarding an event and has suggested these perceptions may be influenced by a perceived rivalry between the host and non-host cities (Fairley, Cardillo, & Filo, 2016). Specifically, the perceived inequity in resource distribution that non-host city residents felt toward the host city influenced resident perceptions of the event (Fairley, et al., 2016).