

## 國際運動賽事辦理衝擊之評估

### An investigation of measuring the effectiveness and impact of hosting international sport events in Taiwan

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Sport event hosting is viewed as an important tool to bring tremendous impacts upon humans, society, cities as well as nations. Studies indicate that sport events have a tremendous impact upon various areas, such as political stability, economic growth, urban generation, and image of host cities. To understand the effect of the international sports event, many academic community and sport event practitioners have already spent enormous effort to investigate its impact, such as economic effect, environmental issues, social impact, and the sporting impact.

However, this issue has not been received sufficient attention in Taiwan from different stakeholders, including academic community, government agency, and event organizers. Thus, the aim of this research is to assess the impact of selected international sports events in Taiwan from broad dimensions, including sports, economic, social and environmental aspect. A holistic measurement requires inter-discipline cooperation, which indicates that experts from sports, economic, social studies, tourism and environmental-related field, should be involved in this study. Faculty from three academic departments, including Kinesiology, Economics and Environmental and Cultural Resources, were involved in this research project.

There were two main stages in this two-year project. The first stage was to develop an assessment tool for four scopes of impact, including qualitative and quantitative methods. The second stage was to conduct an evaluation study for selected sporting events. In addition, to sustain this significance of this research project, some academic and publicity efforts were made. To sum up, several assessment tools were developed, and some evaluation projects were carried out. Results of this research project were elaborated below:

First, a total of **SIX** assessment tools were built, including a questionnaire for the economic impact, the guideline for interview and a quantitative survey for the social impact, the guideline for interview for the sporting impact, carbon footprint tracking and guide for the interview for the environmental impact. Secondly, **SIX** sporting events were selected for evaluating the outcome. Thirdly, **THREE** on-line forums attracted just below three hundred participants. Additionally, **ONE** academic paper was published while the other **ONE** was accepted already.

Measurement tools

1. A questionnaire for the economic impact survey
2. A carbon footprint tracking template for the event organizer
3. Transportation and accommodation services survey for event participants
4. The interview guideline for the sporting impact
5. The interview guideline for the social impact
6. A questionnaire for the social impact survey



Scholarly publication

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